

Tesco Develops Template for Retail Success with Interwoven

TeamSite® Content Infrastructure software to manage five Web sites for UK's grocery leader.

Challenges

- Manage Tesco's explosive growth in the online retail grocery business
- Devise system for fast, easy testing of HTML and Microsoft Active Server Page (ASP) assets supplied by a variety of Web design agencies
- Enable 60+ internal and external authors and editors to contribute content to sites

Solution

- Interwoven Content Infrastructure Software: TeamSite® and TeamSite® Templating

Benefits

- Flexible workflow allows Tesco to map business processes and efficiently manage external Web contributors
- Templated workflows and scripting can be leveraged from first site to subsequent four sites, facilitating faster time-to-Web
- HTML and ASP files can be tested in the context of the entire site by off-site Web design teams
- Open, standards-based architecture ensures connectivity to in-house systems, removes need to standardize development tools
- Faster, more efficient site development frees centralized Web team to focus on more productive tasks

Tesco Stores Ltd. was the first brick-and-mortar food retailer to offer Internet-based home shopping in the UK. Since then, England's largest grocery retailer has seen its on-line business skyrocket, now providing a full range of grocery items to an estimated 4000 customers per day through sister company Tesco.com (www.tesco.com).

Recent expansions and acquisitions have seen Tesco's chain mushroom to more than 600 stores, each carrying over 20,000 items. But the corresponding need to create and edit the Web files required to keep abreast of the inventory has presented numerous challenges in the past few years.

Production Headaches

Several Web design agencies had been employed to develop the HTML and ASP assets that illustrate Tesco's products, and to contribute to Tesco.com's look-and-feel. While the agencies rarely lacked creative talent, Tesco found that incorporating the new content into the grocery site was anything but trouble-free.

"There was no way for the agencies to test the modified assets before they went live," notes Leon Stoner, Tesco's webmaster. "They'd develop a whole pile of pages for our review, then send them to us via FTP or email in a zip file. We'd have to manually put them on a makeshift server, give them a quick once-over...then manually copy them from that test server to eight or more production servers. It was time-consuming, and a bit of a headache."

Tesco clearly needed a solution that would enable enterprise-wide approval of the developed assets, and move more of the quality assurance into the hands of the external Web agencies. The solution had to be open, so that it would easily integrate with the company's existing systems, as well as any application engines to be used in the future. In addition, the new solution must avoid delays caused by content retrofit in order to minimize the time-to-Web.

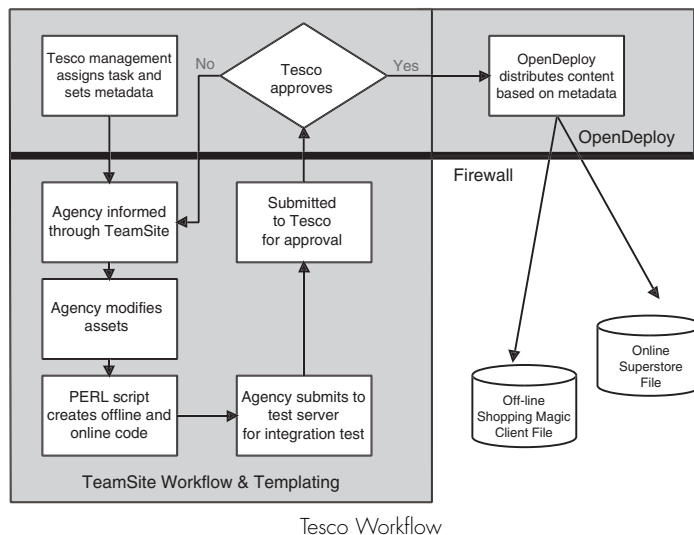
Shopping for a Better Solution

Knowing the company needed more efficient management of its Web assets, Tesco's IT team reviewed a variety of Content Management options. The search for a solution ran the spectrum from end-to-end vendors, to ePublishing providers. Eventually Interwoven TeamSite emerged the winner, offering the solution best equipped to meet Tesco's needs.

TeamSite delivered the optimum solution based on three functions:

- **Templating**—TeamSite provides a comprehensive templating framework that allows business managers to manage the timing and look-and-feel of online campaigns.
- **SmartContext® Editing**—TeamSite offers a means for external Web agencies to develop and check the quality of their work prior to submitting it to Tesco management for final approval.
- **Flexible Workflow**—TeamSite allows line-of-business managers to assign work, control approval, and manage distribution to their off-line and online customer channels.

Of the purchasing decision, Stoner says, "We thought that the end-to-end providers were trying to do too much, and we'd end up buying a product whose complete functionality we probably wouldn't use. With TeamSite, we felt that out of the box, it was a product that we could configure in just the way we wanted it to work."



"We've designed the workflows and scripting behind the scenes, so they're easy to maintain and manipulate," Stoner says. "When we decide to take the non-food sites through TeamSite, we can take the existing scripts, tweak them a little bit, then we'll just roll the other sites over every four to six weeks. Eventually, we'll have TeamSite running the national store."

A Wise Investment

Though TeamSite is currently managing mostly HTML, ASP, PDF, text and graphic assets, Tesco's future plans for its sites include the addition of daily news feeds, weather updates, and a host of dynamic content supplied by as many as 60 Web contributors. TeamSite's compatibility with a variety of application and personalization servers will also be beneficial when Tesconet, a highly personalized ISP site, is ported to TeamSite.

TeamSite's feature-rich capabilities aside, Stoner is quick to point out that the biggest business benefit Tesco has derived from their new Web implementation might just be his own team's productivity boost.

"TeamSite has allowed our agencies to test their work before they send it to us. This has been great, because it cuts out a lot of our day-to-day maintenance role. Now we can develop new things, rather than just being reactive to the need for change on the current site. We have more time on our hands....so we can take on more work!"

CSO Consultants Key to Fast Deployment

Two consultants from Interwoven's Client Services Organization joined forces with Tesco's London team, working closely to customize TeamSite to meet Tesco's needs. The implementation went live on May 1 of this year.

Stoner offers high praise for the CSO pair, saying "We wouldn't have been able to make this project work as successfully without the help of Interwoven's consultants. They came into Tesco not knowing our systems at all, and totally took it on board, and came to understand the way everything holds together. The CSO consultants really had their fingers on the pulse of both our company and TeamSite, and how it will help Tesco."

The Blueprint for Success

TeamSite currently manages content provided by approximately 15 Web designers and authors using Visual InterDev. Tesco maintains twenty production Web servers running on Fujitsu dual processor machines, each with an 18-gigabyte hard drive, 256 megabytes of memory, and a single network card.

Stoner reports that the Tesco.com implementation was the first in a planned series of conversions of all five of Tesco's Web sites to TeamSite. With the majority of the templates created, he says, porting the remaining four sites to the Interwoven product should be trouble-free.

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**—Leon Stoner
Webmaster
Tesco**

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