

 **ivis** Professional Services



IVIS Group The Multi-channel Experts

The proven route to multi-channel success

With more than a decade of delivering multi-channel solutions, IVIS Group has a solid understanding of the challenges and opportunities facing both existing and aspiring multi-channel organisations.

Working as a partner with some of the most successful and visionary multi-channel adopters, including pioneering retailers and non-retail organisations, we have built an extensive suite of consulting and solution delivery services.

We have also developed industry-leading applications, but our prime focus is always on the issues that concern your business and the impact any solution will have on it and your customers. We share with our clients a belief in the power of a multi-channel approach to improve service, satisfy customers and create competitive advantage.

From high-level strategic reviews of a client's emerging multi-channel stance right through to integrating a solution with legacy systems, IVIS Group are the recognised experts.

Multi-channel The 21st century business model

continues to bring about dramatic changes in the way organisations deal with each other, their customers and their employees.

The potential was apparent from the outset. Evolution was so rapid it was inevitable that the implications, in terms of organisational change and the systems needed to implement a cohesive strategy, were frequently not appreciated or understood.

Many organisations have found themselves burdened with standalone systems dedicated to separate channels of their business. The inability of these

systems to integrate makes it impossible for such organisations to derive the full range of benefits they see competitors gaining from their multi-channel initiatives.

A successful multi-channel strategy now means presenting customers with a single, integrated and rich experience. Successful organisations understand the need for a wider transition that extends beyond the basic provision of information on products and services to engage with individuals' lifestyles, interests and the communities to which they have an affinity.

IVIS Group understands the opportunities and challenges faced by all organisations in a multi-channel world. We have the track record, knowledge and people to help them understand where they fit in the multi-channel landscape and to deliver solutions that speed time to market, build market share and reduce costs.

Meeting the multi-channel challenge

IVIS Group is an innovative and groundbreaking company that provides strategic and practical advice through a team of business and technical consultants, as well as a range of products to help you realise your multi-channel ambitions.

Your customers are at the heart of everything we do. Our partnership approach is geared to understanding how you work and developing a shared vision and direction for your multi-channel strategy.

We will test the efficacy of any existing strategy. There will be a presumption of a need for a scalable solution that integrates all your channels to maximise the opportunities that going multi-channel is capable of delivering.

Best-practice solutions

Traditional sequential 'waterfall' methodologies do not deliver the agility that companies need to compete successfully. Conversely, newer, RAD approaches tend to focus on delivery rather than quality. IVIS Group employs the IVIS Iterative Process (IIP), which blends the best elements of each to ensure the rapid deployment of robust solutions.

IIP has proved effective on a multitude of projects from point solutions through to the largest e-business infrastructure rollouts.

Every project starts with a thorough exploration and understanding of the needs of your customers, business stakeholders and IT staff, ensuring that there is an ongoing balance between internal and external needs. We believe that a successful multi-channel strategy is not just a technology issue; it should also encompass people and process.

Once the business requirements are agreed, all solutions can be aligned to the captured vision. Depending on your requirements, projects can be undertaken by our UK-based, European or Malaysian based, South East Asian consulting teams. Combined teams can also be created to provide round-the-clock solution delivery services.

By including mentoring, empowerment and knowledge transfer elements in each project, your own in-house team rapidly develops new skills that enable them to run with the solution when it is deployed, and undertake further projects autonomously. Equally, there is e-business training for non-IT staff, including senior management, to ensure that they are better able to identify how the new multi-channel capabilities can be used to improve the business.

Assessing the current position

The IVIS Group consultation process first determines not only where your organisation wants to be in the multi-channel environment but, perhaps more significantly, where it should be. **It's without doubt complex territory and our role is to clarify the options and help you find a way through the maze.**

The goal is to be able to segment your customer base, offer a broad range of products and flexible delivery options through multiple channels targeted to the needs of identified communities.

While the issues to be addressed can be structured in several ways, IVIS Group has identified five key dimensions of the multi-channel landscape. The key is to understand where you see your multi-channel business going and which component parts you view as critical.

Covering the e-commerce landscape

By evaluating strengths and weaknesses we can demonstrate how an organisation measures up against five key dimensions. The position will differ for each organisation and our purpose will be to identify the areas crucial to your organisation's quest to providing customers with a unified experience when interacting with your business.

The five dimensions of the multi-channel landscape are:

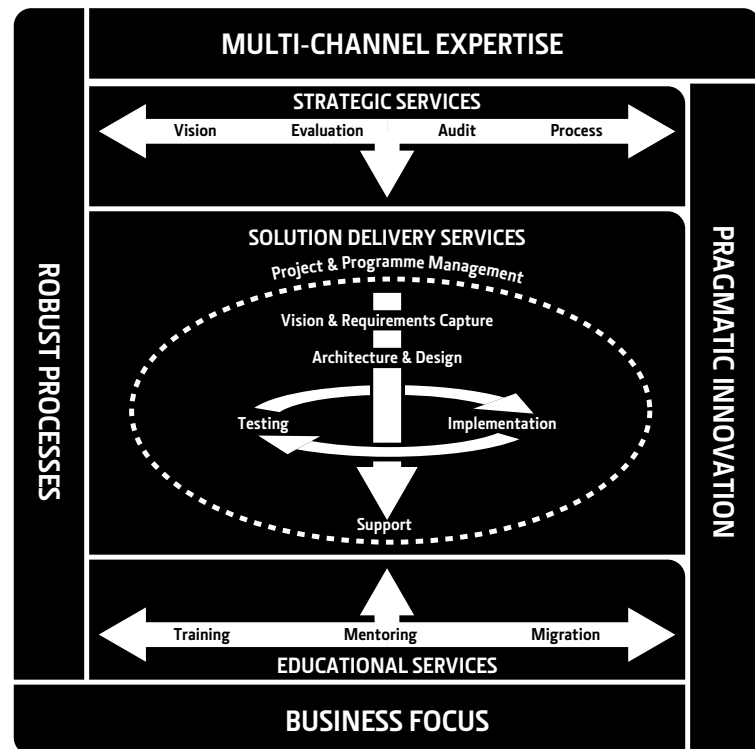
- **Customer experience:** to offer a broad product range targeted at customer segments while offering a consistent multi-channel experience to retain customers
- **Sales and marketing channels:** to provide an integrated range of channels with opportunities for white label strategies, offering alternative brands and using partners to ensure your goods and services are presented to customers at every opportunity
- **Multi-channel information management:** to offer an efficient mechanism to create and manage rich content for all channels with excellent reporting and analytics.
- **Multi-channel infrastructure:** to build a robust, scalable platform providing efficient support to all channels
- **Supply chain, logistics and operations:** to provide a seamless process for ensuring the availability and delivery of a broad range of products and services irrespective of the channel used.

IVIS Group provides a broad range of high-level professional services and we tailor packages suited to the requirements of each client and the industry or service sector in which they operate.

Strategic Services

Advising clients how to capitalise on new business opportunities facilitated by the latest multi-channel best practice and technology developments.

- **Vision Workshops.** Working with key stakeholders to develop strategic plans for multi-channel initiatives
- **Multi-channel Evaluation.** Working with clients to understand their coverage of the multi-channel landscape and planning future developments
- **Audit Services.** Addressing specific business and technical concerns or assessing your organisation's readiness to adopt specific approaches and technologies
- **Process Services.** Assisting organisations to improve process and quality, covering issues from establishing programme priorities and business analysis through testing and operational practices.



Solution Delivery Services

Supporting clients through every phase of project delivery ensuring timely delivery and successful adoption by the business.

- **Project and Programme Management.** Ensuring individual projects and complex programmes of work meet dynamic business objectives
- **Vision and Requirements Capture Services.** Ensuring both the strategic direction and specific business needs are captured prior to the commencement of any implementation phase
- **Architecture and Design Services.** Working with clients to define the solution architecture, the technologies to be utilised, and creating a detailed design document
- **Implementation Services.** Providing hands-on development resources or consultancy time to mentor in-house personnel
- **Testing Services.** Building test plans and undertaking unit, system and user acceptance testing to ensure the smooth rollout and adoption of new solutions
- **Support Services.** Ensuring on-going availability and maintenance of live solutions

Educational Services

Empowering customers by improving the availability of in-house expertise and skills.

- **Training Services.** Where our empowerment approach is demonstrated through a range of courses covering topics as diverse as E-business for Managers to Web Standards and Accessibility
- **Mentoring Services.** Working with customers on an on-going basis to support projects and staff development programmes
- **Migration Services.** Helping customers with the adoption of new technologies through a combination of training, mentoring and project assistance

The logo for ivis Professional Services, featuring a stylized white icon of three overlapping shapes forming a circle, followed by the text "ivis Professional Services" in a white sans-serif font.

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