

Long Tall Sally Goes Live With QuickLive Commerce

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...Maximising promotion time for LTS' Christmas Catalogue and providing a functionally rich e-commerce system to support ambitious growth plans ...

London – 4 December 2008. Long Tall Sally (www.longtallsally.com), the UK's leading fashion retailer for tall women, has successfully launched its new UK online shop following the migration of its e-commerce system to the QuickLive Commerce platform - the joint proposition from hybris (www.hybris.com), a leading multi-channel commerce and communication software vendor, and its strategic partner Portaltech (www.portaltech.co.uk). Portaltech worked to tight deadlines to scope and implement the project in time for Long Tall Sally to promote the Christmas catalogue on the new site in the run up to Christmas.

The sophisticated, 'out-of-the-box' enterprise e-commerce system will enable Long Tall Sally to offer its customers a more personalised online shopping experience with tailored promotional activities, interactive product recommendations, 'buy the look' and 'complete the look' functionality, and a user review system that will allow customers to rate products and the online retail experience overall.

Andrew Shapin, Managing Director at Long Tall Sally, said: "From a business perspective, the enhanced functionality and flexibility provided by QuickLive Commerce means that we are now able to manage our online, catalogue and retail channels in the UK, United States and Europe effectively. It also means that we now have a highly customisable, scalable e-commerce platform in place that will support our growth plans, enabling us to launch multi-currency, multi-language and multi-brand sites quickly and cost-effectively."

Mark Adams, Portaltech's Sales Director comments: "Due to the re-usable nature of the components we have developed for QuickLive Commerce, we are now able to reduce development times for other retailers to only 8 weeks, making it possible for next generation e-business initiatives to be implemented by small-to-medium sized companies with great speed and cost efficiency."

Andy Piscina, UK Country Manager for hybris, commented: "Long Tall Sally's investment in QuickLive Commerce will enable them to offer customers an excellent online shopping experience, whilst at the same time future proofing their e-commerce strategy. We look forward to delivering the same business benefits to other retailers."

About Long Tall Sally

Long Tall Sally is a multi-channel retailer of fashion for taller women. You can find us at www.longtallsally.com, in one of our 21 stores around the UK or call us on 0870 990 6885.

Our mission is to be the first choice in fashion for tall women in the UK and worldwide. Our collection is designed for women 5'8 and above in sizes 10-20. All of our clothing is designed in house, carefully proportioned to flatter taller women.

We offer soft tailoring, statement dresses, luxurious coats, essential tops and great fitting denim for every woman's wardrobe needs. Our accompanying collection of accessories includes hats, antique inspired costume jewellery, stylish boots and shoes available in sizes 7-11.

This Autumn we are proud to introduce our resident style expert, the gorgeous 6' tall Lisa Butcher. As well as styling the nation on TV Lisa is also a writer, model and Mum to two tall daughters making her ideally suited to work with Long Tall Sally.

Shopping for tall has never been so easy, or so beautiful.

About hybris

hybris is a leading vendor of multi-channel commerce & communication software. Its clear vision about the need for consistency, co-ordination and personalization of information across all channels and throughout all phases of the customer lifecycle has resulted in the development of an integrated solution which supports the industrialization and automation of communication, sales and support processes. It is spearheading innovation in this field, enabling businesses to communicate and sell across all channels in a consistent and effective way.

Established in 1997, hybris has a proven track record of profitability and growth, with ambitious expansion plans for the future. Headquartered in Munich, it has offices in the UK, Netherlands, Switzerland and Sweden. Its international presence is extended via a dedicated network of business and technology partners across Europe and the USA. It has over 150 customers worldwide running more than 1.500 websites "powered by hybris". Customers are global brands from retail and manufacturing industries, including Zavvi, Norgren, TUI, Lufthansa, Puma, Ulla Popken, Reebok, Grundfos, Demag, Sika, Hagemeyer, Phonak and Bechtle.

About Portaltech

Portaltech is a specialist technology consultancy that focuses on designing, developing and integrating market leading e-Commerce solutions. Portaltech has been at the forefront of the e-Commerce space since 1999, designing and implementing big brand commerce solutions.

Portaltech's QuickLive is a best of breed eCommerce solution based on market leading technologies and a proven implementation methodology that ensures the on time, to budget delivery of your eCommerce solution. It has been designed specifically for retailers that need greater control over their eBusiness initiatives, richer functionality to improve conversion and more powerful integration capabilities to support web and multi channel growth.

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