



Kentico Case Study

Thackerays

<http://www.thackerays.co.uk>

Industry:

E-commerce

Partner:

Data Graphic Services

30 Cherry Tree Road

Liverpool L36 5TZ

United Kingdom

<http://www.data-stream.co.uk>

Les Girvan

les.girvan@datagraphicservices.co.uk

+44 151 324 3479

“Data-Stream has given us greater control over our web-site in two main ways. Firstly, we can now drill right down to the raw code of each area of the site and tailor it to our needs. Secondly, it has enabled us to add our large volume of seasonal stock quickly, and manage it easily.

The system is very intuitive to use and even members of our team who are less technical can use it. When we do get stuck it is great to be able to call on the online Kentico community for help as well as the standard documentation.

Since launching the new site using Data-Stream, we have seen an increase both in traffic and ecommerce conversion rate, and both figures continue to rise as we make further enhancements to the site’s design and functionality to improve the customer experience.”

David Goss,
Head of E-Sales
Thackerays

Goals and Challenges

Client needed increased functionality and features to those offered by their previous website provider, to improve and extend their online store sales.

We needed to develop facilities to allow SOAP endpoints to integrate into the various modules of the system to match the needs to the external data provider (Cybertill EPoS)

Our challenge was to find a CMS solution that would allow our developers to integrate via the API without overlooking good documentation and user-friendly interface for end-users.

We had to ensure that the relevant LIVE SOAP calls could be handled via the API and that stock and product updates were handled correctly.

We also had to make sure that existing customers could login to the system without needing to re-create their customer account.

The client is a retailer, selling high-quality designer fashion goods. Their stock is spread over six physical high street locations but also sold through their online store.

As items are exclusive and are only available in limited numbers we needed to ensure that, at point of sale/checkout, the apparent availability of an item matched the reality of stock levels.

Solutions

After choosing the Kentico CMS we had to produce a functional specification to compare module components and learn how best to use these with the data provider.

Using the e-commerce module we had to integrate the SOAP endpoints into the similar component of the Kentico CMS, i.e. the SOAP customer’s registration service to Kentico login web part.

As completed transactions (Authorized payment from payment gateway) were to be passed back to the data provider we needed to add additional cart functionality and a scheduled task to transmit this information back to Cybertill, to update sales data and allow the pick/pack and despatch of ordered items to occur.

We also had to add additional scheduled tasks to add and update product data from the data provider. In addition we needed to add customer registration and customers’ modified data to also be passed back to the data provider.

We also wanted to ensure as much of the Kentico system could be used and synchronized between both systems, all of this to be seamless.



“Since converting to Data-Stream we have developed the ability to manipulate the styling and development of our website.

The Kentico system provides many of the basic needs we should have had in our old system and a lot of useful additions too.

The Data-Stream solution, using Kentico, has enabled us to incorporate external product feeds, facilitate more simple website design and has improved our SEO functionality, report gathering and web analysis tracking both in the CMS and for a third party.

As a result in the last year we are seeing more traffic to, and sales from our website.”

Ian Wilson,
Web Developer,
Foxster.co.uk

Results

The use of Kentico has allowed the client to create their website with the look and feel that they had been struggling to achieve.

The ability to add custom document types has allowed them to add additional information for the online store (such as information about designers) that is not relevant to the high street operations.

The newsletter module has allowed them to develop their marketing strategy, raising awareness of the online store in existing customers and encouraging new ones.

In addition they have been able to create and maintain a brand identity and have the option to add an additional branded store without any need for product or client duplication.

Key criteria for selecting Kentico CMS

After trying various CMS systems we selected Kentico as we found it the most suitable in terms of the development ability and its excellent system documentation and customer support services.

The user interface was also clear and easy and supported by an abundance of documentation and user guides suitable for end-users with limited technical knowledge/understanding, which was key to our final decision to choose Kentico.

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