

To create the seamless online shopping experience that customers' desire, digital retailers need to implement a fully unified commerce and customer experience platform. Integrating systems and applications not only benefits the brand experience, but is also an opportunity to provide targeted and relevant customer communications.

The Challenge

Founded at the turn of the 20th century, as a catalogue clothing retailer, Freemans Grattan Holdings has evolved in to one of the most respected, award winning online retail brands in the UK. The home of familiar brands such as Freemans, Kaleidoscope, Curvissa and many more, the integration of a new email provider was required to consolidate, streamline and improve customer communications throughout the customer journey.



The W3Partnership Solution

W3Partnership's Integration Consultants developed a solution that enabled IBM IIB to interact with Adobe Campaign to allow seamless communication.

In collaboration with Freemans Security and Networks teams, as well as Adobe, W3Partnership's solution allows IIB to generate Java Web tokens and multiple public and private keys ensuring data security throughout the process.

The solution maps the data to the correct Adobe email templates, enabling Adobe to retrieve the data and automatically generate and send the correct emails to the correct recipients, ensuring online customers receive timely updates on their orders and accounts.

“ W3Partnership are a trusted and reliable technology partner that provided the application integration expertise and commitment needed to deliver high-quality work on schedule, which was crucial to the project's success. ”

Head of Digital Engineering

W3Partnership uniquely provides solutions and services that help organisations make sense of their digital applications and services, through integrated platforms and patterns. We are in a position to design, develop, host, manage and monitor such platforms.