



The British Home Store

CUSTOMER SUCCESS STORY

Company

British Home Store (BHS.com)

Location

London, UK

Website

www.bhs.com

Industry

Lighting, homeware & fashion

Services

Department store chain, primarily selling clothing and household items

SAP Solution



“Everyone said, you can't do this in less than a year and if you do it in 9 months you'd be a miracle man. We did it in 8 weeks ... Phenomenal absolutely phenomenal.”

Tony Perks

Former Group CIO/CTO, British Home Store

Contact us

01628 876723

anne.malone@incloudsolutions.co.uk

www.incloudsolutions.co.uk



HOMEWARE

BRINGING BACK A BRITISH INSTITUTION IN UNDER 8 WEEKS

THE BRITISH HOME STORE

THE COMPANY

BHS.com is an on-line retailer born from the ashes of a well-loved British institution. In Cloud Solutions and fellow SAP partners Greenlight were given the important task of bringing it back to life - in just 8 weeks! The pressure was on to create an integrated website, ecommerce and business solution.

THE BUSINESS CHALLENGE

The brief was to deliver a new modern, customer friendly and scalable website combined with full back end business functionality in time for peak period Christmas trading. Kevan Mallinder, Managing Director of BHS.com says; “The solution to our problems was to have a start-up mentality...so we had to find the software company that would be the best fit.”

THE SOLUTION

In Cloud Solutions and Greenlight Commerce were chosen to work together to integrate the SAP Hybris platform with SAP Business ByDesign and the Ingenico payment system. The platform they created was robust enough to scale to meet the management team's aggressive growth targets as well as integrate with International operations.

Now customers can order and checkout with just two clicks and shop seamlessly using mobile, laptop or tablet thanks to this enterprise strength system.

THE OUTCOME

They said it couldn't be done but BHS.com relaunched in just under 8 weeks which lead to an immediate 35% sales spike.

OUR EXPERTISE COULD BE YOURS

In Cloud Solutions were able to rise to the BHS.com challenge because of the expertise of our highly experienced team. We welcome the chance to tackle such challenges and pride ourselves on the reliability and integrity of our service.