

Microsoft Retail Application Developer Awards 2004

IVIS Group wins Greatest Business Impact Award

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IVIS Group, the multi-channel experts, has recently demonstrated its leadership in the Retail sector, by winning the Greatest Business Impact Award at the Microsoft EMEA RAD (Retail Application Developer) Awards ceremony in Barcelona. This award was presented to IVIS Group in recognition of its work in developing the 'Home Shopping One Till' solution, a newly automated process that will deliver substantial savings for Tesco.com. This solution was delivered using IVIS Group's proven IVIS Professional Services, a range of multi-channel consulting and delivery services.

The ultimate prize in retail technology, the RAD Awards acknowledge innovation, vision and excellence in the use of Microsoft technologies. As the winner of the Greatest Business Impact Award, IVIS Group has been recognised for its outstanding development work, based on Microsoft technologies and XML standards, which is delivering real business value to Tesco.com.

IVIS Group won the award for its skill in developing the Tesco.com 'Home Shopping One Till' solution in partnership with the Tesco.com development teams. This solution automates the Tesco.com Home Shopping order fulfilment and checkout processes. Before the implementation of the One Till system, this process had been largely manual but with the introduction of the new solution, the entire Tesco.com process has now been significantly streamlined, creating a clear link between the EPOS system and other applications.

Qusai Sarraf, CEO, IVIS Group, said, *"The RAD Award is the crowning glory for the IVIS Group in 2004, and we are extremely proud to win the Greatest Business Impact Award. It is a clear acknowledgement of the successful partnership at work between the IVIS Group and Tesco.com teams in developing the 'Home Shopping One Till' solution. Working closely together, the two companies have drawn on their respective strengths, helping Tesco.com to streamline their operations and deliver superior customer satisfaction."*

Sarraf continued, *"We see this Award as an endorsement of our continued approach to developing truly innovative e-business solutions, working collaboratively with customers such as Tesco.com."*

"Not surprisingly, as most retailers are looking to add value to the customer experience, most of the winning solutions deliver tangible benefits for the consumer," explains Dilip Papat, managing director, EMEA Retail Industry Unit, Microsoft. *"The winners also demonstrate the flexibility and scalability of Microsoft products to help Europe's leading*

retailers to deliver a smarter shopping experience with a quick and quantifiable ROI.”
“We believe competitions such as the RAD Awards benefit the whole of the retail community as they stimulate creativity coupled with the delivery of real business value, and continue to ‘raise the bar’ for application development.”

Jon Higgins, Head of E-Commerce Development at Tesco.com explained,
“Our relationship with IVIS Group continues to be successful as we work in very close partnership with them. This means that they clearly understand our business and work as a virtual part of the Tesco.com development team. The ‘Home Shopping One Till’ system, is a great example of how this collaborative development has paid dividends for Tesco.com in helping us make substantial savings.”

IVIS Group won the prestigious ‘Best use of Open Internet Technologies’ Award in 2002 for its work with Tesco.com.

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