



# Customer Case Study

## Simon Jersey

Simon Jersey are proud to be one of the UK's leading corporate and work wear specialist. This award winning business supply more than 2.8 million uniforms and garments a year to businesses and industries worldwide.

“With iVolution, we've found a partner that provides a wealth of experience alongside a superb portfolio of solutions for our enterprise. The solutions they provide are indispensable”  
Adrian Lawton, IT Manager



Industry	Apparel
Employees	130
Turnover	£24m
Enterprise Software	System 21 Style
Requirement	B2B WebShop

### An Olympic Background

Simon Jersey are one of the UK's leading suppliers of uniforms and corporate work wear. Their award winning business supplies more than 3 million garments a year to business and industries worldwide and were appointed official supplier to Team GB for the Rio 2016 Olympic Games.

### A Compelling Yarn..

Having recognised the importance to provide their customer base a compelling and easy to use shopping experience, Simon Jersey set their stall high in their search for a partner to help deliver their vision.

“We wanted a B2B and B2C WebShop that was both refreshing, exciting and easy to use,” said Ann-Marie Harpur, Wearer Services Project Manager.

“Not only did we need to fit the need and wants of what our customers expected but we needed a solution that was easy to manage and flexible in its deployment.”

“Simon Jersey chose iVolution as a strategic IT partner due to their strength & depth of product for the iSeries platform... they have the products to enable an organisation to fulfil their requirements in an extremely cost effective manner.”

Simon Jersey identified that they needed a solution that would integrate seamlessly with their back end systems to provide real time stock information, progress / tracking and expected stock updates and live statistics.

“Real time integration and updates were an integral requirement,” explained Adrian Lawton, IT Manager. “With many thousands of ecommerce transaction happening ever hour, providing a live

view of services, stock and detailed analytics.”



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Ann-Marie added, “But as important as the technological requirement was, our customers demanded that they have their say on how the webshop should look and behave. For us, this meant that we needed a solution we could personalise with options such as controls on who could order, authorisation processes and adding content WITHOUT IT intervention.”

When looking for a supplier, Simon Jersey identified the need for a proven supplier to deliver a real-time ecommerce system that provided control over processes, was flexible and powerful in deployment yet was easy to use and administer. In addition, they were looking for a partner who could provide excellent consultancy both technically and commercially.

“Our scope of objectives and requirements was great, we’d set the bar high,” said Adrian. “When putting together the criteria of selection, we included all in which the decision would impact, this included our customers, some suppliers and internal departments too; each had their own unique requirements that had to be catered for.”

“Delivering a solution that met our expansive requirements for both today and tomorrow was an imperative but so too was partnering with a company that we could partner with towards a common goal; someone we could trust to deliver, support and grow with us.” Adrian concluded.

## A Seamless Solution

After an extensive selection process, Simon Jersey selected iVolution as their preferred supplier as the WebShop solution exceeded their expectations.

Adrian explains why, “It was clear from our first meeting that iVolution understood our requirements, their skilled team have a background in delivering such solutions and not only were they able to implement our vision but add value during the process too.”

**“iVolution WebShop has without doubt given us the edge, not just on providing excellent service for our customers but also helping to win new business with being able to offer a customised user focused web store delivering efficient and reliable processes for the client as well as ourselves.”**

Now, Simon Jersey enjoy a fully integrated system that has proven to be a real hit with their customers. “It has been a real pleasure working with iVolution on this project, all areas of the business have quickly identified the benefits with the WebShop orders are being processed far more quickly, customers have more control and visibility, accuracy is extremely high and our employees are working with real confidence and far less customer’s queries giving or staff the time to concentrate on. The feedback from our

employees and customers alike has been an absolute delight i.e. all that we could have wished for but never expected so soon on launching the site.” explained Adrian.

He continued, “the iVolution Web-Shop has without doubt given us the edge, not just on providing excellent service for our customers but also helping us to win new business.”

## Further Information

For further information on this, or any other iVolution case studies, please contact the Sales Department on 01204 388883, email [info@iVolution.com](mailto:info@iVolution.com) or visit our website at [www.iVolution.com](http://www.iVolution.com). For Public Relations, please contact Andrew Nicholson on 01204 388883 or email [anicholson@uti400.com](mailto:anicholson@uti400.com)



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“We’re now able to offer a customised flexible user focused web store delivering efficient and reliable processes for the client as well as ourselves.”

Since implementation there has been a noticeable upturn in productivity with the added advantage of being able to track / review the progress of orders in real-time, reducing calls to the service team.

“The web shop is so very easy to use and placing orders is much more convenient, especially out of standard business hours.” explained Ann-Marie.

“Our customers especially like the use of their corporate identity and garment imagery to create a consistent look and feel. Filtering on multiple criteria including Job Role also ensures users are ordering the correct garments with as little fuss and bother as possible.”

“In addition, being able to specify a maximum order value provides our customers with ability to control expenditure while having an optional further step of authorisation of an order is a great process both for our customers and ourselves as the supplier. All languages are catered for too, which made the roll out to our overseas customers so easy.....they love it, thank you!” Concluded Ann-Marie.

Adrian also concluded, “The iVolution WebShop integrates seamlessly with our core enterprise solution. Everything just works! Its real-time processes and integrated analytics help us see what we couldn’t before and help us better serve our customers too. Most importantly however, our customers love it.”

**iVolution Webshop has provided Simp'n Jersey with the following benefits:**

- user-friendly
- cost-effective
- less administrative hassle
- all online
- order within a budget, section
- less mistakes and fewer returns
- full integration
- customization facility
- instant reports/overview
- unlimited number of users
- adaptable to your house-style
- available in several languages
- authorisation processes
- real-time visibility
- customised branding
- in-memory filtering
- extensive search facilities
- open source content management
- removing manual processes through adding workflow
- expected stock dates
- noticeable increase in productivity
- reduction in customer calls, all queries completed in application
- Automated email / sms alerts depending upon trigger requirement
- Providing a better level of service to our customers

## **About iVolution Software**

iVolution and iVolution WebShop are part of the Utilities 400 enterprise portfolio trading as Utilities 400 Ltd. We specialise in working with customers from across all industries with a focus on implementation, support and delivering to a very high standard. This enables our offering's to stand out from the crowd, using our specialist experience and working closely with each customer to fully understand their business operations, challenges, plans etc, together we devise a solution that not only fulfils but adds value to all of their objectives and provides a platform for future growth. Utilities 400 was established more than 20 years ago and has enjoyed providing the enterprise community with the best solutions in the market. We are an industry leader developing robust solutions focusing on delivering best service, technologies and methods that provide our customer true benefits.

Privately owned we reinvest in our products and range, today we have offices in the UK, USA, Australia and Singapore.

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