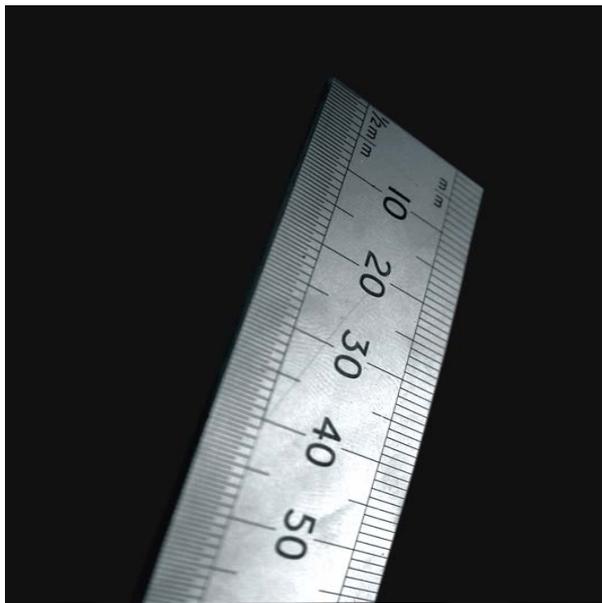


*“Online selling was the next step. We felt that the company would benefit from the additional sales channel and bring our successful retail formula online.”*

Ray Coleman, Woodies DIY Chief Executive



**Customer's Challenge**

Woodie DIY has enjoyed an internet presence since 1998. The original site provided DIY hints and helpful information. However, Woodies chief executive Ray Coleman was eager to enhance the company's web based activity and investigate online selling.

*“Online selling was the next step,” he said. “We felt that the company would benefit from this additional sales channel and that we could bring our successful retail formula online.”*

**Fujitsu Solution**

With Fujitsu's assistance and web implementation skills, the company has developed an online retail site that has helped Woodies DIY to widen its customer base and maximise sales to existing customers.

From the outset, Woodies DIY sought to involve all levels of the organisation in the project. Fujitsu was selected as Woodies DIY design, implementation and operating partner. Through a series of workshops with senior management and operational departments Woodies DIY identified the requirements of the system.

**Benefits to our Customer**

Woodies DIY is satisfied with the system and project to date. *“We are online selling on a daily basis. The e-store is another addition to our very strong brand name and number one position in the market.”*

*‘Link selling and impulse purchasing heavily drive our shop floor retail trade. We had concerns about how this would translate to the online environment but it seems to be developing well. Another benefit is that we can access the geographical spread of our customers. We are appealing to a wider customer base than anticipated, with the added benefits of numerous overseas purchases.’*

SUMMARY OF KEY FACTS

**Organisation**  
Woodies DIY

**Services delivered**  
Online Retail Website, including full managed service, which includes: helpdesk, remote management and hardware and software management.

- Benefits**
- The online solution adds real value to the Woodies DIY brand.
  - The online solution allows Woodies DIY to access customers in every geographical region.

## CASE STUDY Woodies DIY



THE POSSIBILITIES ARE INFINITE

Fujitsu Services currently hosts and operates the infrastructure for Woodies DIY E-Store. The services provided include Helpdesk; SQL Server; NT operating services; remote management; altering and monitoring together with application, hardware support and service management.

With a managed service, Fujitsu Service's uses a prevention rather than cure approach that improves user productivity and reduces cost and risk, allowing Woodies DIY to focus on core business activities.

### Our Approach

Initially, Woodies DIY decided that it would be necessary to have 5,000 products online as a starting point. Company staff analysed their key selling lines and ensure that these would be available online wherever possible.

There was also IT infrastructure issues. Woodies DIY needed full integration to back office systems for improve order fulfilment. From the outset Ray Coleman realised that order fulfilment would be critical to the success of the project and a key factor in maintaining the company's excellent reputation.

Woodies DIY were convinced that the look and feel of the site and the overall user experience would be a key factor in its success. Again, the design was discussed in workshop sessions involving all key personnel. *"The approach that was taken during the e-store design was to offer maximum product range with minimum effort, and easy navigation"* said Coleman.

Upgrading and improvement of the site is continuous. Site administrators (content manager and content editor) work with Woodies DIY buying department to review all content, prices and editorial details. They also liaise with the marketing department regarding all promotions.

### ASK FUJITSU

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