



Serving up to 1,000,000 pages a day

[www.virginvieathome.com](http://www.virginvieathome.com)

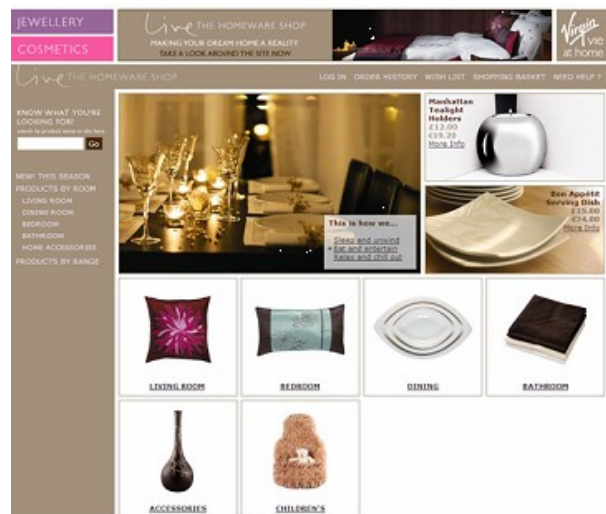
When Richard Branson and the team looked at creating new cosmetics and jewellery brands, they applied the same philosophy that has been paramount in the success of all of the other Virgin 'ventures'.

Virgin Vie at Home sells its cosmetic and jewellery range through an online shopping website and direct to the public via 10,000 retail consultants. Since its launch, Virgin Vie at Home has grown to become a leading cosmetic company, and is now the fastest growing and second largest direct selling company in the UK, with annual sales of £64.3 million.

Virgin Vie at Home has two websites that serve up to 1,000,000 pages a day. The public website includes catalogues on the entire range of products available to the public. The second website, VClub, serves employees and retail consultants, providing information on promotions, news, success stories, recruitment and other information. 90% of Virgin Vie at Home's business is derived from on-line ordering.

### Freeing up IT resources

With the launch of a new homeware range, Virgin Vie at Home recognised that it needed to streamline the way in which the content for both websites was



updated and took the decision to move day-to-day administration from the IT department, passing it across to the sales and marketing department.

"The existing practice of making online amendments via ASP pages was causing content bottlenecks so we decided to implement a new website and intranet with an integrated, scalable and user-friendly web content management system," explained Matthew Bolton, Virgin Vie at Home's Head of Application Support and Development. "As the website is essentially a marketing tool, it made sense to have content managed and updated by that department."

**"The partnership has been fantastic and ICS Solutions has been extremely professional throughout."**

Matthew Bolton  
Head of Application Support and Development, Virgin Vie at Home

Virgin Vie at Home needed a partner that could design and build the server farm architecture to meet its stringent performance, security, scalability, availability and budgetary requirements. The solution had to include an intuitive front end that would enable users to use the site without any training, provide a workflow that would maintain the quality of published content and ensure that all public-facing published content was 'on brand'.

## They came highly recommended

"Other organisations within the Virgin Group had already used ICS Solutions on a variety of projects," continued Matthew. "They came highly recommended."

ICS implemented a new production server farm (consisting of a SharePoint application server and a reconfigured front-end web server) to integrate to the existing SQL Server data warehouse, keeping costs down and utilising unused processing capacity. A separate farm allows end users to create content locally. At the same time, ICS Solutions created a new 2,800 page website and intranet using SharePoint, featuring page management facilities.

## Extremely professional

"I have been extremely impressed with the ICS team, especially the Project and Technical Managers," added Mathew. "The partnership has been fantastic and ICS has been extremely professional throughout. Their knowledge of SharePoint has resulted in a solution that delivers benefits and facilities that we didn't even think of at the beginning of the project."

The solution has saved 2 man-days a week and has allowed Virgin Vie's IT department to focus its resources on core activities. Further time savings have been realised through the integration of the KPI dashboard which allows sales consultants to

generate pre-determined reports covering their sales, performance, targets, etc. without having to involve the IT department.

## An eye on the future

One of the main reasons why Virgin Vie selected SharePoint was because it would support up and coming technologies. "SharePoint gave us the facilities to provide our sales consultants with information about stock, offers, promotions, etc. via their phones," explained Matthew. "The same technology can be used by our customers so that they can receive information about new products and special offers, and even place orders."

The solution is now live and ICS Solutions are already working side-by-side with Virgin Vie at Home on new SharePoint development projects, including departmental portals and a project monitoring and management workflow solution.

## BENEFITS

- 2 man-days of IT department time saved each week.
- 90% of business driven through the website, reducing the overheads of maintaining a large call centre.
- User-friendly publishing and content approval process.
- Flexible content management templates.
- Public website meets AA compliance standards.
- Sales reporting KPI dashboard provides information in a standard and quickly accessible format.