



Customer Engagement Forum

Amplify your brand





JACQUIE



peteralexander

portmans



Sustainable Growth – It's Not Luck!

Frank De Sa

Chief Information Officer, Just Group





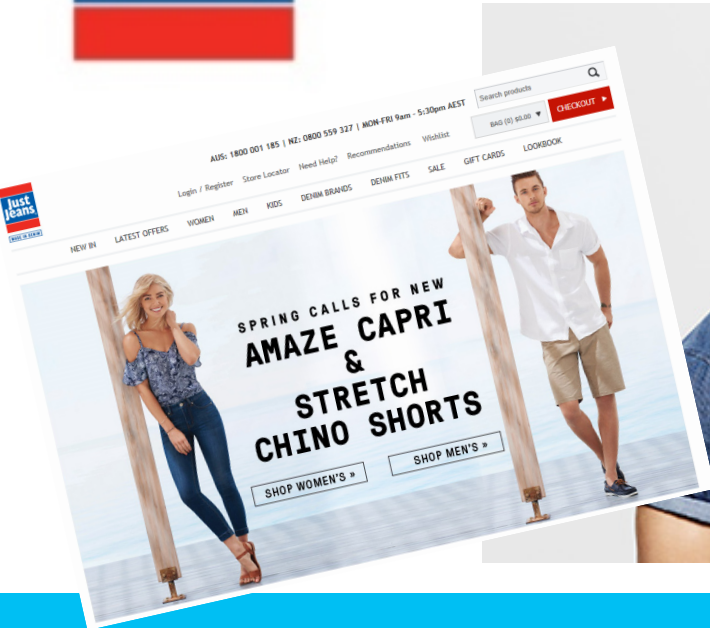
About Us

- Owned by Premier Investments
- 7 Brands
- ~1,000 physical stores
- Annual Revenue - \$945M (2015)
- 4 countries and counting...





Just Jeans has evolved from a small denim retailer to one of Australia and New Zealand's most recognised and much loved brands. Just Jeans has a presence in every state and territory throughout Australia and in New Zealand with more than 250 stores.





Jay Jays

At Jay Jays we're all about having a good time and not taking life too seriously. We turn the music up loud and live life in your favourite tees, tanks and sweats, paired back with denim and essentials that every wardrobe needs.





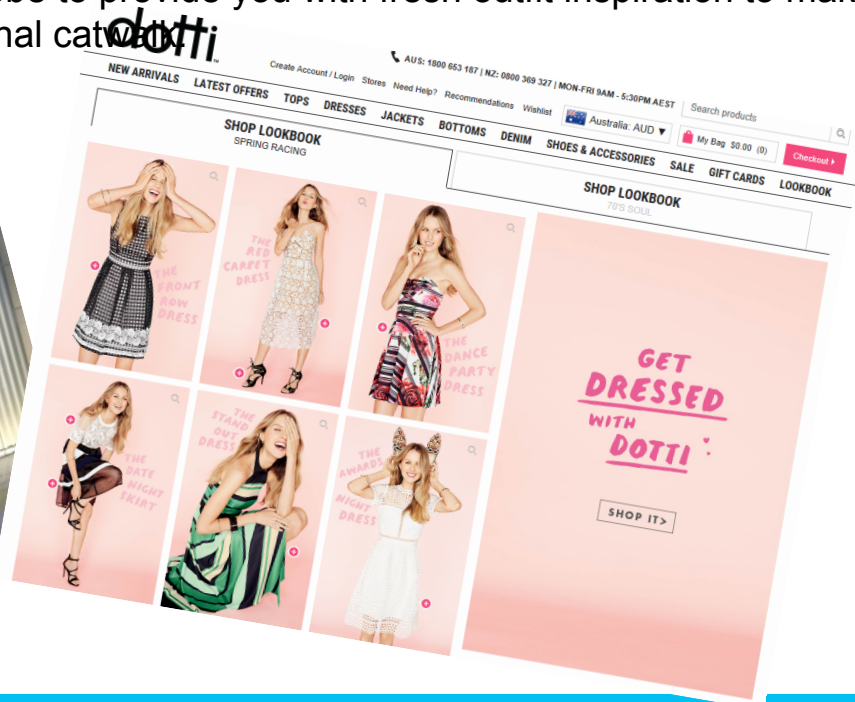
portmans

Portmans is the fashion destination for metropolitan girls who like to stay on top. For up-to-the-minute looks that are fast, fresh and ever evolving, Portmans has the fashion know-how that gets you going places. Portmans lives, works and plays in the inner city and with over 110 stores throughout Australia and New Zealand, you are never far from your next fashion fix.





dotti. Dotti knows that fashion is supposed to be fun. We also know that you have a craving for keeping up with the latest trends, so we aim to deliver the best fashion finds into your wardrobe ultra-fast. We regularly scour the high street and the globe to provide you with fresh outfit inspiration to make sure you feel as if the world is your own personal catwalk.





peteralexander

For the past 27 years Peter Alexander has been designing beautiful sleepwear and gifts for the world to enjoy. Our unique themes and designs are created for women, men and children; recognised and loved every night around the world.



AUS: 1300 366 683 - MON-FRI 9AM - 5PM AEST | CREATE ACCOUNT | LOGIN | AUSTRALIA | Search Products

peteralexander WISHLIST MY BAG 90.00 (0 ITEMS) CHECKOUT

SHOP CATALOGUE NEW ARRIVALS WOMEN MEN KIDS FOOTWEAR HOME GIFTS P.A. PUPS SALE FIND A STORE ABOUT PETER

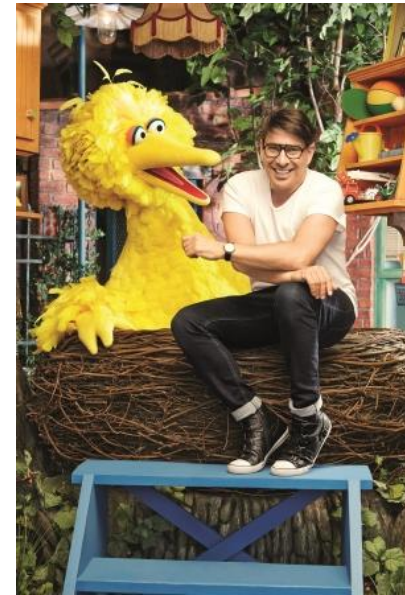
STOCK WON'T LAST! TAKE A FURTHER 20% OFF SALE STYLES*

LIMITED TIME ONLY. CONDITIONS APPLY.

WAKE ME UP ON MONDAY COLLECTION
Sometimes you just need a good night's sleep and Peter's new range of women's sleepwear will help deliver that. In soft pastel tones this Summer Collection has new laid back styles of women's pyjamas and nighties.

ALL PRICES ARE IN AUD AND INCLUDE GST | Sort By: No Sort

NEW ARRIVALS > WAKE ME UP ON MONDAY COLLECTION





Smiggle, the world's hottest stationery brand, was born in 2003. The ultimate creators of colourful, fun, fashion-forward stationery. The first Smiggle store opened in Melbourne, Australia and word spread fast about the bright pens, notebooks and gadgets that filled a tiny, but very special place.



PrevNext



Industry structure pressures to continue

1 Rent increases not in line with centre performance



2 EBA Increase not linked to productivity



3 International apparel companies entering the market



4 Online Retailing



Key mitigation strategies accelerated

- Continue to close loss making stores-25 stores closed in FY12
- Negotiation about brand and centre performance as lease expires
- Expanded leasing team to negotiate better outcomes
- Aligned rosters to changes in consumer shopping behaviour – 70% of trade Thursday to Sunday
- Negotiating with SDA for productivity improvements to offset any rate increases
- All other store costs under efficiency programs – consumables, cash handling, freight, lighting, maintenance
- Dedicated buying, planning retail team by brand
- Local customer knowledge – colours/fabrics/silhouettes/sizes
- Sourcing from factories that make for international brands at international best price
- Sourcing in new markets at lower fob's
- Shorter lead times to market
- Strong FY12 result
- Significant investment in growth channel to continue
- All brands proprietary to Premier Retail
- The government has it wrong on GST and Duty
- Investment in global competitive internet site for Dotti - Video, Search, Outlet, Social, Mobile, Next day delivery
- All other brands websites to be enhanced following successful Dotti trial
- Third party distribution opportunities being evaluated – ASOS, EBay, auction sites

Why
?

Our Online History

www.peteralexander.com.au
2001

www.justjeans.com.au
2002

www.smiggle.com.au
2008

Websphere Commerce
Journey Commences
2010



Critical Success Factors

- IT Culture
- Team Culture
- Performance Culture
- Customer Culture



IT Vision

“To be the Retail IT Benchmark fostering business improvement by providing solutions with a friendly can do attitude.”

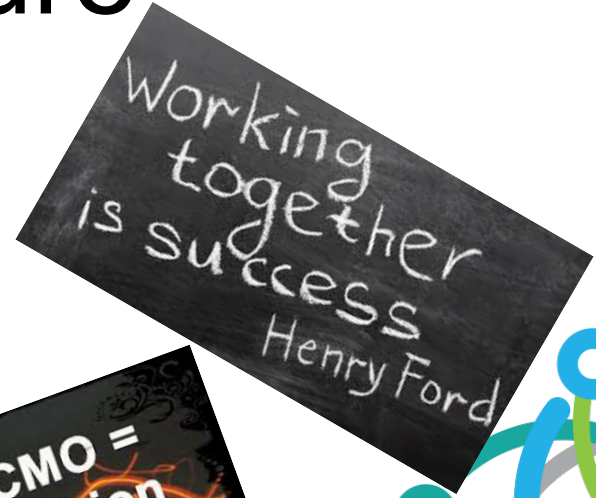


IT Culture

Traditional	Today
It's too hard	Find cost effective ways to trial
Security	Identify the risks, educate the business. Create a plan not an excuse.
We don't understand	Know the business
No	Remove it from your vocabulary
It will take too long	It does not need to be perfect, it needs to be supportable
<i>Build a culture of helpers</i>	



Team Culture



Performance Culture



HeapAnalyzer

File Analysis View Help

heapdump3.ha Tree View

Go to Bookmark Remove Bookmark Leak Suspects

49,678,440 [32] 2 java.util.HashMap\$Entry 0x3cd62130

49,678,408 [40] 6 com.ibm.ws.webcontainer.cache/Invocation/CacheableInvocationContext 0x3c...

49,678,120 [56] 7 com.ibm.ws.webcontainer.srt/WebAppInvoker 0x3cbee020

45,883,272 [16] 1 com.ibm.ws.webcontainer.srt/CacheTargets 0x3328b3e0

45,883,256 [32] 1 java.util.Vector 0x3331a310

45,883,224 [10,256] 1,565 array of java.lang.Object 0x3cb3fd98

10,589,488 [56] 7 com.ibm.ws.webcontainer.srt/WebAppInvoker 0x31fa8a90

27,204,752 [1,024] 1 com.ibm.ws.webcontainer.srt/WebAppInvoker 0x3328b3e0

HPD-5 TEST RESULTS TEST HISTORY FORUMS DOCUMENTATION ABOUT

Need help improving?

Web Page Performance Test for

www.amazon.com

From: San Francisco, CA USA - Chrome - Cable
13/10/2015, 18:40:52

Summary Details Performance Review Content Breakdown Domains Screen Shot

Tester: i-icc3447

Document Complete		Fully Loaded										
Load Time	First Byte Render	Start Render	Visually Complete	Speed Index	DOM Elements	Result (error code)	Time	Requests	Bytes In	Time	Requests	Bytes In
11.861s	0.715s	1.205s	13.200s	6002	2410	0	11.861s	237	5,900 KB	14.030s	308	6,325 KB

RUM First Paint domContentLoaded loadEvent

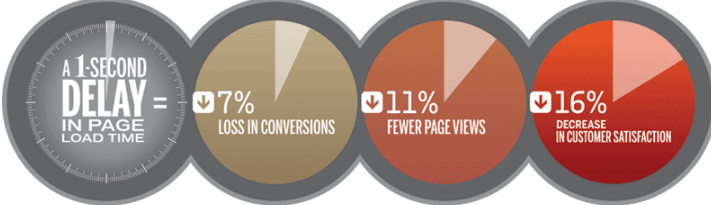
1.170s	2.729s - 2.930s (0.207s)	11.850s - 11.875s (0.010s)
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Waterfall View

DNS Lookup Initial Connection SSL Negotiation Time to First Byte Content Download 2xx response 3xx response

Start Render FirstPaint DOM Content Loaded On Load Document Complete

HTTP://www.amazon.com	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. www.amazon.com - /	111 ms													
2. www.amazon.com - /s-4680750-2791617		258 ms (302)												
3. images-na.ssl-images-amazon.com - /s-4680750-2791617			252 ms											
4. images-na.ssl-images-amazon.com - /s-4680750-2791617				201 ms										
5. images-na.ssl-images-amazon.com - /s-4680750-2791617					243 ms									
6. images-na.ssl-images-amazon.com - /s-4680750-2791617						253 ms								
7. images-na.ssl-images-amazon.com - /s-4680750-2791617							229 ms							
8. images-na.ssl-images-amazon.com - /s-4680750-2791617								59 ms						
9. images-na.ssl-images-amazon.com - /s-4680750-2791617									160 ms					
10. images-na.ssl-images-amazon.com - /s-4680750-2791617										73 ms				
11. images-na.ssl-images-amazon.com - /s-4680750-2791617											234 ms			
12. images-na.ssl-images-amazon.com - /s-4680750-2791617												142 ms		
13. images-na.ssl-images-amazon.com - /s-4680750-2791617													136 ms	
14. #13-na.amazon.com - /s-4680750-2791617														597 ms
15. images-na.ssl-images-amazon.com - /s-4680750-2791617														57 ms
16. images-na.ssl-images-amazon.com - /s-4680750-2791617														260 ms



\$ IN DOLLAR TERMS, this means that if your site typically earns \$100,000 a day, this year you could lose **\$2.5 MILLION** in sales.



SIMPLE Lifestyle Experience
Social Immediate Personalized

Customer Culture



TDS Games
by TDS Games
Active 1 day ago • 20 vi
CHANNEL Subscribed 39



TDS Games uploaded a video 1 week ago



[Lego Dimensions Unboxing And Time Lapse](#)
by TDS Games
1 week ago • 27 views
Yeah finally here





dotti.

JACQUIE

Jay Jays



peteralexander

portmans



Platform
2010 - 2011

- Initial Websphere Commerce Project
- Jay Jays, Dotti, Portmans, Jacqui E

World Class
2011 - 2013

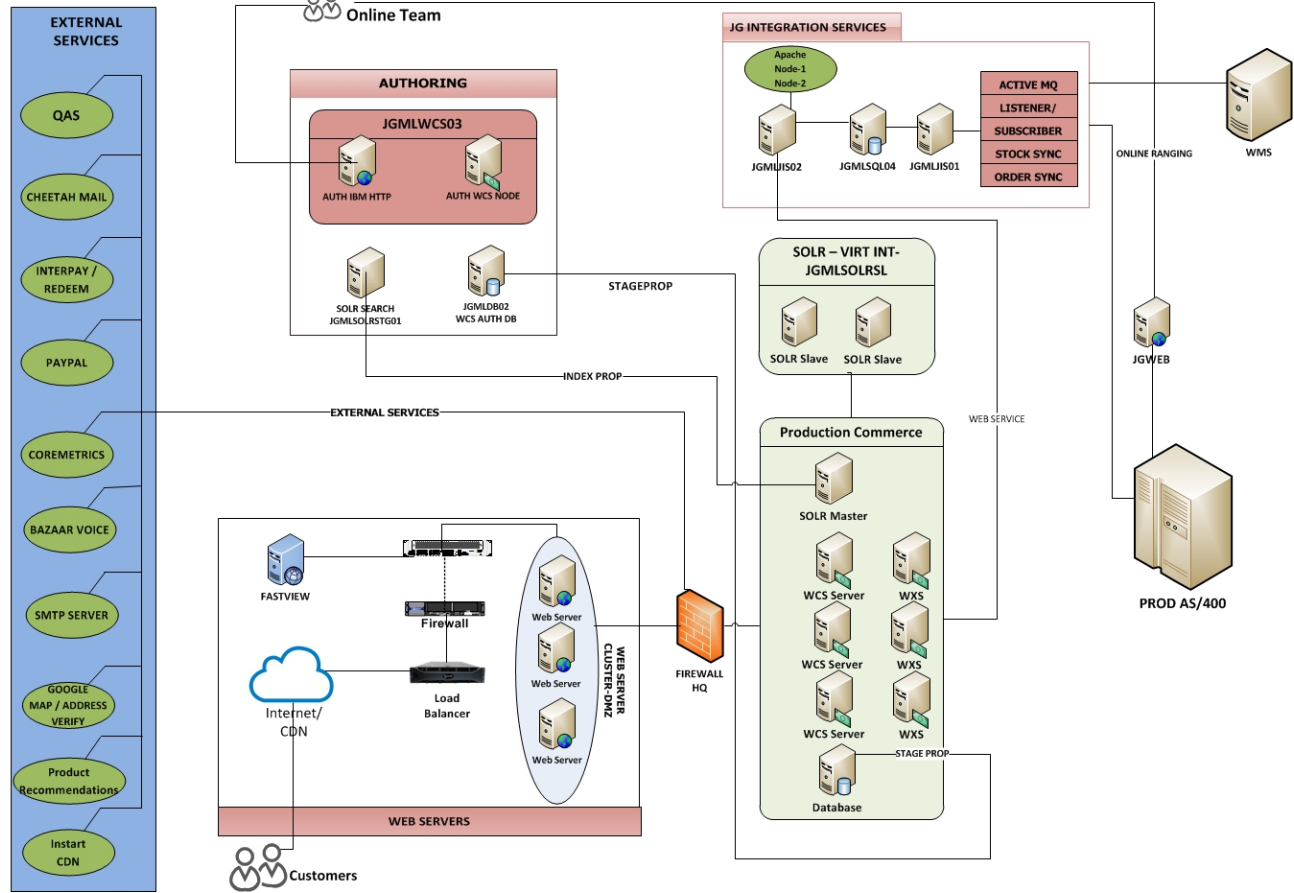
- Customer Experience
- Search, Video
- Mobile

Optimise & Grow
2013 →

- Performance
- Conversion
- Global



Just Group eCommerce Architecture





dotti

JACQUIE

Jay Jays



peteralexander

portmans



Continuously Test & Learn

- Re-targeting emails
- Video (desktop & mobile)
- Electronic gift cards
- Single page checkout
- Store to Door
- Click and Collect
- Inventory Optimisation
- Caching/CDN/WAF
- Local Fulfilment
- Global Fulfilment
- Affiliate programs
- Repeat visitation focus
- Product Recommendations
- Colour swatches
- Urgency messaging
- Gift Wrapping





50% OFF ALL JEANS ONLINE ONLY + **FREE DELIVERY ON ORDERS \$90+**

*Offer now ends Sunday 18 October. *Valid on full price orders. Ends Sunday 18 October.

CATEGORY

New Arrivals (255)

- ▶ **New Clothing (84)**
- ▶ New Accessories (12)
- ▶ New Shoes (14)
- ▶ Dotti Girls Insta Edit (19)
- ▶ The White Edit (44)
- ▶ Dress-Tination (73)
- ▶ Basics Nation (38)
- ▶ Swim Shop (47)
- ▶ The Top Twenty (20)

Latest Offers (134)

- Tops (97)
- Dresses (100)
- Jackets (14)
- Bottoms (80)
- Denim (42)
- Shoes & Accessories (135)
- Sale (231)
- Gift Cards (4)

COLOUR



NEW CLOTHING

It's first in, best dressed with these new arrivals. Everyday denim, festival-ready dresses and more new styles will always keep you ahead of the fashion pack!

NEW ARRIVALS ▶ **NEW CLOTHING**

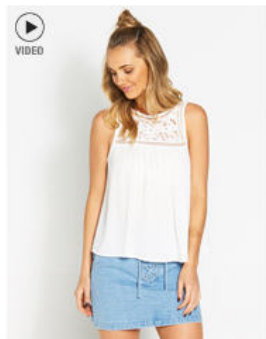
Products: 1 - 48 of 84

View: 48 | All

1 2

All prices are in AUD and include GST

Sort By: No Sort ▼



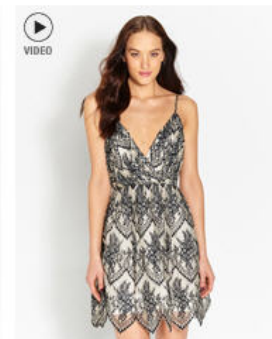
LACE YOKE SWING TANK
\$49.95



RED OFF SHOULDER PLAYSUIT
\$69.95



PAPER FLOWER BODYCON DRESS
\$59.95



FAIRYTALE LACE DRESS
\$119.95

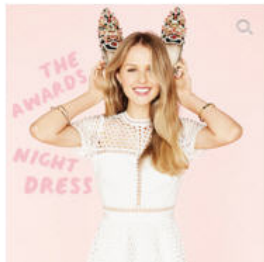
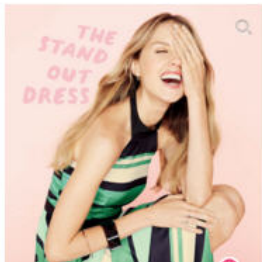


SHOP LOOKBOOK

SPRING RACING

SHOP LOOKBOOK

70'S SOUL



ORGANZA CHECK FIT N FLARE DRESS

\$89.95 AUD

Select Colour: Black/White



Select Size: 6

6 8 10 12

14

Quantity:

1



[ADD TO BAG](#)

[ADD TO WISHLIST](#)



peteralexander

AUS: 1300 366 683 - MON-FRI 9AM - 5PM AEST

CREATE ACCOUNT | LOGIN | AUSTRALIA

Search Products...

WISHLIST

MY BAG 50.00
(0 ITEM)

CHECKOUT >

SHOP CATALOGUE

NEW ARRIVALS

WOMEN

MEN

KIDS

FOOTWEAR

HOME

GIFTS

P.A. PUPS

SALE

FIND A STORE

ABOUT PETER

ENDS SUNDAY!

20% OFF THE LION KING COLLECTION

WOMEN'S, MEN'S & KIDS' STYLES*

ENDS MIDNIGHT SUNDAY 18 OCTOBER 2015 | CONDITIONS APPLY

CATEGORY

NEW ARRIVALS (275)

> WAKE ME UP ON MONDAY
COLLECTION (33)

> **THE LION KING
COLLECTION (102)**

> PRETTY PLEASE
COLLECTION (83)

> FASHION MEETS ART
COLLECTION (19)

WOMEN (381)

MEN (130)

KIDS (151)

FOOTWEAR (45)

HOME (50)

GIFTS (102)

P.A. PUPS (22)

SALE (272)

COLOUR



SIZE



THE LION KING COLLECTION

Peter says Hakuna Matata in his latest sleepwear collection inspired by Disney's The Lion King. Featuring African, tribal and animal print pyjamas, this new collection also brings to life the beloved characters of Simba, Nala, Timon & Pumbaa.



ALL PRICES ARE IN AUD AND INCLUDE GST

Products per page: 40 | All Sort By: No Sort

NEW ARRIVALS > **THE LION KING COLLECTION**





← BACK | TOPS ▶ SEASONAL GATHERED NECK TOP



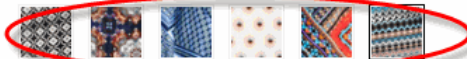
ZOOM

VIDEO

SEASONAL GATHERED NECK TOP

\$29.95 AUD

Select Colour: Multi Ikat



Select Size: 8

Only 3 Left in Stock

Size Guide



Quantity:

ADD TO BAG

ADD TO WISHLIST

Details

Loose silhouette, lightweight top with an all overprint. The perfect basic top. A must have for every wardrobe!

Line Number: 514291

Fabric: 100% Polyester

Delivery

You May Also Like



Wear With



AUS: 1800 001 185 | NZ: 0800 559 327 | MON-FRI 9am - 5:30pm AEST

Search products



Login / Register Store Locator Need Help? Recommendations Wishlist

BAG (0) \$0.00

CHECKOUT

NEW IN LATEST OFFERS WOMEN MEN KIDS DENIM BRANDS DENIM FITS SALE GIFT CARDS LOOKBOOK

Back | Kids > Santa Monica Print Tee



Zoom



Santa Monica Print Tee

\$24.95 AUD

Select Colour: Light Blue



Select Size: 16 Only 2 Left In Stock Size Guide

- 8
- 10
- 12
- 14
- 16

Quantity:

1

Add to Bag

Add to Wishlist

Details

The Santa Monica Print Tee is a regular fit boys tee with feature print. Wear back with chinos or shorts.

Line Number: 219581

Fabric: Cotton/Poly

You May Also Like



Take 30% Off High Waisted Luxe Jean \$49.95



Take 30% Off Luxe Stretch Skinny Jean \$49.95



BACK | TOPS > FIZZY PANEL TEE



ZOOM

VIDEO



FIZZY PANEL TEE

\$59.95 AUD

Select Colour: Dark Floral



Select Size: 14 Only 3 Left in Stock Size Guide



Quantity:



ADD TO BAG

ADD TO WISHLIST

DETAILS

Panelled tee in cut-about print with cap sleeve. Features round neck, cut out keyhole at back and black contrast binding. A versatile work top. Style with a black skirt or pant for a pretty and polished look.

Line: 766149
Fabric: 100% Polyester

DELIVERY

YOU MAY ALSO LIKE



RUFFLE SPOT SLEEVE TOP
\$49.95

+ more colours

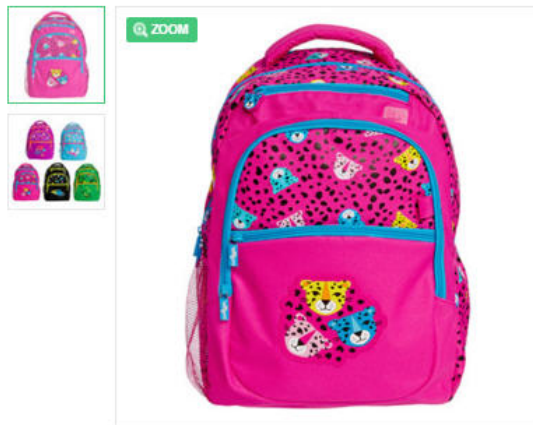


PETAL PRINTED TANK
\$59.95



WEAR WITH

back | bags > backpacks > wow backpack



wow backpack

\$49.95 AUD



write the first review

details delivery returns track

IT'S NEW!

Our favourite backpack is back in all new prints! Includes a computer compartment - fits up to a 15inch laptop, shoulder straps, carry handle, 4 zipped compartments, main double zip, 2 drink bottle sleeves and protective lining 300mm x 420mm x 180mm

Line Number 443541



Select Colour: Pink in stock



Quantity

1

add to bag



add to wishlist

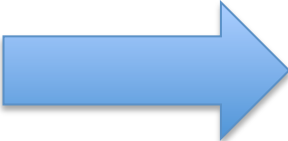
fan favourites.. recently viewed..

wow triple pencil case \$15.95	wow 330 pencil case \$15.95	wow wallet \$12.95

you might also like

sassy backpack \$44.95	junior whacky backpack \$39.95	groovy hardtop pencil case \$22.95	go girl wow backpack \$39.95

It's Not Luck!

- IT Culture
 - Team Culture
 - Performance Culture
 - Customer Culture
- 
- 10 storefronts
 - 3 fulfilment countries
 - 30+% Year on Year Growth
 - \$100 million by 2020!





Customer Engagement Forum

Amplify your brand

Thank You

#IBMEngageAU

