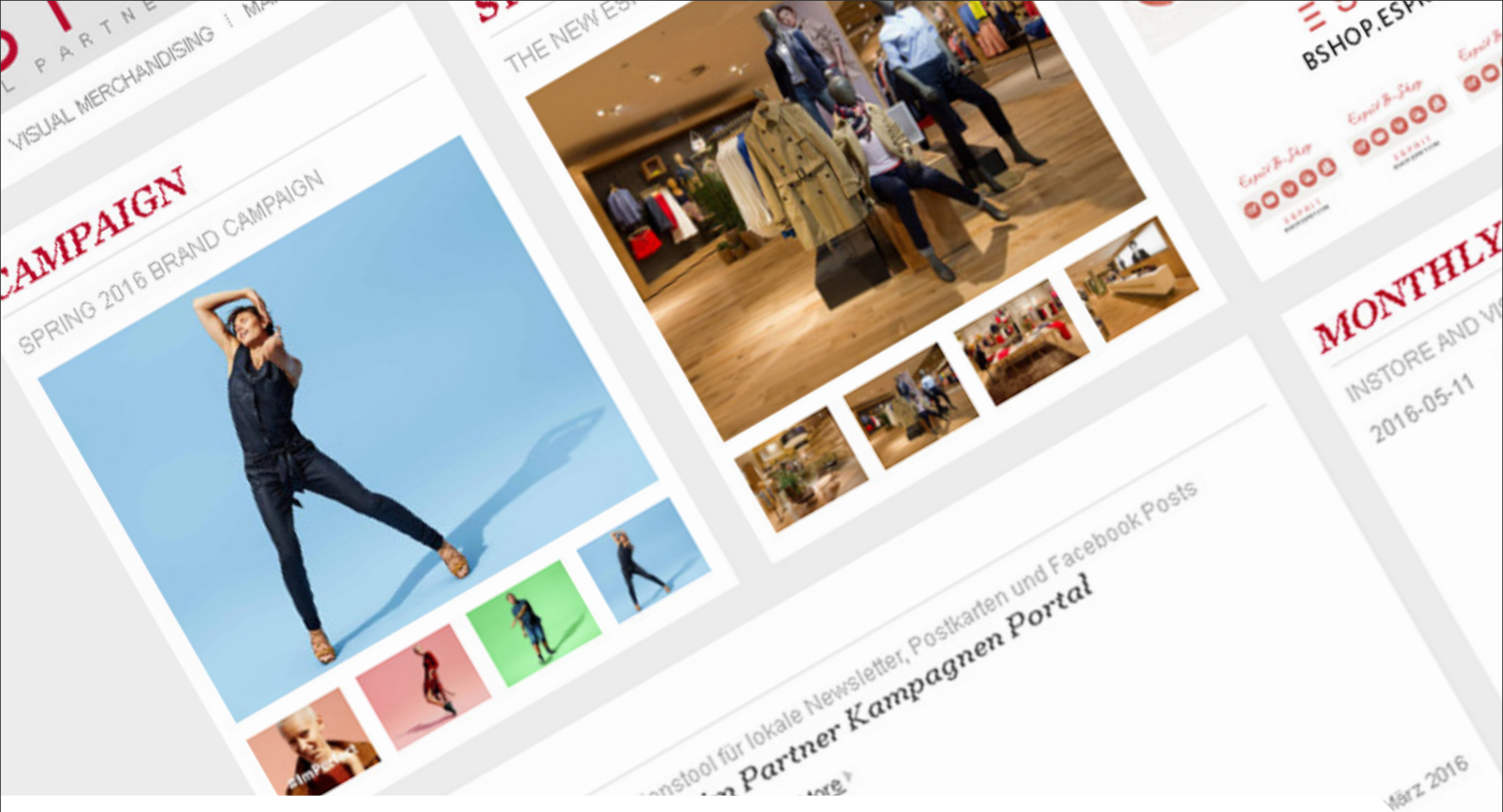


Success Story: Esprit Retail Partner Portal





The customer

The international fashion brand Esprit has stood for high-quality styles since 1968. Esprit is present in more than 40 countries and sells products in nearly 900 of its own retail stores as well as at about 7,800 wholesale locations - including franchise stores and sales areas in department stores. The Group has been listed on the Hong Kong Stock Exchange since 1993 and has headquarters in Ratingen near Dusseldorf and Hong Kong.

The challenge

Employees of retail partners are not direct employees of Esprit. As a result, information about new products, promotions or store policies often reaches retail partners and their employees too late or not at all. The aim of the project was to considerably improve the information flow between Esprit and retail partners from various countries, to minimise the number of misunderstandings and concepts and to enable a faster implementation of advertising measures.

The solution

Together with Esprit, PRODYNA developed a multilingual communication platform in order to disseminate new information from the head office to all retail partners worldwide. The "Esprit Retail Partner Portal" was redesigned on the basis of Liferay Enterprise Portal Server. The basic Liferay product includes many features such as a simple web content management system with support for multiple languages, editorial work flows and a complex rights management system and role

management system that could be used in the project. These functions have been adapted to the specific needs of Esprit. The portal solution offers a complete user administration, which enables the creation, deletion and modification of user accounts independent of the employment relationship of the individual persons. The work flow engine is used for the active monitoring of content and the role-based content concept enables each employee to be informed about current developments by means of personalised information adapted to his or her own needs.

The result

From marketing materials to training materials, the fashion brand uses the platform to provide employees of all retail partners worldwide with relevant information in various languages. Each user has a profile with position description, location and other attributes for content personalisation. Store managers can manage the employees of their store and adjust the settings of their employees individually.

The "Esprit Retail Partner Portal" has been in use since 2013 and integrates the working environment of the retail partners and their employees. Esprit thus ensures global communication to better serve its customers.