



CASE STUDY

# ChannelNet<sup>®</sup> opens the window to higher profits for Hunter Douglas.

Highlights

- Thousands of websites across the U.S., Canada and Europe increase business by driving online shoppers into Hunter Douglas retail stores.
- Hunter Douglas corporate retains control of the brand, product promotions and marketing materials.
- Retailers gain the ability to easily personalize their websites by changing design elements and adding their own messaging.
- SiteBuilder™ metrics monitors activity and measures the performance of specific ads and promotions at both the corporate and individual retailer levels.

Anyone who has ever bought a window shade knows the name Hunter Douglas. An undisputed leader in its field, the company has had an edge over its competition for years. But when consumers began flocking to the Internet to research shades and shutters before making a decision to buy, Hunter Douglas realized it needed a strong web presence in order to stay ahead of the pack. In 2003, they turned to ChannelNet for help.

Enhancing the shopping experience for consumers.

ChannelNet had already implemented an idea for the Windows Fashion division of the Hunter Douglas group: a network of websites for 150 Gallery retailers that allowed them to personalize copy, photos and promotions for their local markets, even as Hunter Douglas still retained control over corporate branding. But the most important feature of these websites was the enhancement of the shopping experience for consumers.

Buying shades and shutters had been a complicated, time-consuming process, often involving making trips to several

stores and poring over books and samples. With the new websites in place, customers could seamlessly move from looking at “dream” rooms featuring Hunter Douglas shades and shutters; to checking out individual products, styles, fabrics and colors; to finding a local retail outlet and making a purchase.

And purchase they did. In fact, sales figures were so good that Jeff Janke, Vice President of Retail Alliance Programs, said, “Once we saw the Internet becoming an integral part of our dealers’ business, there was no stopping us.”

Speaking “windows” in French, German and Italian.

Creating a program for 150 top-level dealers is one thing, but rolling it out to thousands of dealers around the world is quite another. ChannelNet approached the task with its signature combination of strategic thinking, creativity and technology.

After creating personalized web portals for the remaining Gallery retailers and for 2,000 Hunter Douglas “Showcase” dealers,

we took on the task of creating a bilingual web presence for Hunter Douglas Canada. Soon, French and English speaking Canadians could easily check out products, styles, patterns and fabrics online before coming into a Hunter Douglas store to place their orders, and sales rose accordingly.

Success has a way of snowballing, so it wasn't long before Hunter Douglas asked us to increase their geographic web presence exponentially. By the end of 2007, dealers in Norway, Austria, Portugal, Switzerland, Sweden, Belgium, Germany, Spain, France, Ireland and Italy should be seeing a rise in their web-generated business as over 1,000 websites go up all over Europe.

SiteBuilder™ technology makes it all possible.

Ordinarily, creating thousands of customizable websites in over a dozen countries and at least as many languages would be daunting, not to mention cost-prohibitive. But thanks to ChannelNet's SiteBuilder™ technology, with its built-in business features, we are rolling out this program for a fraction of what it would cost to build all of these websites separately.

Even better, SiteBuilder™ allows Hunter Douglas dealers to manage their own websites and update pages quickly and easily, without needing technical assistance. Using point-and-click tools, dealers can choose from an array of design themes, with 50 different combinations of colors, fonts and other design elements to personalize their sites for local tastes and preferences.

Shades are flying out the door.

In the United States alone, Hunter Douglas dealers report significant increases in sales leads from the web, with up to 20%

of new business being generated by customers who found a retailer online. Says Jeff Janke, "I've been so impressed with ChannelNet and SiteBuilder™...Websites that move customers easily through the online shopping process help [retailers] grow their business, reward their commitment, and benefit the bottom line for us all."

## About ChannelNet

For 25 years ChannelNet has created multichannel solutions that help companies sell complex products and services through traditional sales channels. Each solution is developed with its patent-pending software product, ChannelNet SiteBuilder, which significantly reduces the costs and development time of custom solutions. As a full-service company, ChannelNet also offers expert professional services for everything from multichannel sales strategies and best practices to dedicated solution support. The privately-held company is based outside San Francisco in Mill Valley, California, with offices in Detroit, Michigan.

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