

OFFICE®



AT-A-GLANCE

CUSTOMER'S BUSINESS:
Footwear retailer

CHALLENGES:
Office shoes needed an optimised hosting infrastructure. Goals were improved stability and scalability to handle extreme levels of traffic, tens of thousands of orders and millions of page views every day with capability to support a bold omni-channel digital shopping strategy.

RACKSPACE® SOLUTION:
Big enterprise level managed hybrid hosting solution

BUSINESS OUTCOME:
Office Shoes have made some significant changes to the way they do business and how they interact with their customers, as a result they are reaping the rewards of a significant growth in demand.

Footwear giant puts its best foot forward and takes the omni-channel shopping experience to whole new levels

Launched in 1981 with just one concession, today Office Shoes is a giant of the footwear retail world, with over 150 sites across the globe and plans to extend further into new territories. Central to its expansion is its eCommerce business, and the development of strong digital concepts focused on supporting customers to make a purchase on their terms.



Office Shoes support customers to make purchases on their terms.

Working with best of breed partners Rackspace and Envoy Digital, Office shoes has harnessed the power of the Hybris

eCommerce platform to deliver an integrated omni-channel shopping experience that is supporting a huge and exciting roadmap of growth and development.

"We have a best of breed solution and a best of breed partnership, we can rely on Rackspace 100%."

Rob Worthington,
Multi-Channel Director at Office Shoes

PUTTING TOGETHER THE RE-PLATFORMING PUZZLE

Like many retailers Office Shoes has seen phenomenal growth online. Keeping one step ahead in a highly competitive market requires a best of breed eCommerce platform

and infrastructure. It must be capable of handling large numbers of orders, peaky and seasonal traffic fluctuations, the demands of a highly interactive website, user friendly checkout and payment, rapid fulfilment and seamless stock management. It also needs to be able to sustain the business for the long term.

Unfortunately Office Shoes were finding their incumbent custom platform to be increasingly unsatisfactory. The solution was inherently unstable, leading to outages and downtime. The site failed to perform during very busy sales periods, holiday seasons and promotional events. The platform did not have the functionality required to deliver a company-wide stock view.

These constraints led to lost sales and missed opportunities. Office shoes carried out an extensive platform selection process and chose Hybris as the platform with the flexibility and native capability they needed

“Rackspace infrastructure and fanatical support genuinely lives up to the promise... They are responsive, their people know what they are doing and we see them as the gold standard hosting provider. They make us look good.”

Branwell Moffatt, Ecommerce Director at Envoy Digital

to move forward. Once in place they turned to long term digital partner and system integrator Envoy Digital to support their plans.

Rob Worthington, Multi-Channel Director at Office Shoes explains: *“We knew our eCommerce platform and infrastructure would not be able to meet our plans or sustain our business for the long term. Hybris was going to be a real game changer but we needed the right support to get the best out of it. We had a lot of experience of working with Envoy and knew that they were the architecture service provider to take us forward. Envoy put together a dedicated hybris team and the journey truly began.”*

The next piece of the re-platforming puzzle was finding the right hosting partner.

Rob continues, *“This was a pretty quick decision. Envoy’s experience of working with Rackspace meant they were an obvious candidate. They had the core capabilities, retail commerce experience and business critical enterprise level infrastructure we required to ambitiously expand our online offering.”*

Branwell Moffatt, Ecommerce Director at Envoy Digital expands: *“We had been working with Rackspace for years, their infrastructure and fanatical support genuinely live up to the promise. We knew they were the right partner to architect and maintain the highly capable and scalable infrastructure hybris demanded and Office Shoes needed. They are responsive, their people know what they are doing and we see them as the gold standard hosting provider. They make us look good.”*

REACHING NEW AND EXISTING AUDIENCES IN INNOVATIVE AND EXCITING WAYS

Rackspace and Envoy worked together to design and engineer a highly optimised and scalable Hybris hosting architecture based on several key goals:

- Stability and scalability to cost effectively, handle extreme levels of traffic, tens of thousands of orders and millions of page views every day
- Capability to support a bold omni-channel digital shopping strategy
- Speed to facilitate rapid ordering and checkout
- Security to handle chip and pin payments
- Support for a bespoke stock management application, in-store tablet roll out to seamlessly link online and offline worlds and a click and collect service launch.

Branwell continues, *“It was the joined-up thinking and combined vision, capability and experience of the partnership that delivered on these goals. Together we configured and set up an infrastructure designed to get the best out of Hybris. We tackled any technical challenges around load testing, performance and application development and importantly delivered on time and with the smoothest possible transition.”*

“With the big enterprise level hybrid solution Rackspace designed Office Shoes were confident they could move forward with their development road map and plans to reach audiences in new, innovative and exciting ways. Office Shoes won’t ever have to worry about their infrastructure. The importance of this cannot be overstated when trying to grow a business.”

Office Shoes uses the cloud to support its Hybris omni-channel platform, including a Click and Collect service and in-store kiosks which allow customers to place website orders for products seen in-store. These are all critical elements in reaching the retailer’s goals, one of which is to double its omni-channel sales over the next three years. The Hybris tool will play a central role in achieving this, as it has formed a foundation for the international expansion planned by the brand which has recently started by creating a German website and in future will see it enter the Chinese market.

The retailer's mobile website also runs on the Rackspace Private Cloud. Since being launched the website has proved incredibly popular amongst the young target market of Office, with 60% of all web traffic now coming through mobile devices. As a mainstream retailer, they soon noticed a clear trend of consumers initially browsing products on their mobile before making the purchase later via a laptop or desktop. In a short space of time it has become an essential part of its eCommerce strategy.



60% of all Office Shoes website traffic comes from a mobile device.

BIG RESULTS

With a new platform and infrastructure in place, Office Shoes have made some significant changes to the way they do business and how they interact with their customers. As a result they are reaping the rewards of a big lift in demand.

A consistent experience across all channels has seen a 23% growth in online traffic and 18% uplift in conversions. They realised a 100% year on year growth in sales across the busiest periods in 2014. During Black Friday, Cyber Monday, Christmas and Festival seasons their site took everything thrown at it in its stride without breaking a sweat.

With further developments, the in-store tablet initiative has enabled assisted selling across a company-wide inventory and they have successfully merged online and offline sales to provide customers

with a seamless shopping experience. They have also facilitated closer integration with third party services such as Amazon and eBay and have realised the delivery of many new site initiatives, such as click and collect, a mobile site and expansion into new territories.

Rob concludes: *"Our business critical infrastructure now performs fantastically well, it is powerful and reliable. The solution will grow with us as we continue to roll out the new functionality and features needed to meet the demands of our growing business and desire to exploit new sales channels."*

"We have a best of breed solution and a best of breed partnership, we can rely on them 100%".

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FANATICAL SUPPORT

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