

The White Company

THE WHITE COMPANY
LONDON

Founded by Chrissie Rucker MBE over 22 years ago, The White Company has become one of the UK's fastest growing multi-channel retailers and a leading lifestyle brand with over 56 stores across the UK: including high profile concessions in Harrods and Selfridges, successful e-commerce platforms for both the UK and US audience and in June of this year a New York flagship opened on Fifth Avenue. The quintessentially British brand is now synonymous with transforming houses into homes, creating impeccably stylish, beautifully designed products with British town and country heritage at its core. What started as a range of white essentials for the linen cupboard has gradually grown into the ultimate luxury lifestyle destination for the home, closet and children.

The Challenge

UK retail chain The White Company wanted a better-performing hosting platform for its \$100 million annual e-commerce business. And it wanted the flexibility to easily deliver more capacity for peak trading periods and overall business growth, while supporting more agile development activity and reducing the number of suppliers involved in supporting the platform.

The Solution

Our Retail Cloud Team migrated The White Company's SAP Hybris digital commerce website to our Digital Commerce Channel (DC2): a stable, scalable, high-performing AWS-based solution that can support The White Company's future business vision. After a short and seamless migration project, we helped launch www.thewhitecompany.com. It's now under the 24/7 care of our support teams.

CASE STUDY

"The Retail Cloud Team managed a seamless migration of our £100 million e-commerce business. Their DC2 cloud solution has provided The White Company with a stable, scalable platform to help us grow our business for many years to come."

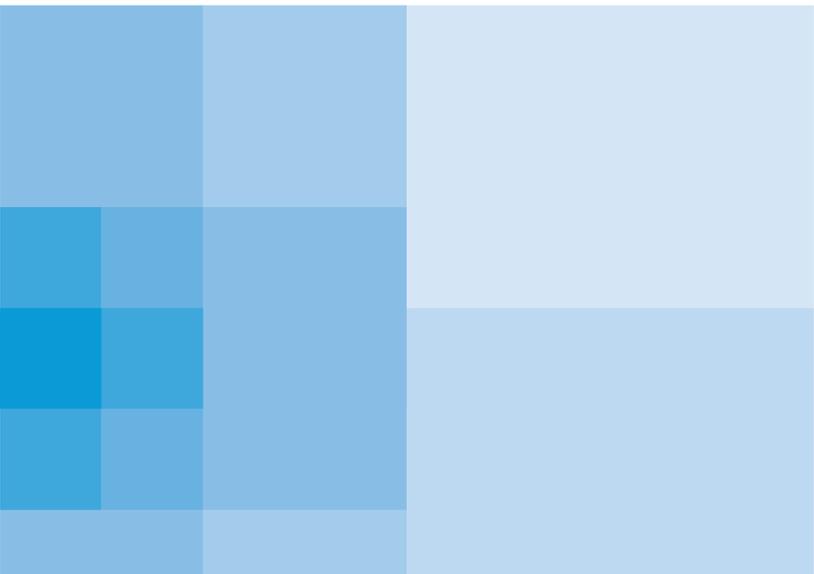
Phil Burnett
IT Director



CASE STUDY

Results

The White Company has seen a 50% rise in platform performance, safe in the knowledge it can increase capacity whenever the need arises.



Contact us

Contact us to find out more about Voyage and the full range of solutions and services we provide.

theretailcloudteam.com