



The Finest Toy Shop in the World



# The Family Face of Retail

CASE STUDY  
HAMLEYS

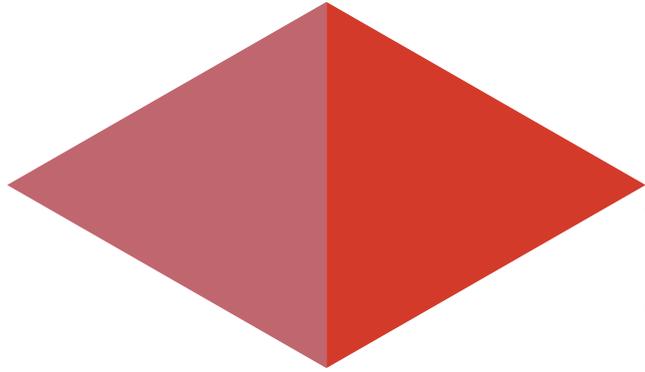


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# Island Pacific SmartSuite

DEVELOPING A GAME-CHANGER FOR HAMLEYS RETAILER

Hamleys is one of the world's most famous names in toy and game retailing. With a heritage that stretches back over 255 years, the company positions itself as 'The Finest Toyshop in the World'. Hamleys' strong global brand currently trades across 22 countries, with 13 stores in the UK & Ireland and 59 international stores, and is undergoing a programme of further expansion.



The Finest Toy Shop in the World



## The Challenge

### A SOLUTION THAT SUPPORTED THE HAMLEYS BRAND

With a long and illustrious heritage stretching back over 255 years, a trip to Hamleys has long been viewed by many children as the highlight of the year – especially in the lead up to Christmas – and Hamleys wanted to sustain that sense of excitement, even in the new marketplace where many customers would shop online, rather than in-store. To hold the brand promise Hamleys needed a solution which re-energised their existing website.

The direction was to deliver a solution that was made up of two distinct components: a transactional element, which allowed customers to “Shop” and an area which enabled customers to “Explore” more of the brand experience.

Hamleys recognised that to achieve its objectives and deliver an appropriate customer experience three areas in particular needed to be addressed. First, the website had to be fully integrated with order fulfilment and inventory control systems to ensure that customers would be able to order the products they wanted. Secondly, the whole of the digital experience had to capture that excitement, fun and inspiration that Hamleys has always stood for. Finally, whatever solution was chosen had to be easily extended to Hamleys growing international partner base.

“ A new, more engaging front-end that is breathing new life into our website. ”

- David Oakley, Head of IT, Hamleys

## The Solution

### OLD-FASHIONED VALUES BROUGHT UP TO DATE WITH ISLAND PACIFIC SMARTSUITE

The worldwide nature of Hamleys’ business meant that it needed to select a partner with global reach, and with the ability to deliver against tight timelines. It made business and IT sense for Hamleys to select Island Pacific as the solutions provider for its new website and order management system. The two companies had worked together over a number of years and had developed an in-depth understanding of each other’s technology, approach and personalities. Not only did this allow Island Pacific to hit the ground running, it stood them in good stead as the timelines tightened further and as buy-in was achieved from the relevant stakeholders in marketing, fulfilment/warehousing, merchandising and Hamleys’ own technical team.

The overall solution, which went live just three months after the start of Analysis & Design, incorporates three modules from the Island Pacific SmartSuite, each comprising a number of elements tailored for Hamleys’ business model and specific requirements. Island Pacific SmartChannel was implemented to ensure streamlined order management by uniting the disparate sales channels – website, call-centre and Amazon – together in a single, fully integrated system.

Island Pacific SmartWeb through Island Pacific’s sister company, Intelligent Retail, based on best practice from more than 400 web retailers, gave Hamleys the opportunity to help customers to find products quickly and then increase basket size by upselling. The customisable nature of the solution meant that Hamleys could communicate its brand values in exciting ways. It also enabled them to add new stock lines rapidly to ensure that the company could quickly take advantage of new market trends.

Underlying Island Pacific SmartChannel and Island Pacific SmartWeb was Island Pacific SmartBus, which allowed the ability to handle interactions across systems, seamlessly allowing Hamleys to maximise its ROI from existing investments.



“ What Island Pacific gave us was a fresh and exciting new website that could excite our customers and families, and an integrated order management system which can deal with multiple channels. ”

- David Oakley, Head of IT, Hamleys

# Results

Island Pacific SmartChannel combined with Island Pacific SmartWeb and Island Pacific SmartBus gives Hamleys the ability to deliver integrated customer experiences to online shoppers, mirroring – and even enhancing – the in-store experience. E-shoppers now find it easier to identify products, check stock and information, place orders and feel more engaged with the brand.

From a business perspective, bringing the various channels together provides a more accurate and timely insight into business performance across the organisation, from orders and revenues to stock levels and replenishment. With Island Pacific SmartBus as the platform, the business has the scope to add further applications, services and channels as the industry and market continues to evolve - a major benefit in today's global retail landscape.

The solution is capable of being rolled out across different geographies, so that as Hamleys' reach expands, new countries can adopt the "Explore" website.



## More Engaging Shopping

With Island Pacific SmartChannel, Island Pacific SmartWeb and Island Pacific SmartBus, Hamleys can now offer a richer, more engaging shopping and brand experience to customers, with multiple images, easier search, multiple payment options, easier purchasing and more effective customer interaction with products to increase conversion rates. As the needs of the business grow, it will be a simple matter to add functionality, products and channels.





# Summary of Results

The adoption of the Island Pacific solution has offered a number of measurable benefits, demonstrating return on investment. These include:

**10-15%** cost reduction. This includes savings in outsourcing, management, order processing, stock holding and fulfilment.

**21%** increase in visitors to the website as a result of increasing the international reach and improved customer experience.

**2 – 1** reduction in the number of platforms.

## The Business Benefits to Hamleys

**Better customer experiences:** The single platform and rich content, with the introduction of the “Explore” section gives customers – and their children – a more engaging experience that a trip to a Hamleys store has always created. Shopping is easier and more pleasurable; creating enhanced customer loyalty and increased revenues, and the international facility opens up a world of new possibilities.

**More efficient order management:** The solution provides complete visibility of stock holding and sales. It communicates stock and product information instantly to online customers and enhances the company’s warehousing and fulfilment capabilities.

**Flexibility:** Island Pacific SmartSuite is a modular solution, allowing Hamleys to add and integrate new channels, services, capabilities and functionality.

**Brand consistency and excellence:** Hamleys’ brand occupies a unique place in the UK shoppers’ hearts. Instantly recognisable in-store or on shopping bags, its online presence now carries the same cachet and sense of excitement.



# About Hamleys

Founded in London in 1760 and today part of the Chinese organisation C.banner Ltd, Hamleys is the most famous and oldest toy retailer in the world with its flagship store located in the heart of London, on Regent Street.

Its 59 stores, include 52 franchises, span a wide geography, from Malaysia to the UK, Russia to South Africa, and this global presence is reflected by its receipt of the 2014 award for International Retailer of the Year. As well as its UK and South Africa sites, it offers local language websites in the Czech Republic, Denmark and Sweden.

# About Island Pacific

Island Pacific is a global leader in retail merchandising and store operations software solutions. For 30 years, Island Pacific has been a thought leader in retail software solutions, and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. As a result, Island Pacific is a leading resource for scalable, flexible and affordable solutions for retailers around the world.

Island Pacific, a division of 3Q Holdings Limited ([www.threeq.com.au](http://www.threeq.com.au)) was founded in 1978. The company is headquartered in Santa Ana, California, and has offices in the United States, the United Kingdom, Australia and New Zealand.



# Island Pacific SmartSuite

Island Pacific SmartSuite is a software solution specifically designed to help the retail industry streamline merchandising and store operations. With multiple distribution channels and ever more demanding consumers, building strong, long lasting relationships with both businesses and individual customers can place tremendous pressure on your business, your IT infrastructure and your personnel.

Island Pacific SmartSuite provides an end-to-end solution that covers the full scope of retail management: from planning, purchasing and distribution, to replenishment, point of sale and much, much more. To improve customer satisfaction and the efficiency of your business, the Island Pacific SmartSuite solution has been carefully crafted with continuous improvement in mind. You can choose which modules best suit your operations and modify these based on customer and business demand. In this way, Island Pacific SmartSuite provides a robust and feature-rich product that can be continually upgraded to match the fast pace of change in the retail environment.

Whatever your aim – to simplify retail operations, expand the business, or just improve customer relations – Island Pacific will ensure the Island Pacific SmartSuite solution is deployed effectively and aligns with your business strategy, so you can achieve all this and more. For a demo, or to find out exactly how this pioneering, end-to-end solution could benefit your business, contact us today.

## BENEFITS

- ▼ **Used by the world's leading brands, Island Pacific work with you to determine the best fit solution for your business**
- ▼ **Choose an end-to-end or modular solution which can work with your existing infrastructure**
- ▼ **Streamline operations:** Manage and plan business operations across all channels, using a single end-to-end solution
- ▼ **Best practice:** Island Pacific SmartSuite uses tried and tested processes for global retail management
- ▼ **Support growth:** Build firm foundations for future expansion
- ▼ **Align your business culture with the consumers' growing expectation for technical innovation**

## FEATURES

- ▼ **Multi-channel:** Manage retail, wholesale and e-commerce operations on one system
- ▼ **Versatile:** Select the modules that best meet your needs
- ▼ **Cross-module integration ensuring data integrity:** Ensure a holistic view of business operations, regardless of which modules you buy
- ▼ **Available On Premise or Private Cloud**
- ▼ One view of customer and stock in a real time environment allowing retailers to exceed customers expectations
- ▼ **Back-end integration:** Integrate Island Pacific SmartSuite with existing third-party systems

