



Alexandra plc
Thornbury, Bristol, United Kingdom

Alexandra plc Launches Web Self-Service Initiative with LegaSuite® Technology

In B2B, one key factor in winning business and growing customer loyalty is making it easy for buyers to procure product. For a company like Alexandra plc, a supplier of corporate clothing and uniforms, that means remaining accessible to buyers at all times to receive and process orders accurately and quickly. With the emergence of e-commerce, Alexandra found that their buyers were demanding online self-service capabilities to place and confirm orders, real-time access to account information and the ability to view images of products on the Web. This posed quite a challenge for the clothing supplier whose legacy applications were not designed for Web access.

To advance their operations quickly to the Web, Alexandra selected Seagull Software's solution for legacy extension, LegaSuite. With LegaSuite, Alexandra offers customized self-service access to defined back-office order entry functions through an HTML interface. The new capability provides Alexandra's customers, some of Europe's largest commercial organizations, with personalized access to specific business functions such as stock inquiries, order placement, pricing models and customer service information, as well as product images via an HTML front-end. LegaSuite allows Alexandra's customers worldwide to execute discrete business transactions in real-time—at their convenience and with ease, as the HTML interface is seamlessly integrated with the corporate Website.

Alexandra produces in excess of 800 apparel products, all of which are searchable through the Website. Using the "favorites" feature of the interface, buyers can customize their views based on individual preference or previous order history. In addition, larger customers are immediately directed to items and styles specifically designed to their corporate standards. Multi-language versions are also available to accommodate Alexandra's global customer base. "With LegaSuite we've been able to deliver unsurpassed convenience to our customers. They can inquire about a product or place an order without even picking up the phone. It's easy to use and it saves them time," commented Paul Milne, IT manager for Alexandra plc.

Real-Time Data Access for Customers

Another big advantage for Alexandra has been instant updates. "Someone can swipe a barcode in our factory in Morocco and our system is immediately updated. The customers can log on and look at the status. They see the same information that our in-house production and sales staff

Alexandra plc is Europe's leader in the design, marketing and supply of professional clothing, servicing approximately 200,000 active customers worldwide for clothing needs, including industrial work wear, hospitality and healthcare garments. In addition, Alexandra designs and supplies corporate clothing to many international household names.



see. Customers like the transparent access to the same database that we run the company on," said Milne.

By deploying LegaSuite and offering online capabilities, Alexandra has benefited by experiencing a growth in their business. "This has been a great marketing tool for us. The Website has been the deciding factor in gaining some of our recent new contracts," said Milne. "For example, we've recently won a very large contract with a company that has locations in 22 different countries. We don't have a presence in all of those countries. However, because of the online capability, we are accessible to anybody, anywhere via the Internet. It's given us a broader geographical presence without actually having a physical location in those countries."

Alexandra selected LegaSuite because it offered them a quick and effective way to deploy their legacy application to the Web. With LegaSuite, Alexandra was able to combine the best of their existing application functionality with the Web in a fraction of the time it would have taken to create

a new solution. "Maintaining the existing business logic was a requirement, since we couldn't possibly reproduce the complex calculations related to our pricing structures, production schedules and so on," said Milne. "With the LegaSuite architecture, we have been able to re-purpose the back-office system functions into Web self-service functions, with no changes to our core system. The power and flexibility of Seagull Software's solution enabled us to deliver an intuitive customer-facing version of our proven applications, including the unique attributes that help us provide superior service and value to our customers. The reaction from customers and new prospects has been very positive," continued Milne. "Seagull Software as a vendor has been very good. We've had no problems at all."

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Paul Milne
IT Manager
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Seagull Software specializes in powerful technology for connecting proprietary legacy applications to service-oriented architectures in J2EE and .NET environments. The LegaSuite® platform of integration, Web-enablement and terminal emulation solutions reflects over 14 years of legacy liberation experience, and is used by over 8,000 organizations around the world for business-critical operations.

Every day, millions of end users depend on LegaSuite for online banking, relocation services, e-government, insurance claims processing, cable/utility/telecom call centers, kiosk bill payment, online order processing and many other important business processes.

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