

ONLINE SHOPPING



AllRightsReserved Grows Online Sales with New eCommerce Platform



CUSTOMER PROFILE

AllRightsReserved (ARR) is a Hong Kong based creative studio established in 2003, focusing on creative ideas, design, publishing and event management. ARR's particularly well known projects included Five Hello Kitty exhibitions collaborating with SANRIO since 2005, "100 years before the birth of DORAEMON", and the first 3D printing exhibition in Hong Kong - "We Print Originals" with adidas Originals as creative director. ARR also does art direction and image creation for advertising, music albums, concerts, theater, etc.

Bottleneck to handle unpredictable high traffic

ARR has also been running product selling business online, and will launch individual eCommerce website when selling products of particular themes. ARR has been adopting monthly-subscribed eCommerce platforms which support features of product category, membership management, promotion management, status enquiry tracking, online payment, and linking to social media channels, however the platforms were unstable in terms of operation and unable to trace customer related information for getting insights.

With the selling of Doraemon limited edition products, a famous Japanese manga series written and illustrated by the manga writing team Fujiko Fujio around a robotic cat, ARR predicted that the online page views of the Doraemon products will increase dramatically within a specific short period of time. That would be a good opportunity for collecting customer data for up-selling and cross-selling activities, while the eCommerce platform they were using was unlikely able to handle the instant increase of traffic.

Challenges

- Previous eCommerce platform was unstable
- Unable to trace customer information
- Need to handle instant increase of traffic due to special promotion

Solutions

- eCommerce platform design and build
- Web analytics

Benefits

- Provide real-time knowledge on customers behavior and products selling
- Data can be utilized for business analytics
- Customized and scalable platform to cater future needs



Platform with complete functions

PCCW Solutions was selected by ARR to build a new eCommerce platform with high performance, providing end-to-end support from system design, platform development, system integration to consulting and training services.

In addition to the enhanced performance, the new eCommerce platform offers a series of functions:

- **Site management**
- **Search engine optimization**
- **Marketing, promotions and conversion tools**
- **Catalog management**
- **Catalog and product browsing**
- **Checkout, payment and shipping**
- **Order management**
- **Customer accounts**
- **Web analytics and reporting**
- **Dashboard**

Instant deployment, quick result

Within one month after the new platform launch, the revenue generated by the online sales of Doraemon products has reached approximately HK\$ 2 million. The new eCommerce platform can handle 30,000 page views per hour at maximum and can easily cater ARR's future business needs:

- **High flexibility and fast deployment:** additional website can be designed and built within a short period of time by using the provided templates of eCommerce platform, speeding up the product time-to-market.
- **High customizability:** the eCommerce platform is designed on module

basis, which can easily be plugged in and modified with other modules such as Customer Relationship Management (CRM), loyalty program and analytics capabilities.

- **High scalability:** cloud hosting service and capability enable easy and quick system upgrade to deal with increasing transaction volume in future.

About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.