

# Boulangier Launches its First iPhone Application

**Capgemini assists the French multimedia and electronics retailer to launch innovative multi-functional application**

## The Situation

Boulangier is a leading multimedia and electronics multi-specialist based in France since 1954. In early 2010, as part of a panel of leading French retailers, Boulangier was introduced to a set of new mobile solutions. After the presentation, the company asked Capgemini to design and build a new iPhone solution – one that would offer superior functionality and service to its customers.

## The Solution

The Capgemini Innovation Factory team worked with a team from Boulangier to design and integrate an application that would not only meet basic customer requirements (geo-localization of stores, item description and price, etc.) but would actually go beyond to set a completely new standard for the industry.

Several workshops were held that were geared specifically towards user ergonomics, integration of the application into Boulangier's systems landscape and the identification of new services. The outcome was a new Service Oriented Architecture (SOA) multi-channel platform.

## The Result

In the first six weeks after it was launched, the application was downloaded more than 20,000 times, with peaks at 1,500 downloads per day. It quickly reached "top 25" status for all iPhone applications in its category.

“This application opens new horizons in the world of mobility and eCommerce”

Patrick Perret, Director of Information Technology Services, Boulangier



People matter, results count.

The success of the application has also resulted in a strong association of the Boulanger brand with a young, dynamic and eager clientele.

### How Boulanger and Capgemini Worked Together

An acknowledged key to the success of this application project was the close and collaborative working relationship developed between the teams involved. The Capgemini Innovation Factory team, consisting of 15 mobile solution experts, worked closely with Boulanger's marketing and information systems teams right from the very start of the project. The team's combined goal was to design and build a superior mobile application and SOA middleware that would enable Boulanger to become a leading player in the emerging mobility channel market.

Other important factors included Capgemini's extensive track record in the development and integration of information systems with a focus on quality assurance and testing. Equally important was the close involvement and acceptance from all the stakeholders at Boulanger, from the top executives to the marketing, information and operations team members.

"Our aim was to develop a user-centric application designed to bring real value to our shoppers and customers. This is a complete application enabling purchase transactions with a real-time inventory look-up feature in nearest selected stores, loyalty management and product guarantees," said Patrick Perret, Director of Information Technology Studies at Boulanger.

In addition to mobility and speed, other standout features of the application are:

- Direct access to all available products in nearby stores
- Booking an item and retrieving it in the store within the hour
- Real-time updates on special events and promotions

- Real-time order/repair status
- Display of all purchase tickets to enable an improved after sales service
- Viewing products using Augmented Reality where in a Boulanger item could be visualized as it would appear at home.

Xavier Blocquel, Head of Innovation for Capgemini Industries & Distribution added, "This is the first service/ user-oriented mobile store. This new application is seamlessly integrated to the overall information system making Boulanger's IT fully mobile."

The application has been available as a free download since early 2011. The teams continue to work on additional refinements, offering new and ever more innovative services to the expectant customers while also raising the bar for the industry.



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### In collaboration with



Boulanger is France's leading leisure, multimedia and electronics multi-specialist since 1954. We offer our customers a wide selection of quality brands and products at competitive prices. Home appliances are becoming increasingly popular

and have largely contributed to improving quality of life. Our ambition is to continue serving our customers and remain their retailer of choice to improve their quality of life.

For more information, please visit: <http://www.boulanger.fr/>