

FLUID REVOLUTIONIZES E-SHOPPING MARKET WITH INTERACTIVE SHOPPING PLATFORM

You don't just shop for shoes; you design them first. Selecting an inspirational starting-point shoe model from the athletic wear website, you customize the color of each component to express your unique personality. You spin and zoom in on the shoe to get a 3D view, even applying it to a real-life model. Then you share your creation on Facebook directly from the retail website, starting a conversation with your entire social network. When retailers implement the Fluid Retail Platform, online shopping becomes a 360-degree experience.

The Client

Over the last ten years, Fluid has become the trusted partner that leading retailers such as The North Face, Calvin Klein and Sears rely on to take their digital shopping experiences to the next level. Utilizing the Fluid Retail Platform, online retailers can build rich shopping sites with fully interactive product displays, dynamic pages with user-driven product design and configuration, and merchandising strategies that leverage social networking.

The Challenges

- **Core Product R&D.** Fluid wanted to partner with a proven R&D specialist to develop two new products for its Fluid Retail Platform. Fluid Configure would enable shoppers to build customizable products utilizing photo-real images, and Fluid Socialize would allow shoppers to discuss their purchases through Facebook and social widgets embedded directly into the retail website.
- **A Globalized Approach.** Fluid decided to open its skill search to a global network in order to access both a larger pool of talent and a more cost-effective R&D model. Since Fluid currently operates within multiple distributed offices in the US, expanding its collaboration network to a global level was a natural next step. However, it was critical that the selected R&D partner be a good fit both culturally and technically.

The Client

- Builds rich, interactive shopping experiences for online retailers like Reebok, Jansport, Calvin Klein, Sears and more.

The Challenge

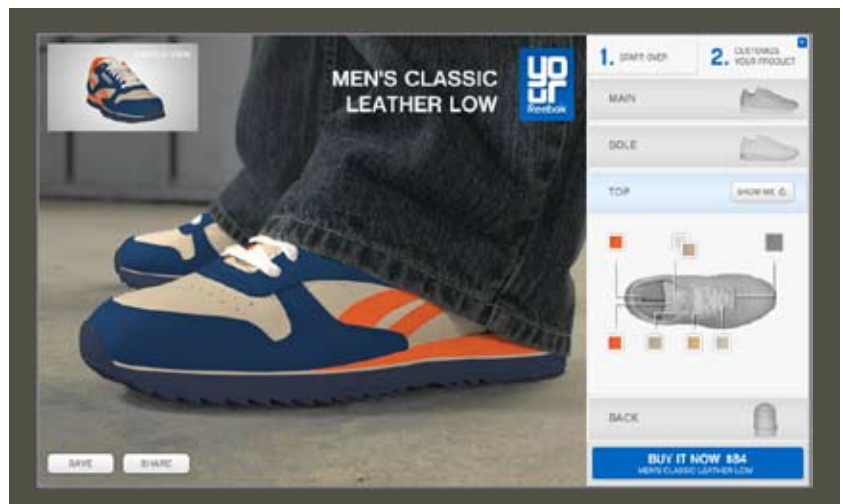
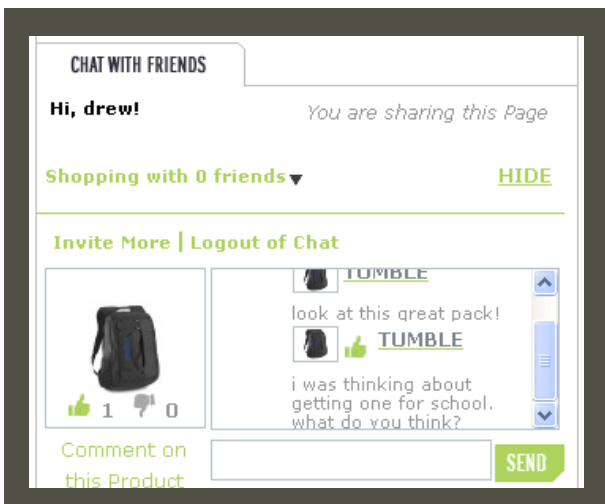
- Develop a customized product builder (Fluid Configure) and social networking tool (Fluid Socialize) for Fluid's Retail Platform.

The Solution

- GlobalLogic developed the majority of Fluid Configure and Fluid Socialize.
- Enhanced existing platform components & integrated the solution for end-customers.

The Results

- Fluid Configure & Fluid Socialize outperform other online retail solutions by 150-200%.
- Fluid relies on GlobalLogic's innovation to turn its cutting-edge concepts into working products.
- Fluid is now working with GlobalLogic to transition its entire solution to the Cloud.



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The Challenges (cont.)

- **The Right Team.** Due to the dynamic and public-facing nature of its work, Fluid is very selective when building its engineering teams, including working with R&D partners. In addition to requiring strong Web 2.0 and information systems skills, Fluid wanted to work with an R&D team that was open to change, excited to learn new technologies, and proactive about product innovation.

The Solution

- **A Good Fit.** Fluid initiated its relationship with GlobalLogic in 2007 with a team of Java developers who enthusiastically learned Flex at Fluid's request and also became experts in HTML/CSS/JavaScript as the market shifted towards browser technologies. Fluid's keen eye for market trends is fully supported by GlobalLogic's ability to learn and provide expertise in multiple technologies.
- **Seamless Execution.** GlobalLogic took responsibility for the majority of the Fluid Configure and Fluid Social development tasks. Utilizing Agile methodologies, GlobalLogic worked on everything from client-side HTML to server-side databases to 3D modeling platforms. GlobalLogic also provided Fluid with product enhancement services for its existing Fluid Retail Platform components, as well as solution implementation services for several of Fluid's high-profile clients.
- **High-Level Collaboration.** Fluid collaborated with GlobalLogic as a trusted R&D partner, giving GlobalLogic a general idea of what it wanted to achieve and then relying on the team's ingenuity to realize its vision. For example, one of the challenges behind Fluid Configure was to design a platform that provides retailers with a complex level of customization without impacting ease-of-use. GlobalLogic came up with a unique Javascript-based templating mechanism that enables retailers to easily customize as much or as little of the product as they want. As Andrew Goldman, Fluid's VP of Product Engineering, states, "It's a really elegant solution; it just works."

The Results

- **Market Success.** Due to Fluid's vision and GlobalLogic's innovation, Fluid Configure and Fluid Socialize were eagerly adopted by top retailers like Reebok, Jansport, Vans and Sears to enhance their online shopping experiences. In fact, Fluid found that shoppers who engage with Fluid Socialize view 59% more products and spend 147% longer on a site. Fluid Configure similarly outperforms other customization solutions, offering better usability with a lower total cost of ownership.
- **Next Steps.** Fluid will continue partnering with GlobalLogic for the next step of its journey: movement to the Cloud. Fluid plans to transition the entire hosting infrastructure of its Retail Platform to Amazon Web Services in order to provide customers with a more efficient and on-the-fly server provisioning. GlobalLogic's extensive expertise in Cloud technologies will be critical to this effort.

"I maintain the same level of trust, confidence and communication with my GlobalLogic team as I do with my in-house developers. It's a real pleasure working with them; they're my team."

**– Andrew Goldman
VP Product Engineering, Fluid**

