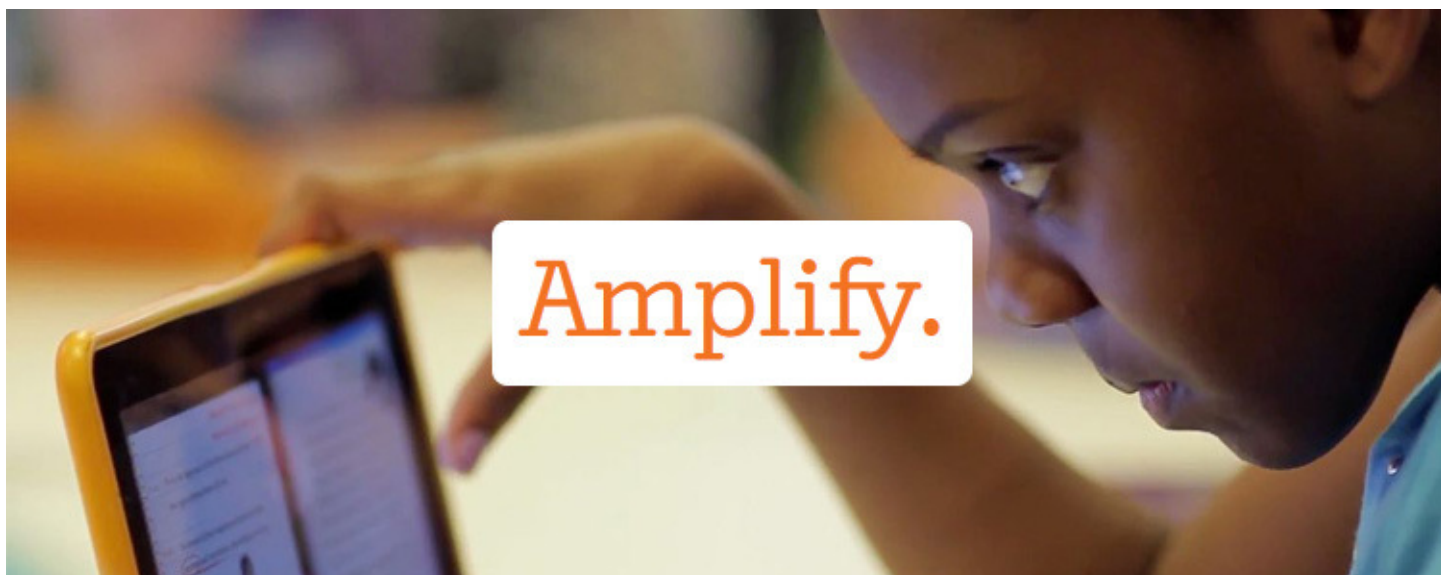


ECOMMERCE CASE STUDY: *AMPLIFY*

Who they are

Amplify is a company that is passionate about improving the educational process and its results for teachers and students alike. The company offers data-driven educational curriculum and assessment products for K-12 educators, including tablets, software, and corresponding innovative teaching methodologies. Amplify is built on the foundation of Wireless Generation, and is an independent subsidiary of News Corporation.



Before

Amplify had been selling its educational products successfully via offline channels for approximately ten years, already reaching more than 200,000 educators and 3 million students in all 50 states before deciding to open up an online store. Careful analysis of their sales data revealed the need for educators to be able to get the materials they needed in a more readily available environment, and through a more automated distribution of these products. Amplify viewed the creation of an online store as an opportunity to, speed up the sales cycle, and likely increase customer satisfaction in the process, as teachers would be able to shop at their convenience without the involvement of a professional sales representative.

Challenge

One of the biggest challenges for Amplify was finding an eCommerce system that integrates easily with Salesforce.com. Salesforce is, and has been for years, a vital foundation of Amplify's overall service operations, and an eCommerce operation would need to fit into this picture as if it were innate. Amplify considered three major options – buy a system, build a system, or do a combination. With the time considerations, as one factor, Amplify was leaning towards more of an “out of the box” solution with customization options. In addition to the Salesforce requirement, the eCommerce system needed to meet strict security and legal requirements, and provide its own PCI compliance, while offering back end visibility, order management, and reporting. A branded shopping experience, with a seamless appearance to clients, was also imperative.

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Process

After a thorough eCommerce research process, including speaking with representatives and clients of many different eCommerce systems, as well as rigorous security and legal evaluations, Amplify decided that Nexternal would be the best eCommerce option to suit their needs. Within a week of initial signup, the store design was complete. Amplify's Ellen Herrera, Director of Service Operations, worked hand in hand with her dedicated Nexternal account manager, on what she says was a "piece of cake" activation and basic setup of her Nexternal store. "The eCommerce Connector," she says, "was extremely easy to set up, and with the push of a button, we were able to pull data into Salesforce." Once the data was flowing into Salesforce, Ms. Herrera utilized her technical skills, as she worked within the Salesforce environment to customize the integration to suit Amplify's needs, creating a cohesive system flow.

Result

Amplify is very happy with the results of their eCommerce initiative. "There has been no downside to doing this," said Ms. Herrera. The Nexternal eCommerce Connector has been working perfectly and Amplify has excellent visibility into their entire operations via Salesforce. In addition, Amplify was very pleased that this project enabled them to readily include a wider base of customers. Solely through word of mouth referrals, educators have been discovering Amplify's online store, and Amplify has been delighted to share its innovative products beyond the traditional sales avenues. Amplify is growing, and the online shopping experience is one more way the company is bringing its products to customers in a convenient, easy-to-use model.

The screenshot shows the Amplify website interface. At the top left is the Amplify logo. To the right are navigation links: Company | Shop | Support | User login. Below the logo are five product categories: Assessment (Pinpoint learning needs and target instruction in real time), Tablet (Connect teachers and students on a platform built for education), Curriculum (Immerse students in rich and rigorous learning experiences), Services (Support development of your staff and technology systems), and Viewpoints (Join the conversation about innovation in education). Below these are four product tiles: Burst:Reading® Literacy Intervention (with an image of a book), Core Knowledge Language Arts (with an image of children reading), Learning Trajectory Posters (with an image of a poster), and mCLASS Assessments (with an image of assessment materials). On the right side, there is a contact section with the phone number 1 (800) 823-1969 and email help@amplify.com. Below that are links for Returning Customer? Log In | My Account/Reorder, and links for Privacy Policy, Shipping Policy, and Return Policy. A dark grey button labeled Shopping Cart is present, with text below it stating The Shopping Cart is currently empty. Below the button is an ENTER COUPON button. At the bottom right, it says Shopping Cart Software by Nexternal.