



CASE STUDY



# Ride-Away

Ride-Away Saddlery and Country Clothing was established in 1980 and continues to be a family-run business.

With riding and everything to do with equestrian pursuits having seen a massive resurgence in popularity recently, the company has grown rapidly over the years, now employing a team of over 40 staff.

The company has established an enviable reputation as a leading supplier of equestrian equipment and country clothing, now a household name in equestrian shopping throughout the world.

## CHALLENGE

Ride-Away commissioned PureNet to design and build their new global B2C e-commerce solution in 2009. The company's core objectives were to create a fully transactional website, improve on the functionality and user experience of their existing website and achieve ambitious growth targets.

Ride-Away needed a solution to create better workflow for daily tasks associated with their online business. Difficulties managing these duties were creating barriers in the path to successful growth.

The solution had to integrate with the company's warehouse function and be flexible enough to allow the in-house team to control all aspects of product presentation and support the company's regular promotions and marketing activities.

In terms of product presentation, the solution had to accommodate personalisation of a number of ranges from horse rugs and dog blankets to items of clothing.

## SOLUTION

Choosing PureNet for its speed of implementation, cost effectiveness, and impressive functionality, the website was launched within tight timescales. Ride-Away have increased the percentage of orders from the web channel from what was less than 10% to more than 35% of total sales.

The solution integrates directly with the company's warehousing management system giving them the ability to efficiently manage and control product data, price and stock transfer, and provides a direct link from the eCommerce site to the point of dispatch, helping to streamline and automate business processes and increase operational efficiencies.

PureNet's integration work extended to include a shopping feed on Google, providing an efficient and supplemental way for the company to promote thousands of products within the Google shopping environment.

Ride-Away send out 100,000 catalogues a year by post and dispatch them throughout the UK and the world. Ride-Away's web solution keeps their continually evolving product line up-to-date and hugely reduces catalogue production and distribution costs. Other cost savings include easier and less costly ordering processes.

Whilst the former system required rekeying, PureNet have enabled orders to be automatically taken into the system, as well as providing a single point of maintenance for all product, pricing and other business information. This has increased the speed and accuracy of order fulfilment.

The marketing department within Ride-Away use the powerful promotions functionality within PureNet's ecommerce software platform to drive multibuy offers and special deals. In addition the solution incorporates account functionality to allow customers to save their delivery preferences and take advantage of personalised promotions and offers.

## BENEFITS

Since going live Ride-Away's eCommerce solution has produced sales growth beyond the targets that were originally set. The new site has achieved 300% growth since being launched in October 2009, and gives their online presence a new look and feel that reflects Ride-Away's prominent position in the equestrian market place and more importantly grows online sales revenue.

PureNet provided Ride-Away with the ability to synchronise data between their existing selling channels, giving the company the facility to automate and simplify much of their operation. This has eliminated the need to employ more staff and greatly reduced the hours spent uploading and processing product and order information.

The intuitive design of PureNet's eCommerce software allows even the least technically skilled staff to become effective extremely quickly. This was evident during the post Christmas sale when Ride-Away took their highest-ever volumes of online orders with the usual staff resources.

Combined with a focussed Google AdWords campaign the new site has continued to grow and improve the company's online proposition.

## TESTIMONIAL

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During the project they provided us with the perfect approach; a combination of software, services and consultancy that has exceeded our expectations. I have lost count of the number of customers who have told me how intuitive and attractive they find the new site, directing them to where they want to go with the minimum of hassle. I expect the investment we have made with PureNet will pay for itself in its first year. This will be due to the higher turnover from the web and international sales, and savings from increased operational efficiency. We've already seen our customer service improve through faster, more accurate order fulfilment and the increased ability to answer customer queries.

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