

N Brown Group Turns to IBM Cloud

UK-based online fashion retailer taps into IBM Cloud Data Centres in London to process thousands of orders per day for 4 million active global customers

London, UK - 22 Feb 2018:

IBM (NYSE: IBM) today announced that N Brown Group (LSE: BWNG), one of the UK's leading online retailers, whose retail brands include JD Williams, Simply Be, and Jacamo, has adopted IBM Cloud. With a hybrid cloud environment, N Brown Group can trade with more agility and better serve its four million active customers more seamlessly across multiple digital channels, expanding its reach into new marketplaces and geographies around the world.

As more shoppers make purchases online, the retailer required high performance connectivity and the ability to rapidly scale to keep pace with global demand and maintain a positive customer experience.

N Brown Group adopted IBM Cloud to deliver new Oracle applications in a first of its kind implementation unifying financial and retail processes. As a result, customers will be able to browse thousands of products easily across all of the retailer's web and mobile sites and can use more flexible credit options. Leveraging IBM Cloud for N Brown's customer-facing ecommerce sites is increasing reliability for customers, and improving global delivery and scalability.

"Cloud services in the overall marketplace are still maturing, so we needed a partner who recognised this and would help us keep pace with the ever-changing retail market and our ambitions. IBM offered a successful mix – the necessary range of cloud services, industry leading applications, a true partnership focus, and an open door policy from global execs to the frontline team to deliver a compelling commercial offer. IBM is more than a technology supplier; it has become a trusted advisor," said Paul Briggs, Programme Manager at N Brown Group.

"Building e-commerce sites that perform well, are reliable and can scale rapidly during seasonal peak periods is absolutely critical for retailers. By using IBM Cloud, N Brown Group can process thousands of orders per day and scale its infrastructure based on demand," said Laurence Haziot, IBM Global Managing Director and General Manager for IBM Consumer Industries. "This is a crucial foundation for any successful retailer's digital transformation, so now N Brown Group can focus on offering a better consumer experience across multiple channels."

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NOTES TO EDITORS

About N Brown Group

An expert in fashion that fits and flatters, N Brown is one of the UK's leading online retailers. Its key retail brands are JD Williams, Simply Be and Jacamo. N Brown's mission is to democratise fashion and is size inclusive, focusing on the needs of underserved customer groups - size 20+ and age 45+. Its brands offer an extensive range of products, predominantly clothing, footwear, and homewares and the company's Financial Services proposition allows customers to spread the cost of shopping. N Brown is headquartered in Manchester where it designs, sources and creates its product offer. N Brown employs 2,600 people across the UK.

About IBM

IBM is the global leader in enterprise cloud with a platform designed to meet the evolving needs of business and society. Moving past productivity and cost improvements, the IBM Cloud is tuned for the AI and data demands that are driving true differentiation in today's enterprise. IBM's private, public and hybrid offerings provide the global scale businesses need to support innovation across industries, while its nearly 60 Cloud Data Centres across 19 countries help clients meet their expanding data locality requirements. To learn more about IBM Cloud, visit: <https://www.ibm.com/cloud/>

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