

# Portaltech helps Premier Farnell increase global online sales through enhanced customer check out capability

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Sales abandonment rates drop by 50% thanks to new 'Express' Checkout capability developed by Portaltech for Premier Farnell's 42 global B2B websites

London, 29 April, 2009: Portaltech, a leading UK eCommerce Systems Integrator and Consultancy, today announced that it has helped UK-based Premier Farnell, a global distributor of electronic products to businesses, reduce abandonment rates on its 42 global websites by 50% through the implementation of an Express Checkout capability. Developed on Premier Farnell's existing ATG platform, the service was implemented in only three months and within budget.

Stephen Paterson, Global eCommerce Officer at Premier Farnell, said; "Our goal is to become a global eCommerce business and with 42 websites globally servicing our customer's needs, often in local language, we have built an infrastructure to support this business expansion. However, we found that we were experiencing high abandonment rates due to the complexity of the transaction process and number of web pages involved."

Having carried out an analysis of its main competitors' websites, Premier Farnell found that its own websites were the same in terms of complexity and page numbers, so decided that an opportunity existed to create a competitive advantage by developing a simplified express checkout facility across all its websites to reduce abandonment rates and increase sales.

"Having looked at a number of options, we decided to ask Portaltech to implement a solution for us based on our existing ATG platform," said Paterson. "We had used Portaltech previously to implement our Chinese website and found their delivery ability and expertise invaluable in supporting our eBusiness operations."

"Since the system has gone live we have seen a huge improvement in our online sales," said Paterson. "Our abandonment rates have been reduced by 50% and the Express Checkout service will be a critical support in helping us drive a higher proportion of our business online."

Speaking about the project, Andrew Walker, CEO of Portaltech, commented: "The approach Premier Farnell has taken in simplifying its online sales channel is an example of how many industry leading companies are using the web in a more innovative way to drive sales. We work with our customers in developing solutions using best of breed solutions to bring the best value and results to their businesses and helping them see the kinds of benefits now being enjoyed by Premier Farnell."

About Premier Farnell

Formed in 1996, Premier Farnell plc is a leading multi-channel, high service distributor supporting millions of engineers and purchasing professionals globally. Premier Farnell markets and distributes a comprehensive range of products and services throughout Europe, North America and Asia Pacific with operations in 24 countries and trading in over 100, with approximately 4,100 employees worldwide. Serving

a global customer base of more than 2 million customer contacts worldwide, the Group stocks in excess of 400,000 electronic products, has access to 4 million more and represents 3,500 manufacturer brands. The Group's multi-channel approach includes fully transactional websites, contact centres, field sales force, trade counters, branch network, catalogues and direct mail. Companies within the Premier Farnell Group include Farnell, Newark, CPC, Premier Electronics, Farnell-Newark, MCM, Akron Brass and TPC Wire & Cable.

Headquartered in London and listed on the London Stock Exchange, the Group recorded sales for the financial year ended 3rd February 2008 of £744.7 million and operating profit of £88.0 million.

#### About Portaltech

Portaltech is a business and technology consultancy that focuses on the design, implementation, integration and support of eCommerce solutions. It works with its customers to gain a deep understanding of their market space and business challenges so that it can develop transactional applications and web sites that deliver real business benefits. Portaltech measures its success through the delivery of an on-time on-budget solution and on the increased revenues and cost savings that these solutions generate.

As an eBusiness consultancy with unique cross sector experience gained in online and multi channel environments Portaltech's proposition is un-rivalled in the UK. It works on business and technology initiatives for a range of leading brands and companies both large and small, such as The Body Shop, Long Tall Sally, The Royal Mail, Premier Farnell Sony and Vodafone.

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