

# ROYAL NAVY RUGBY UNION

## TAKES THE WEB BY STORM . . .



Royal Navy Rugby Union teamed up with CoDEStorm plc late last year to set about creating their all new web presence in readiness for their high-profile action-packed Centenary Year in 2006

With such an important year coming up RNRU knew they wanted to make an impact off the pitch as well as on it. They wanted to showcase their achievements but make it easier for everyone to keep the information up to the minute, accessible and user-friendly. They also wanted to be at the forefront of online technology - to bring not only information into real time, but also merchandise - to venture into the realms of e-commerce, presenting a dynamic, innovative and energetic image to actively engage their customers' interest, to hook them with their first visit and make them want to keep coming back.

Armed with their wish list, their mission was to find a partner who would understand their remit and turn that understanding into a top performance online business entity. That partner was CoDEStorm.

Launched in 1996 from a kitchen table in West Sussex, CoDEStorm has grown exponentially and now, a decade on, is based in a modern 35,000<sup>sqft</sup> unit in Hampshire. What was once a small mailing house is now a large fulfilment operation covering every aspect of creating and running their clients' businesses from concept to completion. The CoDEStorm culture is centred around the belief that clients are the lifeblood of their business. As Jakki Brierley-Shorrock, Managing Director of CoDEStorm is fond of pointing out;

*"Client's deadlines are our deadlines; their image is our image - we are custodians of their brand. If a client has a problem we guarantee to find them a solution. It is our job to make our clients look good by surpassing their customers expectations."*

CoDEStorm has been careful to fully cover all its bases by implementing the latest innovations and technology, investing heavily in specialist IT skills and equipment to provide the best online and offline Business Solutions for its clients.

By approaching ecommerce from the Fulfilment angle, CoDEStorm are better placed to understand the absolute necessity for fully integrated, accessible, back end functionality. It is from this angle that CoDEStorm build not just web sites, but integrated online / offline business solutions that work in real time. Real Time Stock Control, Order Processing, Payment Processing, Management Analysis, giving clients absolute up to the minute business information, ensuring they can stay ahead of the competition. And it's all available as a pre-built modular system allowing quick and easy build times - the only things to add are the branding and the products.

And, once built, the rest of CoDEStorm's in-house support services kick in - Customer Service Call Centre, Pick & Pack Fulfilment, Returns Handling, Database Management, Banking - in fact everything necessary to run the business in total. CoDEStorm tailors it's services to meet the direct needs of each one of their Clients.

RNRU was one such client entering into discussions with CoDEStorm in September 2005 to establish what the RNRU wanted in the way of a solution and the result - launched in October - was the re-development of the content site plus the creation and integration of the RNRU fully-functioning e-commerce retail outlet.

The site that emerged is the result of a marriage of practical information management and clever design. It allows the staff at the RNRU to update and change information regularly, without the need for any specialist skills, through a simple, user-friendly web interface which allows text and images to be uploaded onto the site. Images are automatically scaled and resized to provide the perfect result every time. RNRU Secretary, Lieutenant Commander Paul Dunn praised the new site commenting;

*"It is incredibly easy to update and it has brought a whole new dimension to the information RNRU can provide. RNRU is now a real and credible force on the internet. The site and online store allow us to access a whole new dimension and gives RNRU the exposure it needs in this very important year."*

The online store takes RNRU customers through a step-by-step process from choosing items to payment processing and purchase confirmation. It includes an expandable and searchable product range that can be managed by either CoDEStorm or RNRU through their remote access. It also incorporates a sophisticated real time stock management system which allocates and tracks stock, allows pre-ordering and even generates emails to notify RNRU customers when items have come back into stock.

The RNRU are delighted with their new website. Director of Marketing and Finance, Commander Robert Gray said;

*"CoDEStorm have exceeded our expectations in every way. The team at CoDEStorm have worked extremely hard to understand our needs and deliver a first class solution".*

## CoDE Storm plc

To set up your ecommerce solution contact:

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*"So far we have been visited by well over 6,000 people from some 37 countries worldwide - not only the major rugby playing countries but also as far afield as Colombia and Chile. This is great news and we hope to build on this level of interest as we move now into our Centenary Year and the business-end of this season."*

Chairman of RNRU, Commodore Tim Harris.

