

Lighting up
the high street

INTERNATIONAL

There's a whole wide world of potential customers out there

Services and solutions to support
international expansion



With market saturation and competition at home, it comes as no surprise that many retailers are looking to expand internationally



The internet has few boundaries. Even though a brand may have no local presence, overseas demand is being generated by exposure through blogs, social networks and searches.

But taking advantage of this new demand on the ground isn't easy. You need a partner that understands both your business and the local market.

Take China as an example. The increasing purchasing power of China's consumers, coupled with the strength of its eye-watering double digit growth economy, makes it a very attractive prospect.

With a high potential for retail growth, it's not surprising that many retailers see this as a major opportunity, either directly or using a franchise model. But expanding into new international markets isn't just about opening new stores.

A multichannel strategy is vital, whether you have an existing international presence or you're just about to kick off a global expansion programme. Either way, you'll be relying on a complex array of technology, from networked devices to retail IT applications. You need to be sure that each element works reliably, interacts with other elements, and can function quickly and without downtime.

And we can help support your global expansion plans.

Get a platform that really does the business of selling across all your channels, worldwide

The days of an e-commerce platform needing to support only local website sales are long gone. But it's not just a question of offering multiple channels. It's recognising that customers now want to transact across different channels, including social media and mobile. They want to place an order online and collect from their nearest store; they want to order in-store for home delivery. And they want to do this anywhere in the world.

With the right e-commerce platform, you can not only increase sales and customer satisfaction across all your channels, you can also offer your brand effectively in new international markets across the world.

The FrescaCommerce platform supports multiple languages, currencies, tax rules and the various payment types that are found in different countries around the world. We're already helping our customers trade in many countries including France, Germany, North America and Australia.

We provide a fully managed and hosted service, taking care of the IT infrastructure, integration and support of your site, freeing you to focus on selling your products and growing your business.

» no capex costs for hardware or software – the “on-demand” capacity is an integral part of the service

» PCI DSS compliance and certification

» a high-availability infrastructure with no single point of failure in the data centre

» an international content delivery network (CDN) for fast page downloads for customers from Aldershot to Adelaide.

All underwritten by a 99.9 per cent availability guarantee.

“Through a formal tender process we reviewed the leading players in the market. We selected BT Fresca on their proven record of delivery and support, and a shared vision of priorities for the next phase of growth within this channel. We're confident of increasing our online sales around the world with BT's help.”

Ish Patel, Group Strategic Development Director, Aurora Fashions

“Retailers are battling increased market saturation and competition online at home, but at the same time, they can see from their web analytics a growing proportion of non-UK visits, together with explicit requests by email from people overseas, all indicating latent demand. This is being generated by exposure to UK brands, even though those brands might not have any kind of retail presence in that market.”

Sarah Hughes, Joint MD, BT Fresca

The five steps to successful international e-commerce

Extending what you have is a logical first step, because it's quick, low-cost and relatively straightforward. You simply extend your existing website, distribution centres and fulfilment models, while localising things like sales tax, currency, language and payment methods step by step.

But if you really want to exploit international expansion, at some point you'll want to offer a local service: local hosting and local fulfilment. Either way, here are the five key steps to follow:

1. Follow the demand
2. Prioritise ROI – small investments can offer big returns
3. Localisation: fulfilment/logistics considerations are as important as the website experience, if not more so
4. Choose the best of both worlds – global platform, local marketing
5. Offer a locally nuanced site, but remain true to your brand

Utilise the power of the internet for global business expansion

In today's global, cost-competitive world, it's becoming mandatory to have an international presence. Successful brands, small and large, are expanding internationally, employing a lower risk, franchise-based model, as opposed to opening their own stores.

We can help you manage this expansion, using the power of the internet to create a B2B trading e-commerce site, effectively offering an online showcase for your new product ranges. Franchisees around the globe can browse your latest collections, place new orders and review the status of existing orders, without leaving their offices.

Taking this approach, you'll establish a more collaborative environment, that benefits from a reduced time to market and delivers significant reductions in the cost of doing business. With our help, the resulting B2B e-commerce site will become a selling tool, enabling your brand to reach further around the globe.

Furthermore, with earlier notification of customer demand, aligned to your stock and forward order position, you can more easily respond to exception conditions. Whether you need to order more or to prioritise existing stock, all the information will be available at your fingertips, and you can keep your franchisees in the picture.

All stock and franchisee order information is brought together into a single position, integrated with your key supply chain solutions. At the same time, built-in workflow management and alerts mean you can track progress across the supply chain and take appropriate action.



Turn IT capacity up, quickly and easily

BT On Demand Compute lets you create, use, monitor and manage a virtual data centre service through a secure portal. It includes a range of predefined storage, server and security services you can configure to suit your needs and change, any time. So services that previously took months to create now take days – and what took days to manage now takes minutes.

Best of all, you only pay for what you need, when you need it. By cutting your reliance on physical hardware and putting the emphasis on service, you can scale up or down to suit your business, and potentially cut your existing cost of ownership by up to 40 per cent.

“The initial driver for the new solution was PCI compliance. But once the benefits of handing over all ownership of payments to BT Expedite were understood, it was only a small step to see the benefits of passing over all infrastructure in the same way.”

Tim Johnson, IT Director, Crabtree & Evelyn

- » pay for what you use, and align your costs to your business needs
- » respond to new demands with increased speed and agility
- » introduce new applications and services when you need them and scale as required
- » combine point of sale, customer relationship management (CRM) and audit operations management (AOM)
- » reduce the space required, level of emissions produced and power consumed
- » enhance security with physical and/or logical separation at all times
- » reduce risk and maximise resilience, with self healing to ensure availability

BT On Demand Compute will give you a flexible IT platform that can more easily support the faster and slicker implementation of new business ideas. As well as being a foundation for the future, the real value comes in bringing all of this together in one solution from one supplier – cutting through the complexity.

On Demand Compute is hosted from BT's data centres in the UK, France, Italy, Spain and Benelux, and available as a global service in Germany, Ireland and Brazil with local languages, currency conversions, local billing and IT support.

Seize the opportunity to expand into Asia

Retailers hoping to tap into the Asian market need a trusted partner who can deliver secure, fast and reliable connectivity.

So whether you need to open stores quickly in order to keep up with demand, or branch out into other cities, we can help you do so – while becoming more efficient and saving costs at the same time.

With China placed to become the world's largest economy by 2020, it has massive potential. As of today, China's consumer market is now worth over US\$890 billion and is the world's 5th largest. In 2020 China will also overtake the US as the world's largest credit card market.

The big question is: how can you capitalise on this and reap the benefits of expanding your business in Asia? The first step is to work with us. With over 25 years' experience in the Asia Pacific region and an unrivalled understanding of networked IT services, BT is the ideal partner. We have over 5,000 direct and 25,000 indirect employees in the Asia Pacific region and have invested over US\$100 million in our network in last three years.

Success in the retail market depends on penetration and growth. That's why we've developed BT Connect for Retail in China, a secure local and global connectivity solution. It offers efficiency and scalability, enabling you to gain incomparable speed to market so you can open stores quickly.

BT Connect makes expanding your business easy, as multiple locations can be deployed rapidly as your business and requirements grow – and all cost-effectively.

Tommy Hilfiger Virtual Fitting Rooms

How better global connectivity helps worldwide organisations

Tommy Hilfiger's HQ is in Amsterdam but, with operations across the globe, the company's employees spent a lot of time travelling the world – attending meetings, sourcing fabrics, reviewing designs, and approving samples.

To help cut down on the number of hours spent travelling, we came up with the Virtual Fitting Room. This video conferencing innovation – custom designed for Tommy Hilfiger – connects locations in Amsterdam, New York, Hong Kong, and Tokyo. People simply step into virtual meeting rooms and effortlessly work with colleagues on the other side of the world. They can even call in from home with a laptop and webcam.

“The Virtual Fitting Room has created a transformed working environment in which creativity can flourish, while the time-to-market for new designs is dramatically shortened. It saves money, improves work life balance, and makes us a more sustainable business.”

Mike Day, CIO, Tommy Hilfiger



Stay connected, wherever you are

We have an extensive global presence to support international and multi-national organisations. We provide local availability of business, technology, service and support professionals around the globe.

Our network extends to over 80,000 customers across 174 countries, including over 8,500 multi-site government and private sector organisations. There are more than 1,250 points of presence (PoPs), a figure that is growing at the rate of one a day.

Tomorrow's network today

BT Connect Global Network is a software-driven IP network that will enable the delivery of a new, simpler portfolio of next generation services – to meet your requirements now and in the coming decades. It's part of our customer service driven vision

of the future where we can continue to offer an innovative range of new products and services.

BT Connect Global Network will enable you to:

- » consolidate global infrastructures to a managed single contract
- » converge global infrastructure to transform performance
- » extend global infrastructures to facilitate global collaboration and flexible working
- » operate an application assured infrastructure – optimising the performance of corporate systems

Creating a faster, better, smarter network

BT Connect will dramatically improve the performance of your network, by boosting application response times. A smarter network can help increase both sales revenue and customer satisfaction.

Reduce bandwidth – Significantly speed transactions times, and reduce bandwidth

Prioritise – 40 per cent of MPLS traffic is http/https – Smartpath prioritises this over the internet

Improve customer service – Address customer service issues and save €000's in costs and potential lost business

Better web performance – 30 per cent improvement of web response times avoids inconsistent performance

We are lighting up the high street

We offer a unique combination of cutting-edge retail applications, accessed through superfast networks. Together, our products and services will help give your customers a fantastic shopping experience – on mobile, online and in store – that will set your brand apart. We'll help you serve customers better and bring greater accuracy to your supply chain. We can bring all these capabilities together in an integrated cloud-based offering tailored specifically to the needs of retailers.

- » offer customers a seamless multichannel experience
- » provide better customer service using in-store mobility
- » improve product availability, stock accuracy and time to market through our leading supply chain solutions
- » enhance merchandising and promotional effectiveness with our innovative, proactive business functions
- » boost the business with hosted point of sale, managed payment and fraud reduction services.

Through innovation, we'll help your business thrive.

As well as all the neat gadgets to dazzle customers, we can make sure that everything really works together – that all the disparate channels come together in one integrated system. And by removing the complexity – we can host everything remotely so your bandwidth can flex up and down as you need it – we'll also remove cost from your business. Our cloud-based solutions give you predictable, controllable costs and overall savings. We can also offer:

- » unparalleled breadth and depth – we serve customers in more than 170 countries
- » cost-effective, high-quality network capacity and capabilities, and a rich portfolio of traditional and new-wave applications
- » a one-stop shop for retailers – we're a trusted partner of leading brands, such as Debenhams, Halfords, Mothercare, The Co-operative Group, and WH Smith
- » a specialist retail solution division, BT Expedite, dedicated bringing leading edge innovation to the market.

For more information on how BT is lighting up the high street, call 0870 850 6880, contact your BT account manager or visit www.btexpedite.com

www.bt.com/highstreet



Offices worldwide

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Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No: 1800000

Designed by Westhill.co.uk

PHME 64115