



Windows Vista Customer Solution Case Study

essentialapparel.com

Customer: EssentialApparel.com
Web Site: www.essentialapparel.com
Customer Size: 50 PCs
Country or Region: U.S. Northeast
Industry: Retail
Partner: eMazzanti Technologies
Partner Web Site: www.eMazzanti.net

Customer Profile

Essentialapparel.com sells a wide selection of brand-name apparel, lingerie and outerwear to customers nationwide and internationally from its Web site and over the phone..

Software and Services

- Windows Vista Ultimate
- Windows Vista Business
- Microsoft Windows Server 2008
- Microsoft Office 2007
- Microsoft SQL Server 2005 R2
- Microsoft Dynamics AX 4.0



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www.windowsvistaexperience.com

Windows Vista Yields Competitive Advantage, Fuels Growth at Internet Apparel Company

“The impact of Windows Vista on our bottom line is huge. It allows us to stay on the cutting edge. We adopted Windows Vista early and were comfortable pushing it out to the rest of the enterprise.”

Kim Hubelbank, Director of Systems, EssentialApparel.com

EssentialApparel.com is experiencing annual growth of 30 percent. With direction from eMazzanti Technologies, a Microsoft Gold Certified Partner, it deployed Windows Vista to help maintain a competitive advantage in the crowded, fast-paced industry of Internet brand-name apparel sales. Improved productivity and enhanced data security helped it attract new customers and build loyalty through rapid, reliable service and security-enhanced customer data.

Business Needs

EssentialApparel.com sells brand-name apparel, lingerie and outerwear from its Web site, via e-mail and over the telephone. First-time customers are very concerned about the security of their credit card and personal information. Customer service representatives are questioned often about the security of customer data. EssentialApparel.com needs to provide the highest level of data security available.

Selection and service, including rapid order fulfillment, are the key factors driving referrals and repeat sales. E-mail and telephone inquiries must be handled quickly

or customers will go to any of a hundred competitors. Customer service reps and managers need quick access to multiple software windows with product information, a credit card processor, Web site administration, order information and e-mail.

“In an industry where minutes are days, even small improvements in productivity make the difference between being on the cutting edge and looking at the back side of the competition’s latest fashion style,” said Carl Mazzanti, chief executive officer, eMazzanti Technologies.



EssentialApparel.com seeks every possible advantage in the hyper-competitive industry of branded apparel sales. For customers to be confident that they are seeing the latest and greatest styles and the largest selection, product and price changes must be applied rapidly and accurately. With product and price updates coming from dozens of manufacturers in different formats, managers need tools to quickly locate and organize all the relevant information.

To anticipate customer needs and build their selection and service advantage, company officers need continual access to key business indicators from Microsoft Dynamics AX ERP and warehouse management software systems. "Responsiveness in the fashion industry is critical," said Mazzanti. "Around the holidays, when velocity picks up, management must have the tools to anticipate shortages to make sure they have the right stock."

Solution

EssentialApparel.com began deploying Windows Vista soon after its release. "We have a lot of sensitive customer data, and we liked the new security features in Windows Vista," said Kim Hubelbank, director of systems at EssentialApparel.com.

EssentialApparel.com uses Windows BitLocker Drive Encryption in Windows Vista and Windows Server 2008 to encrypt all of the data on its hard drives. "By law, all credit card data has to be encrypted," said Mazzanti. "With BitLocker Drive Encryption, EssentialApparel.com takes that a step further."

"Our customer service reps have confidence that customer data is highly secure," said Bob Mayer, president, EssentialApparel.com. "That peace of mind translates to the customer."

Customer service personnel switch quickly between multiple Web pages using tabbed browsing in Windows Internet Explorer 7. With more than 100 brands and many styles and

sizes of apparel, reps open several pages on their Web sites and quickly flip back and forth without having to wait for pages to load. Managers also use tabbed browsing to easily load and check product and price changes.

Instant Search helps EssentialApparel.com managers locate important files on their PCs. For example, when Mayer typed in the name of a key vendor, Instant Search returned a document with price changes, several spreadsheets, a series of e-mails, and a record of the Web site changes from that vendor. "Instant Search found it all. It's not possible for me to be that organized," said Mayer.

Kim Hubelbank uses Shadow Copy in Windows Vista to verify when price spreadsheets are updated. She can quickly determine when something went on sale and review other changes. Shadow Copy automatically creates copies of files that have changed.

With the help of eMazzanti Technologies, EssentialApparel.com implemented Windows Vista gadgets that tie into its database and display key business indicators available in Microsoft Dynamics AX. Gadgets are also used to constantly ping its own Web site to monitor responsiveness.

Benefits

■ Rapid Growth

EssentialApparel.com has grown at a 30 percent annual rate since deploying Windows Vista.

"The impact of Windows Vista on our bottom line is huge," said Hubelbank. "It allows us to stay on the cutting edge. We adopted Windows Vista early and were comfortable pushing it out to the rest of the enterprise."

"Our growth has been enhanced because customers have greater confidence in the security of their credit card and personal data," said Mayer.

■ Improved Productivity and Customer Service

Tabbed browsing in Internet Explorer 7 speeds up customer service. Hubelbank says she can handle a customer request 50 percent faster with Internet Explorer 7 in Windows Vista than with previous versions. "Our customers are most interested in getting their products quickly," said Hubelbank. "Windows Vista helps us exceed customer expectations with rapid service."

When Mayer doesn't remember where a file is located, he can save up to two hours by using Instant Search. "With Instant Search I'm not wasting any time getting the most recent and up-to-date information," said Mayer. "I use the answers I get from Instant Search to grow our business starting now instead of spending an hour or two searching."

■ **Product and price changes are implemented sooner because Instant Search gathers all of the relevant data quickly. "I applied a price change a whole weekend earlier than before by using Instant Search," said Hubelbank.**

■ **Greater Responsiveness**
EssentialApparel.com can more accurately measure the effect of price changes because Shadow Copy records exactly when changes were made. "Knowing when we made changes results in better data tracking," said Hubelbank.

■ **Gadgets are helping**
EssentialApparel.com achieves better Web site performance by instantly alerting executives when slowdowns occur. Executives are more responsive to rapidly changing business conditions. Gadgets displaying real-time daily sales and other key metrics help them spot problems and opportunities more quickly.