

# Market & Business Need

- **Market Need:**
  - SMEs require access to cost-effective web solutions as well as business networks.
- **Challenge:**
  - “e-Channels” no longer a business differentiator
  - “How do I make my brand stand out?” from among 100+ million websites
  - Business focus rather than technology focus
- **Solution:**
  - e-Showcasing solution PLUS business deployment model – “The TOTAL Solution”
  - Provides an online channel to market for start-ups and SMEs
  - First deployment for the designer fashion sector – [www.showcaze.co.uk](http://www.showcaze.co.uk)
  - 2,500+ designer SMEs in UK alone.



# Market & Business Needs ... continued

- **Key focus:**
  - Brand promotion, product and talent marketing
  - Expandability: eBoutique ⇒ eShop ⇒ PRpod ⇒ NextWave<sup>#</sup>
  - User manageable (based on CMS/Web 2.0 principles)
  - Extreme Cost Effectiveness (prices from €13 /month)
  - Participative: Ongoing cooperation with end users and industry players (e.g. free eco fashion directory)
  - Flexibility: Rent\* rather than build/buy model
  - Community: Stimulates active contribution from partners
  - Scalability & Adaptability: To accommodate future extensions and spin-offs
  - Synchronicity: Balance of online and offline marketing activities

\* Software as a service (SAAS) model

# NextWave is a programme of continuous innovation



# The “Total Solution” @ showcaze.co.uk



on Showcaze.

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designer fashion REDEFINED.

PRPOD™ PR on Demand Press Releases from our members

Winners of 'Rising Star' Competition Announced

London Fashion Week: Nico-D to showcase Nostalgic Legacies

showcaze NEWS

London Fashion Week designers see benefits of Showcaze

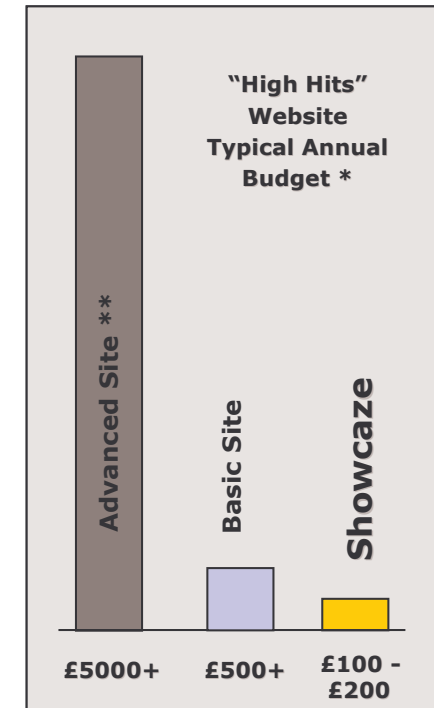
Selfridges Pop Up Shop: Showcaze congratulates the Selfridges' boss

more news...

Sponsored Ads

FASHION DESIGNER? LOVEFILM dress-for-less.com dressforless online designer outlet

## Designer's Price Advantage with Showcaze



\* Excludes initial design and set-up costs

\*\* Offering equivalent functionality as Showcaze

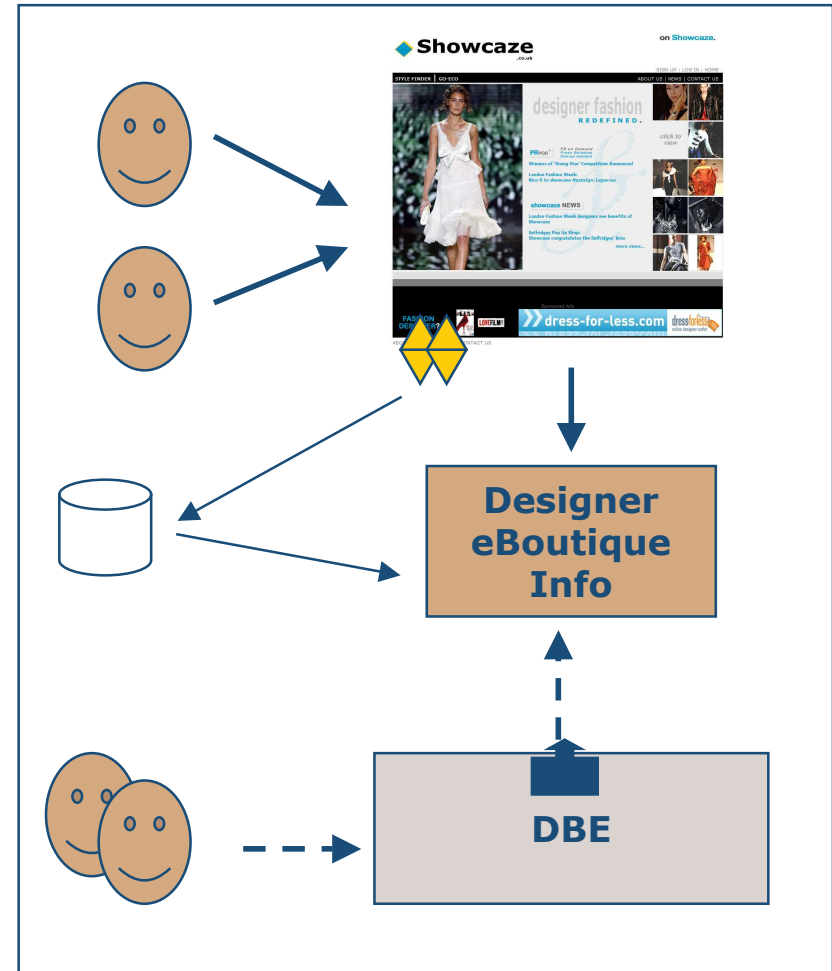
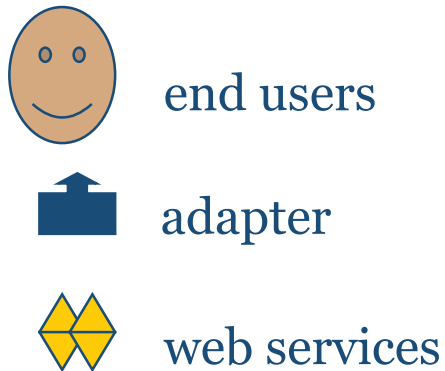


Digital Business Ecosystem

excellis.biz

# Project Approach with DBE

1. Conversion of the existing .NET modules to web services
2. Creation of Java classes
3. Development of a DBE adapter.



# Example Designer eBoutique

The screenshot shows the Showcaze eBoutique interface for Marijoli. At the top left is the Showcaze logo with the tagline ".co.uk". To the right, it says "& take your BRAND GLOBAL ..". Below this is a navigation bar with links for "STYLE FINDER", "GO-ECO", "ABOUT US", "NEWS", and "CONTACT US". There are also links for "SIGN UP", "LOG IN", and "HOME". A "close window" button is visible. The main heading is "Welcome to eBoutique Marijoli" with a "Back to Style Finder" link. Below this is a navigation menu with tabs for "gallery", "profile", "PRpod", "contact", and "e-shop". The main content area displays a grid of 12 jewelry items, including necklaces, bracelets, and earrings. At the bottom, there is a copyright notice: "All images & designs are Intellectual property of Marijoli" and "Copyright 2006, 2007 Showcaze. All rights reserved."



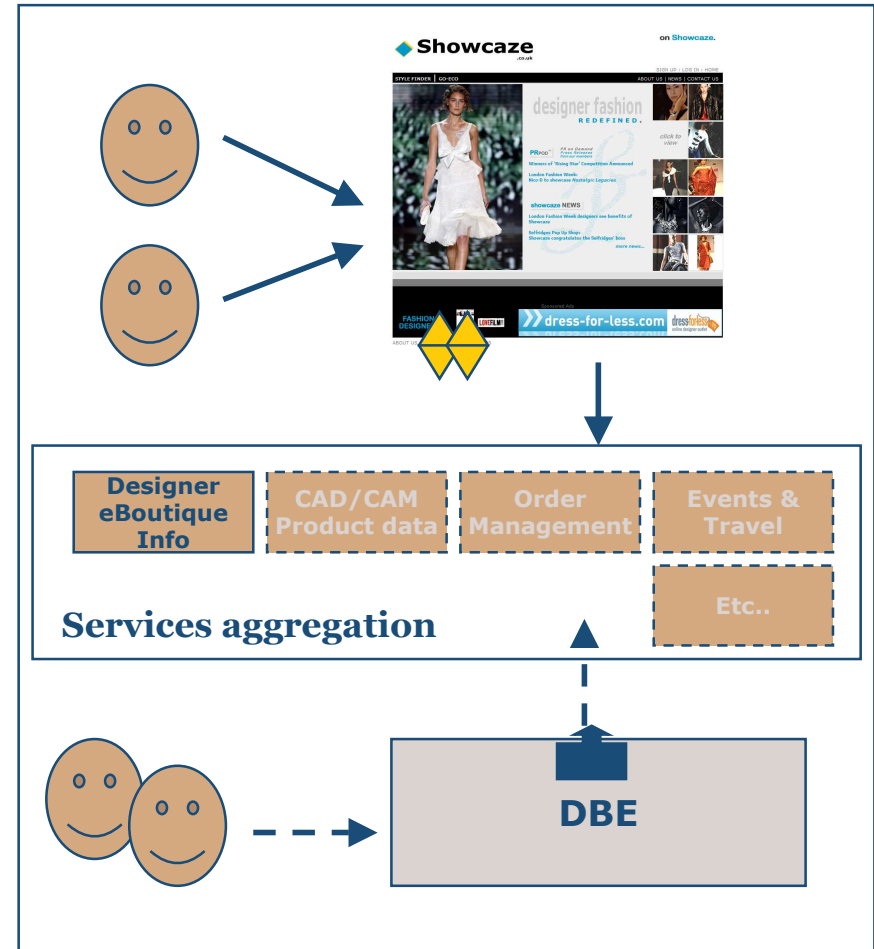
# Outcomes / Feedback

- Installation and configuration of DBE Studio is a fairly straightforward process for the technically competent.
- Could be streamlined with better organised documentation and knowledge bases.
- Configuration management issues surfaced when bugs were discovered; e.g. which version of Axis, Java, servENT, etc even with the All In One installation.
- Allow additional time to attain full familiarity with the functionality.
- Conversion of .NET to WS is technically feasible.
- Feedback: But requires Developer level knowledge.
- Some architectural changes were necessary in the e-Showcasing source code to facilitate the conversion.
- Conversion of WSDL to Java is a bit more complicated
- Heavy reliance on Classpaths, etc. can be a bit confusing.



# Anticipated Business Benefits from DBE

- **Assuming mature, stable and commercially viable DBE platform:**
  - Consistent with the “a-la carte” and “technology liberated” thinking.
  - Could facilitate vertical and horizontal integration of further services.
  - For example:
    - Supply chain integration -> designers, manufacturers, retailers, private and corporate buyers.
    - Cater for secondary user groups -> stylists, event organisers, press, travel agents, etc.
  - Significant cost and time savings in:
    - Development
    - Marketing and advertising
  - Help facilitate SME mind shift with ICT take-up and exploitation – esp. asset ownership Vs. value generation from asset.



# Suggested Next Steps

- **Key enablers and catalysts for widespread adoption will be:**
  - Demonstration of hard business and commercial benefits to the end users (customers, as well as customers' customers)
  - Technology components need to be mature and easier to deploy. Move from “All In One” to “Single Step” implementation.
  
- **Catalysers urgently required to maintain project momentum:**
  - Community Building Efforts – beyond the Regional Catalysers
  - Need for Regional Evangelists to compliment RCs
  
- **DBE Team + SMEs commence work on defining new business models**

