

Iceland.co.uk chooses Unipower for new Internet and Interactive TV home shopping solution

Submitted by: PR Artistry Limited

Friday, 28 June 2002

Iceland Frozen Foods has selected Unipower Solutions to provide a new multi-channel system using Retail 5 and Microsoft technology for its online, offline and Interactive TV home shopping services.

The first stage of the project saw the re-launch of Iceland's nationwide online shopping site in April 2002, which will be quickly followed by a refreshed Interactive TV home shopping service.

The new integrated multi-channel approach from Unipower will replace discrete, custom-built systems provided and hosted by BT. The decision to adopt a Microsoft-based Unipower Retail 5 solution was driven by Iceland's desire to update and refresh the existing offerings and to have more control over the development and support processes.

Jon Grey, home-shopping director at Iceland explained, "While our previous online shopping site had won a number of awards we felt it was time for it to be updated. Our home shopping team wanted more freedom to offer new functionality and have more flexibility and control over subsequent enhancements and revisions.

In addition we could see significant time and cost benefits to the Unipower approach in terms of speed of the initial implementation and future development."

The new Iceland home-shopping systems is based on Unipower's Grocery Reference Solution (GRS) a part of Retail 5. GRS has all the required base functionality 'out-of-the-box' and offers a further extensive range of flexible options and customer-defined functionality. For example Iceland required certain business rules to be modified to enable specific promotions. The solution relies on a Microsoft SQL Server 2000 clustered database and makes extensive use of ASP. It was tested using the Microsoft .NET web application stress tool prior to go-live.

Andrew Day, managing director at Unipower concluded, "Iceland considered the buy-or-make argument and decided that by using GRS and Retail 5 it would benefit from a proven platform for fast implementation and flexible, cost-effective future development. The Unipower solution also allows a common set of data to be used for a variety of presentation channels - online, offline and interactive TV. It is simple - Iceland will have only one platform to maintain for any number of multi-channel devices. That has always been our philosophy at Unipower. "

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

or for further information about Microsoft in Retail please contact:

Anne Lomax at Linda Laderman PR

Tel: 020 7436 6676

Email: annel@ladermanpr.co.uk

About Unipower Solutions 'Revolutionising the Customer Experience'

Unipower provides technology solutions to enable retailers and wholesalers to interact with their customers through multiple touch-points. Our solutions provide customers with a compelling and integrated buying experience online, in-store or using wireless devices.

Unipower enables clients to utilise their key assets of:

- Customer and loyalty data
- Physical presence
- Brand and service values
- Full product range

across all available sales channels, delivering valuable services and enhancing loyalty for their customers in multi-channel environments.

Unipower maximises the lifetime profitability from customers. By offering flexible, convenient interaction, our clients gain:

- Increased customer spend
- More new customers

- More-frequent customer spend
- Increased loyalty

Founded 10 years ago in the UK, Unipower Solutions is recognised as an International solutions company serving major clients in Europe and North America.

Our continual investment in innovative technology has created a world-class solutions portfolio enabling our clients to implement cost-effective, flexible solutions quickly, with minimum risk.

Our combination of specialist industry knowledge and ever-growing creative and technical expertise is unrivalled in retail, wholesale and distribution.

Our clients include leading retailers respected for their innovation - Kroger, Esselunga, Ahold, Tesco, FoodChain, Co-Op, Stop&Shop, Betterware, Buy4Now, SuperQuinn, Booker, Musgrave, Puritan Maid, 3663.

For more information visit: <http://www.unipowersolutions.com> or call:-

James Pemberton
Commercial Manager
Unipower Solutions Europe Ltd
Tel: 01727 890876
e-mail: jpemberton@unipowersolutions.com

or

Mary Phillips/Andreina West
PR Artistry Limited
Tel: 01491 636191
e-mail: mary@pra-ltd.co.uk