

## SUCCESS STORY

# MANDM DIRECT

## Building a multi-channel retail offer



Integrating leading edge mobile solutions with existing back-end systems to give a great customer experience

MandM Direct's strategy for maintaining and growing revenue initially included integrating a mobile App with its already successful online and catalogue offer to ensure an optimised customer experience. It then subsequently wanted to offer a single site that was device-agnostic using responsive design technology.

### The Challenge

Online sports and clothing store MandM Direct is a large online fashion and sportswear retailer in the UK and Europe with over one million active customers and 34 million website visits a year.

In the fast-moving fashion retail sector, the emergence of disruptive digital technologies, such as smartphones and tablets, is a game-changer. MandM Direct sought to take advantage of all that these technologies offered through enhancing its mobile channels and making them fully integrated with existing back-end systems.

Initially MandM Direct needed a partner able to deliver an App that could support refreshed product, pricing, and customer and promotional information on a daily basis. Its objective was to ensure that customers could find a new deal and a straightforward ordering process on any channel, at any time.

### Key Points

- Hosted App solution provided a full mobile commerce (mCommerce) capability for iOS and Android to MandM Direct
- Future proof eCommerce website with full responsive design implemented for access to all products and services by customers on any device
- Agile development and collaboration with the customer to deliver Integrated multi-channel applications

The retailer then needed to future-proof their main eCommerce Platforms through implementing a responsive website design that gives customers a user interface best suited to the device they were using to access the site, such as a PC, smartphone or tablet.

## Our solution

With proven system development and mCommerce capabilities, Sopra Steria partnered with MandM Direct's highly skilled internal team to bring the multi-channel App strategy to life. Together they assessed the various approaches to mobile App design. This included decisions on native vs. hybrid application development and the required interfaces into existing systems.

The resultant hosted solution was built around the Sopra Steria Unity platform for iPhone and Android. This platform automatically provided mCommerce, search, product review, mobile messaging, personal preferences management, checkout and stock availability/management functionality.

Sopra Steria then subsequently partnered with MandM Direct to implement with the latest responsive web technology, including HTML5, to ensure the retailer continued to deliver a consistent customer experience across all channels.

## How we worked together

### iOS and Android mobile App channels

Following a consultation to define the solution and approach to the architecture, user experience and user interface (UX/UI), Sopra Steria's development team used an agile approach to building two Apps for iPhone and Android platforms. Frequent incremental releases gave customers new features on a regular basis.

The Apps channels offered exciting ways for customers to engage with MandM Direct. These included receiving tailored offers and promotions direct to the inbox on the App and defining their preferred products and brands using unique customer profile functionality.

### Enterprise responsive design

Sopra Steria supported MandM Direct's development team in a project that would 'future proof' the retailer's website, making it fully responsive from a single code base. The site reframes the screen design build according to the device and screen size being used to access it.

In just 12 weeks from start to finish Sopra Steria and the MandM Direct team used Agile/SCRUM to deliver a full responsive design for their main eCommerce platform, ensuring optimum customer experience for PC, tablet and smartphone devices.

### Mobile Testing Lab Services

Sopra Steria's dedicated in-house Mobile Testing Lab and team members were used throughout the responsive design and mobile Apps projects. Based in the UK and India, the team delivered several types of testing to ensure the product was robust and fit for purpose.



#### About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development, Infrastructure Management and Business Process Services.

Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.

With 37,000 employees in over 20 countries, Sopra Steria had pro forma revenue of €3.4 billion in 2014.

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“ Sopra Steria collaborated with our team initially to deliver mobile application that easily integrated with our back-end systems. We subsequently partnered again to deliver cutting edge responsive design for our eCommerce site. We're delighted with the results. ”

GRAHAM BENSON,  
IT Director, MandM Direct

## Results and benefits

The MandM Direct project quickly proved highly successful, with both new and existing customers purchasing products through the mobile channel.

- Sopra Steria assured mobile App reliability by taking responsibility for hosting and managing the iPhone and Android channels, ensuring they were available 24/7 to keep MandM Direct open for business
- After implementing the Responsive Design in Q4 2013, MandM Direct reported a 30% increase in orders over Christmas, selling 2.7 million items\*
- A single code base means the cost and support of the website is significantly less for M&M Direct
- The responsive website resulted in a big increase in the conversion to sale rate when compared to the previous interim mobile site solution

\* Source : <http://www.cio.co.uk/insight/change-management/graham-benson-delivers-responsive-mobility-at-m-m/?page=1>

