



Overview

Country: United Kingdom
Industry: Luxury Retail

Customer Profile

Molton Brown is based in Hertfordshire and provides luxury natural preparations to more than 70 countries world-wide via a number of different channels including its own emporium and online. They have grown into one of the best known luxury retail brands with products featured in the leading spas, hotels and airlines worldwide.

Business Situation

Molton Brown was running an FTP site that stored all their marketing collateral including images, shelf talkers and templates. Whilst this system worked, it was slow, inflexible and lacked security.

Solution

Molton Brown partnered with Adepteq to improve their storage and distribution of electronic product media. Adepteq created a product management portal to allow greater flexibility and security of their product images and collateral.

“ This product extranet will allow Molton Brown to protect its luxury brand status, worldwide ”

Tanay Taank, Vice President of IT & Communication

Molton Brown is one of the best known luxury retail brands in the world.

In 1973 Molton Brown was born on South Molton Street in London, founded by a husband and wife team who received the shop as a wedding present from her parents, the owners of the famous London couture shop Browns. They began creating natural preparations for discerning hair studio clientele and in 1978 Dale Daxon Bowers, Creative and Brand Director, joined to support this growing part of the business and continues to this day to be the company's creative inspiration.

The philosophy has remained the same since the start: they set out to create products of the highest standard, sympathetic to our modern living needs. They search beyond the historical world of cosmetics for new and unconventional ways to satisfy both physical and emotional needs, providing a sensory experience that takes the mundane and transforms it into some extraordinary. Each exciting new product fuses natural science with the pure flowers, plants and marine extracts sourced from around the globe, to deliver long-lasting benefits. They are all about excellence and integrity - an integrity revolution in beauty and body care - and provide consumers with an honest alternative to pseudo-science, bogus philosophy, superficiality and over claim.

Molton Brown was running an FTP site that stored all their marketing collateral including images, shelf talkers and templates. Whilst this system worked, it was slow, inflexible and lacked security. They were looking for an easy to use and search secure solution that could be applied to content from a variety of departments.

Adepteq continue to work closely with Molton Brown as a preferred partner to refine and enhance the original solution.



As a Microsoft Gold Partner with many years experience delivering innovative solutions to both public and private sector clients, Adepteq are the perfect partner to design and deliver any solution based on a Microsoft Platform.

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(01296) 468160

Solution Details

Adepteq implemented a Microsoft Office SharePoint Services (MOSS) 2007 solution that uses document libraries for each type of document. Document versioning is enabled on the libraries and this allows full document history to be maintained.

Security has been greatly improved over the old solution. Access to documents is governed by 'Active Directory' (AD) security groups. This means that security is easy to manage as the solution is fully integrated with Molton Brown's existing AD. A site was also created for the HR department which contains all the documents frequently used by staff; including holiday forms, sickness forms and staff manuals.

A bespoke web facility was created to replace the staff search facility offered by MOSS 2007. This web part provides an AD integrated staff directory that is easy to search and that displays results in an easy to read format.