FARROW&BALL
CRAFTSMEN IN PAINT AND PAPER

IFS UK&I
USER GROUP

"Making the Most of IFS"

Maximising IFS through Digital Integrations

Paul Dryden – Head of IT

Maximising IFS through Digital Integrations - Outline

Farrow & Ball - Brand & History

Who is our customer?

Digital Landscape Overview

Online

Stockists

3rd Party Players

Our Showrooms

Q&A

DEAR READER
THE TWENTY-
LETTER OR THE
IS A BLANK COMMA
A LANGUAGE OF
A DEAR READER
PHOTOGRAPH IN YOU
COMMA EYE,
SOME REALLY LONG
THIS MAKE
PHOTOGRAPHIC DANCE
ELECTRIC COMMA
AND PROMPTLY
THE
THIS COMMA
AROUND TURN
AROUND

1946

Founded by John Farrow and Richard Ball
– supplying the Admiralty War Office

Moved to curre
Dorset after fir
site in Verwoo

1946

19

Founded by John Farrow and Richard Ball – supplying the Admiralty War Office

First independent stockist – Paint & Paper

Our first flagship showroom opened on the Fulham Road in Chelsea, London

Took the bold decision to move all of our oil based paints to eco-friendly water

1995

1996

1999

019

We began making artisanal wallpapers using Farrow & Ball paints

Expanded overseas into Toronto, New York and Paris
We launched our website farrow-ball.com

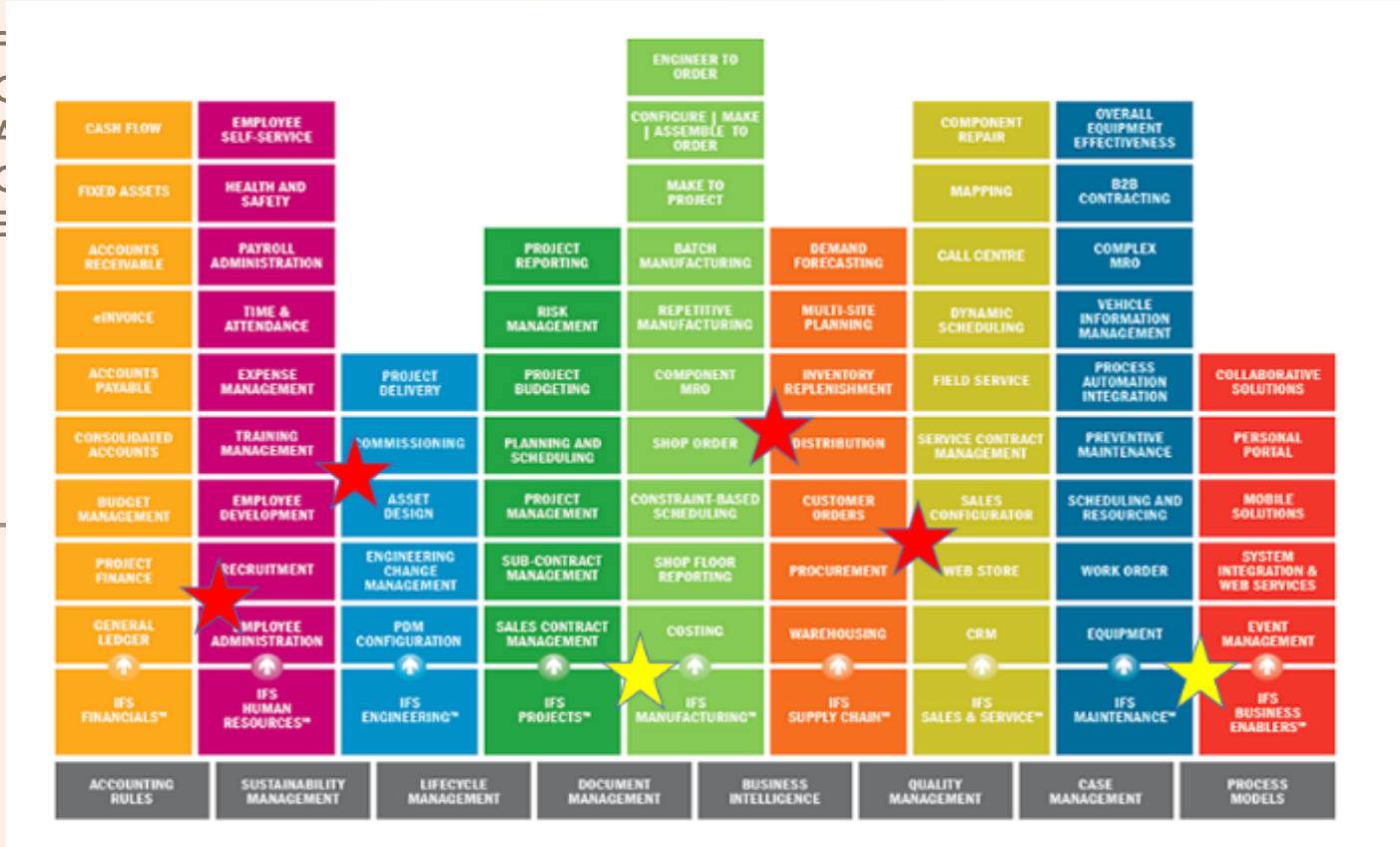
60m Website visits
1.5m visits to 62 showrooms
1m social media 'fans'

IFS in F&B

integrated

evelopment

2010



2017

Go-Live Apps 7.5 sp2
Financials, HR, Manufacturing & Supply Chain – 3 big, 12 small Modifications
Integrated with Retail solution

Performance issues – DB Growth / Tin
B2C & B2B Order Integration

Apps 9.1 Reimplementation
2-Way Integrated APIs
Marketplace integration

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CRAFTSMEN IN PAINT AND PAPER
FARROW & BALL
F&B
DORSET ENGLAND
FINEST WATER BASED
BREAKFAST ROOM GREEN No.81
ESTATE EMULSION
A high quality chalky matt finish emulsion for interior ceilings & walls

Who is Our Customer?

HIGH DÉCOR INVOLVED → LOW DÉCOR INVOLVED

	Décor Enthusiasts	Décor Aspirer	Confident DIYer	Performance seeker	Budget seeker
Age	Evenly spread across ages, over represented by millennials (26-35)	Millennials (under 35), 36-45	36-45	Mature (56+)	Middle-aged (46-55)
life stage	Couples and families	Young families	Family, empty nesters	Mature empty nesters	Empty nesters, families
Affluence	High	Medium	Med/ Low	Low	Low
Décor importance	High	Med/ High	Med	Low	Low
Confidence in choice	High	Low	Med/ High	Low	Low
Importance of price	Low	Low	High	Medium	High
Importance of brand	High	Medium	Low	Medium	Low
Importance of product reputation	High	Low	Low	High	Low
Willingness to trade up for specific attributes	High	High	Low	High	Low

Source – Experian Market Definition

Create a design vision

Anyone wishing to use Farrow & Ball paint and wallpaper should be able to do so with the least amount of friction possible in the purchasing journey.

Online

- F&B.com
- 3rd Party

Showroom

- Key but limited locations

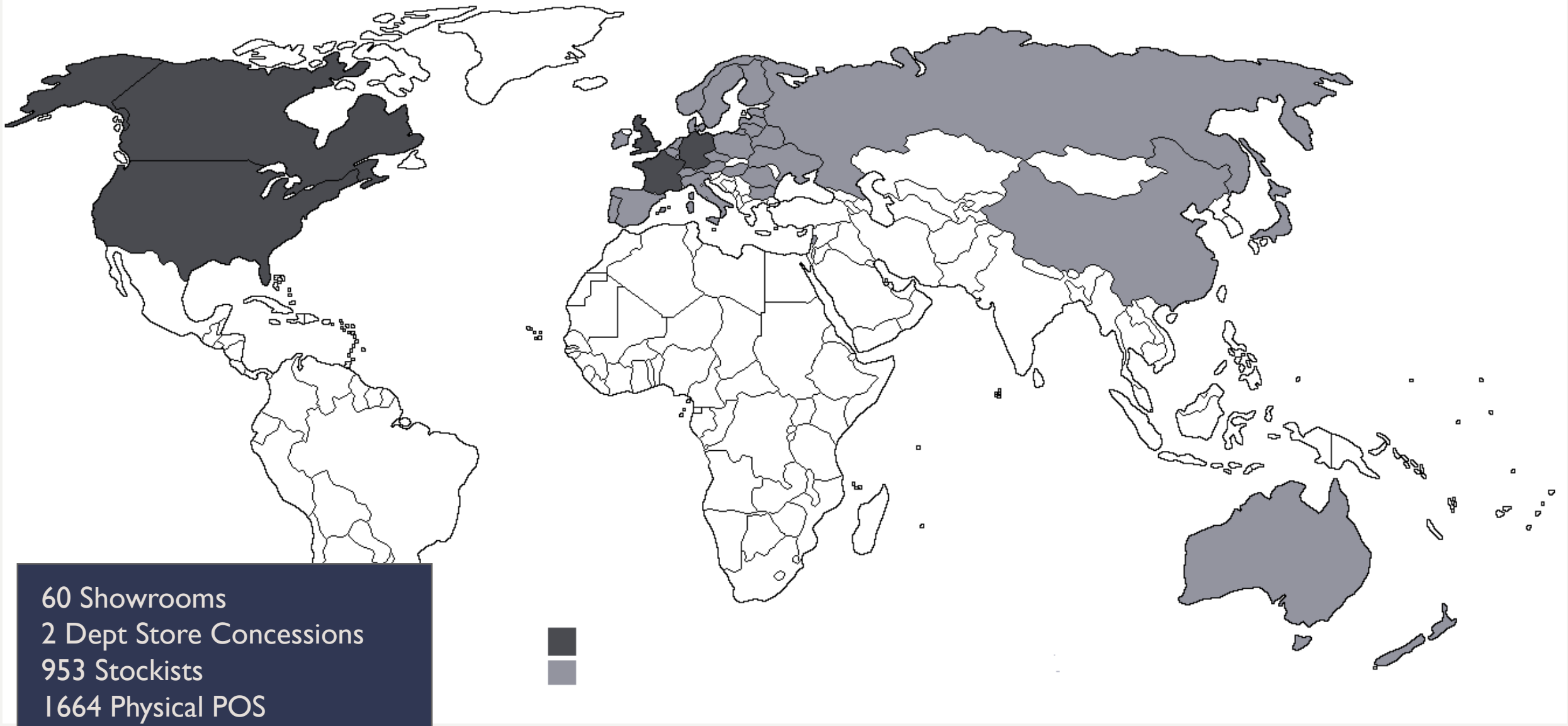
Stockist

- Large self serve
- independent brand ambassadors

Mail Order

- Traditional customer base

Our Global Market



60 Showrooms
2 Dept Store Concessions
953 Stockists
1664 Physical POS

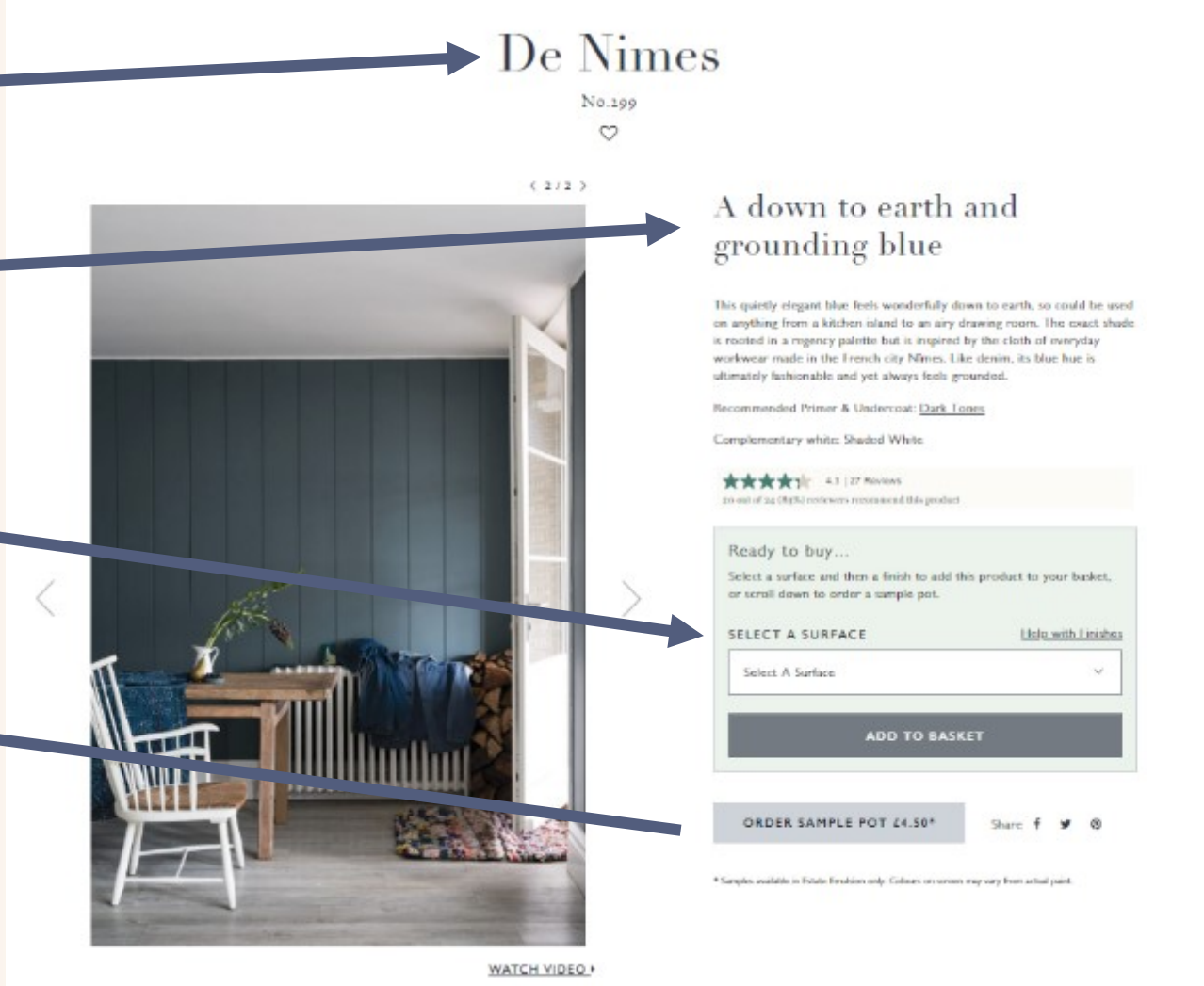
What Works Well, What Can Change?

Online is our most profitable channel

Does our direct online channels deliver what the customer wants?

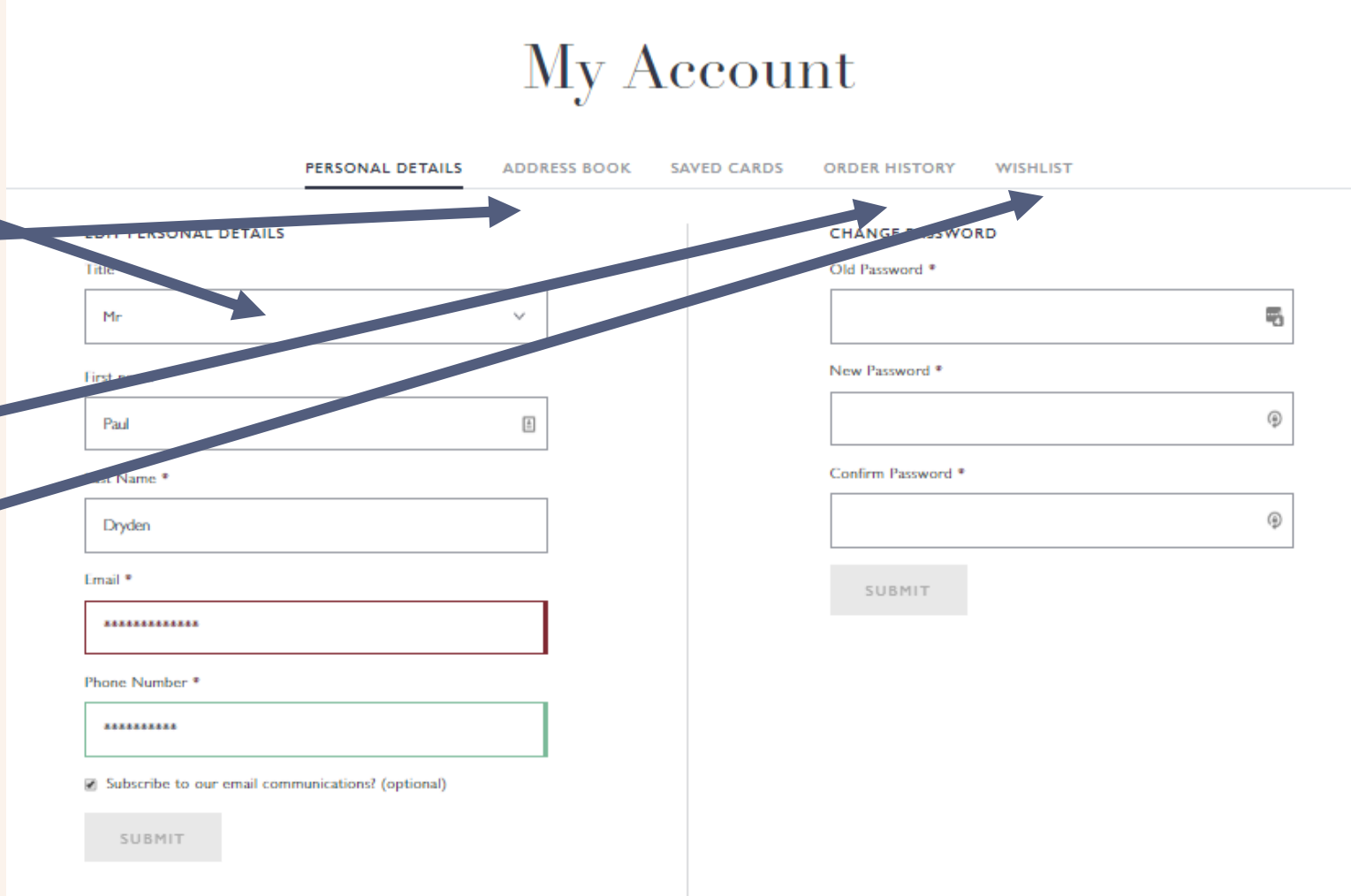
Farrow & Ball Online – What comes from IFS?

- Product Name & Description
- Longer Description
- Product and Pricing
- Order is pushed to IFS
- Track & Trace from IFS



Farrow & Ball Online – What comes from IFS?

- My Details
- My Contact Details
- My Omnichannel orders
- My Quotes



New Sales Part Process

APIs for Web

Rest APIs

- Get Parts
  - Part catalog update
- Get Customer by Parameters
  - Checks a customer does not exist
- Get, Add, Update & Delete Customer
- Get, Add, Update & Cancel Order
- Get Document

- Get resubmit (customer & order)

- Extended cut-off for express next day orders

- Seamless omnichannel returns

- Customer duplication reduced by 85%

- Single platform for B2C and B2B

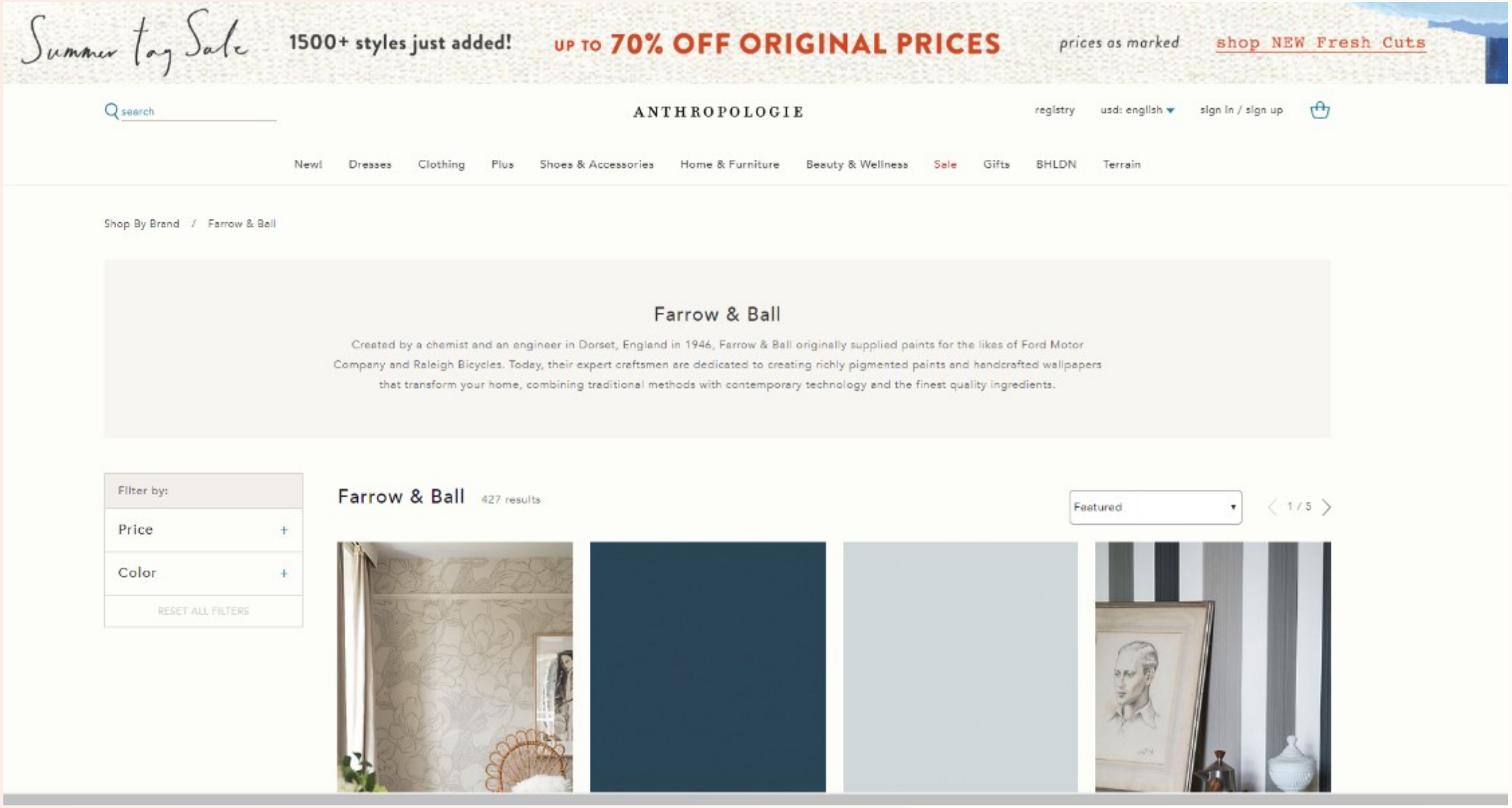
- 90 Resource hours a month saved

Area to Improve

You can spend all the marketing budget you want, but you must be where your customers are shopping.

Presence is the greatest driver of customer awareness of your brand

Marketplace & Drop Ship Opportunities



Simple Experience for Customer

Customer Visits Marketplace

Browses and adds products from several brands to basket

Places order

Marketplace splits items by supplier

Drop Ship

We pick, pack, label and dispatch using appropriate packaging

Create Clear Use Cases

Your B2B customers face the same challenges as you, make it easy for them to choose to do business with you

Milan Interiors, Ormskirk

Ijlbrown, Hereford

Brewers Cheltenham

Aberford Interiors, Leeds

Stockists

B2B Platform

We use legacy version of Netalogue – Great support for IFS

Merging with B2C platform because of cost reasons

White label F&B mini-site

EDI provision

Drop Ship & Express arrangements

Integrated Warehouse Automated Pick & Pack processes

Direct carrier integration

Automation allows an extra 3 hours of picking window per day to deliver next day

Challenge – Removing Fax from Paint and Paper merchants

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F&B
DORSET ENGLAND
OPEN
HOURS
FARROW & BALL
F&B
DORSET ENGLAND

Can Integration Measure This?

Personalisation

+

Experience = Relevance

+

Service

Using / Capturing IFS Data In-Store

ePOS Integration

Direct database connections and/or Rest APIs allow for real time integration

Have to question if you have an ERP in the backend, why pay for all the duplication of the processes for the front end?

No compelling argument yet to consider eCommerce platforms as £ per sale or visit model

Showroom Stock

Enabling Click & Collect, order online check in-store

Demand planning & fulfillment

Replenishment orders

Back to back orders

CRM

Mailing opt-in

Order history

Quotes

So much data
- Style and Period
Rooms

Wifi

Easy data capture

Share via API

Connect to Social media

Customer Engagement

WiFi Benefit - Footfall

FARROW&BALL
La Cienega B
STOP

FARROW&BALL

FARROW&BALL
RECIPES FOR
DECORATING

FARROW&B

2019 / 20 Projects

- Does Customer Engagement deliver a business case internally?
- Using Data Warehousing and Machine Learning to untap the unknown
- How do we capture the servitisation of Colour Consultancy
- Freeing the retail transaction from a fixed till to transform the retail experience
- Where do we put our stock to meet global demand in uncertain times?

Summary

- Create a vision for what you want to achieve to gain business buy-in
- Identify what is already serving this vision and celebrate it to achieve goodwill
- Identify areas to improve, and methods needed to achieve the change
- Ensure a defined scope and change process is in place with partners
- Have clear use cases that can be measured
- Do not place limits on where IFS integration stops

Questions

COOPER SOFTWARE

epi

maginus

Gtech Consultancy Ltd

INTEGRATED

NETALOGUE plc