

NEW E-COMMERCE EXPERIENCE

THREE



97.5% UK mobile internet coverage

Three launched the UK's first 3G high-speed mobile network offering national coverage for calls and texts, it offers more than 97.5% population coverage for mobile internet services, and it is the fastest growing network in the UK.

Three relies on its 3Store online store for a significant proportion of its sales. When the time came to upgrade its website, Three turned to Applied Intelligence to design, develop and deliver a secure and scalable solution.

THE CHALLENGE

The 3Store is Three's online store. Offering both pay-as-you-go and pay monthly products, it is a key revenue channel. When the previous out-sourced 3Store reached the end of its life, Three required a new, in-house solution to be built from scratch. Three's company strategy demanded it improve its web-based eCommerce experience by integrating a new 'Digital Commerce' solution, with ambitious and innovative plans to significantly grow the channel and further increase the quality of customer service.

Scalability and security were key requirements, to support high volumes of transactions via the site and Three's ambitious customer growth plans. In addition, the transition to the new site would coincide with Christmas, one of Three's busiest periods of trading.

This was the challenge: develop a scalable, secure solution, and deliver a seamless transition to the new in-house 3Store at one of the year's busiest trading periods.

HOW WE HELPED

As Three's online system integrator, Applied Intelligence implemented a Hybris based solution which integrates seamlessly with the existing three.co.uk site. The solution extends to numerous on-line and off-line channels to drive a much enhanced customer experience for on-line sales and service. Fully integrated with the fulfilment solution, back-end distribution of phones and customer services, it provides the company with a comprehensive multichannel solution for its UK phone sales while improving the online customer buying experience.

Applied Intelligence ensured that the solution was fully scalable via the use of a secure private cloud, which is capable of being expanded at short notice to provide for periods of high activity, such as high profile product launches.

THE RESULTS

Applied Intelligence built and implemented the new 3Store within an intense development period of six months, going live on schedule in December 2011. We managed a seamless transition to the new 3Store with no loss of continuity or sales, at one of the busiest trading periods of the year.

Now that the solution is run in-house, there is an extensive programme of improvements with new and innovative functionality to drive sales and growth.

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