

# Case Study: Games Workshop

Industry > Retail

Winning Big with ATG Commerce OnDemand



## Global hobby manufacturer grows sales and profits by providing a consistent, enhanced customer experience across channels

### THE CHALLENGE:

#### Streamline and Improve Global Web Operations

Games Workshop is the leading manufacturer and retailer of tabletop hobby war games. The company sought a proven e-commerce platform to centralize web operations and help ensure consistency and quality across all countries and channels.

### THE RESULT:

#### Growing the Online Business

In just over one year, Games Workshop has nearly doubled the number of site visitors, and seen a 15-20 percent increase in online sales. Just as important, the content-rich site enables the company to engage existing customers and new hobbyists alike.

### THE SOLUTION:

#### Delivering Consistency on a Single Platform

With ATG Commerce OnDemand, Games Workshop has established a reliable and robust foundation for growth, while simplifying worldwide web operations and reducing overhead. Tight integration among the web store, back-end systems, and in-store kiosks helps streamline order processing and reduce stock-holding requirements. Most importantly, customers around the world share a consistent experience.

Games Workshop, the world's largest manufacturer and web retailer of tabletop hobby war games, provides countless hours of entertainment for enthusiastic collectors, painters, and gamers across the globe. As a multi-channel retailer, Games Workshop's products are sold through the group's chain of more than 355 dedicated hobby stores, mail order, online, and thousands of independent retailers in more than 50 countries worldwide.

*"We wanted to partner with an e-commerce expert, one that could guide us in best practices for online success."*

— Erik Mogensen  
Head of Global Web Sales,  
Games Workshop

### The Need to Centralize Web Operations

Of Games Workshop's nearly £126 million in 2009 revenues, over 70 percent came from outside of the UK. With offices in the U.K., U.S., France, Germany, Spain, Italy, Australia and Japan, the company used to maintain a separate web presence for each. As a result, product availability differed by territory, processes were inefficient, and interactions between the sites and back-end systems were inconsistent.

Committed to delivering high quality across its business, Games Workshop saw they needed to improve. "The web is a critical way for us to connect with our customer base. To ensure consistency, and a satisfying consumer experience, we needed to centralize our web operations," explains Erik Mogensen, head of global web sales for Games Workshop.

### Choosing the e-Commerce Software Leader

As it planned its global site re-launch, the manufacturer collected requirements. First, its web store needed to seamlessly handle multiple languages, currencies, and tax regulations, while tying into each distribution hub. Plus, it needed a scalable commerce platform that could support a growing business, and robust capabilities for personalization, cross-selling, and up-selling.

Consulting industry analysts to identify the leading commerce solutions, Games Workshop ultimately chose ATG for its on-demand commerce platform. "We wanted to partner with an e-commerce expert, one that could guide us in best practices for online success," continues Mogensen.

The new centralized website and online store was implemented in a phased approach - first in the U.S., followed by the UK and the rest of its sales territories - Games Workshop completed the project on time and within budget.

### Empowering Business Flexibility

Games Workshop enjoys the operational flexibility of the ATG Commerce OnDemand solution. Moreover, ATG's commerce experts have empowered Games Workshop's web team with the skills and knowledge to make site improvements and increase efficiencies on their own.

"With ATG Commerce OnDemand, we take ownership of the software without assuming responsibility for managing and maintaining it. Plus, we get both software and hosting from ATG, which simplifies negotiations and interactions," explains Mike Polkinghorne, head of global web operations for Games Workshop.

### Improving the Customer Experience

Each of Games Workshop's hobby centres used to stock the majority of their several thousand SKUs. ATG Commerce OnDemand has enabled them to install kiosks in each store which are connected directly to the web store. As a result, each store now carries a much smaller selection of their fastest moving product lines, with the remainder available via the kiosk. This has led to massive savings for them in stock holdings, with no detriment to the quality of their customer service. In addition, the kiosks are a resource for customers, making it easy to find information about products, including new releases, how-to articles, and ordering details. "Hobbyists can now access and order our full product range, with free delivery to the store or the customer's home," says Mogensen.

Equally important, Games Workshop is able to deliver a rich, engaging online experience. "Not only can we display our products in the best possible light, we can provide an immersive experience that nurtures

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the relationship with our customers," continues Mogensen. And customers seem to appreciate it. The number of weekly site visitors has nearly doubled.

### Reducing Inventory and Realizing Profitability

As part of ensuring cross-channel consistency, Games Workshop needed to integrate its inventory system with the ATG platform. "Integrating with ATG Commerce OnDemand was straightforward, enabling us to establish a common source for all product-related information," explains Polkinghorne.

### Playing to Win: Boosting Results and Planning for Future Growth

Since implementing ATG Commerce OnDemand, the company has seen a significant increase in online conversions, and a 15-20 percent increase in online orders. Efficiencies in order processing and site operations have allowed it to slim down its direct sales and web teams.

Looking forward, Games Workshop expects to take advantage of a variety of e-commerce functionality from ATG Commerce OnDemand, including support for personalized email campaigns, cross-selling, and social networking. Because the highly scalable ATG platform can support over 10,000 concurrent users and over 10 million visits per day, Games Workshop can expand its web store and offer additional functionality as its customer base continues to grow.

"ATG enables us to better harness the web channel, helping us build sales growth and keep our customers engaged in the hobby. We're confident that we'll realize even greater success as we tap into more of the robust features on the ATG platform," concludes Polkinghorne.

Find out how [ATG Commerce](#) and [ATG Commerce OnDemand](#) can help you grow your business with confidence. Visit [www.atg.com](http://www.atg.com).

ATG (Nasdaq: ARTG) provides the most advanced cross-channel commerce software and services to fuel the growth of the world's top brands. Offering the industry's leading commerce solution, ATG enables its clients to drive sales via a personalized customer experience - unifying and optimizing interactions across the Web, contact center, mobile devices, social media, physical stores, and other key channels. ATG powers the most innovative and successful commerce experiences, with results that outperform industry norms.

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atg.com

North America:  
1-800-RING-ATG

Europe:  
+44 (0) 118-956-5000

