

Avon.com Increases Online Sales and Brand Recognition on Amazon.com

Facts:

AVON.com

Online Retailer of Beauty and Cosmetics

- World's Leading Online Cosmetics Retailer
- Ranked #21 in the 2005 IRG Top 400 Retail Web Sites
- Operates www.avon.com
- 3000 – 4000 active SKUs at any one time
- Approx 300 new SKUs added per month
- Shipping thousands of orders per day

Before: (Pains)

- Amazon.com beauty products competing with Avon.com
- Integrate new sales channel into existing proven systems & business processes.
- Incorporate new channel into Avon.com's existing eCommerce engine
- Increase both awareness and sales of non-beauty products

After: (Benefits)

- Exposure to 52 million Amazon customers
- Avon part of Amazon's health and beauty marketing, no longer a competitor
- Diversification of customer base increased turnover of non-beauty products
- Fully integrated, automated system - order acceptance - order delivery - accounting
- Presence on Amazon increases awareness and confidence in Avon.com as a brand

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About Avon.com

Avon.com, the online branch of the multi-billion dollar US cosmetics giant, first went online in 1998. Since then it has seen year on year growth, expanding its eCommerce operations into overseas markets to become the world's leading online retailer of cosmetics.

Avon.com ships thousands of orders per day throughout the US selling from a catalogue of up to 4000 products, a range which is growing on a monthly basis

The Challenge

In 2003 Avon.com made a decision to begin selling its products on Amazon as an additional and complementary sales channel to its existing successful online store.

Avon.com needed to seamlessly integrate with the Amazon.com platform, whilst replicating or even bettering the quality of the online shopping experience for the now expanded customer base. The following challenges were presented:

- Integrate into the existing proven systems and business processes
- Synchronise catalogues, inventories and pricing
- Coordination of Avon.com Product codes and Amazon.com ASINs
- Coordinate Promotions and Special Offers
- Integrate order feed, while managing available inventories for multiple channels

Finding DeCare Systems Ireland

In February 2000 Avon called upon DSI to assist with an emergency situation on their Avon.com website. So successful was this work that Avon teamed up with DSI to develop their current eCommerce platform. Today DSI are responsible for all Avon.com eCommerce related developments and support.

"They (DSI) understand our business, our values, our mission and most importantly they share our desire for delighting our Representatives and customers. DeCare Systems Ireland is a global strategic business partner."

- Pattiann McAdams, Exec Director of eCommerce, Avon Products Inc

Avon and DSI – The Business Today

As a result of DSI's integration, Avon.com now benefits from a fully automated system that enables easy synchronisation between the Avon catalogue and Amazon.com. Synchronisation of Product Codes is automatic and Orders automatically feed into the existing system, in addition to Avon.com website orders. Avon experienced an almost immediate increase in their daily orders from the new Amazon channel with no additional effort required from their existing business. DSI's seamless Amazon Integration is effortlessly producing a considerable increase in the volume of sales for Avon.com.

"Feel free to use me as a reference. If they have any questions at all on the Avon - Amazon integration from an internal perspective. I'm more than willing to answer those questions. The Avon integration did go very well. To this day I use that integration as an example of how to complete an integration the right way."

- Traca Fragomene, Account Manager - Apparel, Amazon.com