



INCREASE REVENUE THROUGH
EFFECTIVE USE OF E-COMMERCE

Using the Internet innovatively can facilitate a cost effective market entry pilot before entering a country.

OUR CLIENT

Integrated Management Services (IMS) completed an engagement with the catalogue division of a leading manufacturer of lingerie.

OBJECTIVES

The objective of the engagement was to evaluate the current business situation and identify opportunities to improve the value of the company.

APPROACH

A strategy was developed that included organizational improvements in the computer function that would enable the company to implement critical systems in a timely and cost effective manner. Software applications were identified that would improve the company's competitive position. Finally, a flexible and responsive technology architecture was developed that would allow the business to grow. Unlike most strategies, the one developed for this client included a portfolio of projects along with a step-by-step transition plan.

RESULTS

The result was a strategy outlining a balanced view of critical business priorities leading to improved performance and ultimately shareholder value. These factors were linked to key technology initiatives.

There were many successes that came out of the project. One in particular utilized the Internet as a new marketing and sales channel. The results of this effort included an estimated improvement in revenue of approximately \$100 Million (10%+ increase). In addition to reaching new customers in the United States, the new Web presence attracted customers from around the world.

WHO WE ARE

Since 1988, IMS has specialized in fast growth companies and companies under new management. Our industry leading professionals works with businesses that need significant improvements in IT capabilities or a complete IT turnaround, domestically and/or worldwide. The IMS team has extensive executive level experience in Fortune 500 companies in diverse industries.

IMS' core capabilities focus on retail, direct sales, consumer goods, and business services industries. Additionally we work with the private equity community performing due diligence and assisting in complete IT turnarounds. We partner with companies at the executive level to insure processes, IT strategic and implemented solutions are business driven and aligned with critical business objectives. IMS is based out of California and the New York tri-state area.

We Understand Business.

Leverage Technology.

Get Results.

