



Bringing it all together

RETAILER

# THERAPY

Christmas 2009

Going for gold  
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London 2012

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# Welcome

Welcome to another Christmas issue of Retailer Therapy. This time last year we were trying to put a brave face on what seemed to be a pretty bleak retail landscape, with advice on riding out the storm.

Everyone predicted a rough year ahead, but it has proved to be a bit patchier than expected – with, ahem, “green shoots of recovery” in many places, and some retailers continuing to grow.

In this issue we're focusing on what has helped some retailers succeed in such a difficult environment – including CRM, managed services and social network marketing. We also get a glimpse of Service Oriented Architecture, and look ahead more optimistically to the impact London 2012 may have on retail.

## Giving your customers virtually everything they want

The internet and the rise of self service have empowered customers. They are more informed and knowledgeable about products and services than ever before – and asking more and more complex questions. In many cases, the average contact centre agent just isn't equipped to answer. So how do you keep customers satisfied and put them in touch with the experts they need to talk to? The answer is to create a virtual network of experts across your enterprise.

This “virtualisation” channels people to the most appropriate person to answer their query, wherever they are – including at home. It creates a single virtual operation where calls can be routed across multiple locations.

This means you can introduce home and remote working to reduce your carbon footprint and enhance employee satisfaction, leading to greater advisor retention. It's also extremely scalable and flexible allowing you to manage peaks and troughs in demand.

### Contact centre efficiency and the networked expert

At the heart of our contact centre solution is our network-centric CRM – which enables us to look at your Automated Call Distribution (ACD) facilities in a completely different way. Rather than separate centres, you can now view them as a single resource.

We then analyse contacts and create rules to route them to the best available agent. Not only voice calls, but web, chat and email too.

Getting problems solved and questions answered first time is the single most important challenge in improving customer satisfaction. The networked expert solution, spanning office, home and mobile devices can be used for call deflection, enhanced first contact resolution and service innovation.

For details of our virtualisation, hosted contact centres and Agent at Home solutions, contact your BT account manager or visit [www.btinsights.co.uk/crm](http://www.btinsights.co.uk/crm)

# Putting the CRM into ChRistMas!

Building customer loyalty at Christmas is not about vouchers or discounts. It's about delighting your customers by treating them to tailored communications that create a need and encourage a recurring buying pattern. It also involves improving the information you hold on your customers when they visit at this very busy time. So how do you achieve this?

In the first instance it is about knowing your customer; reinforcing profitable behaviour and changing negative buying trends – for example, moving the keen discount buyer from a 20 per cent to a 15 per cent markdown. Many of our retailers have managed to move their customers down the discount ladder and are seeing incremental revenues of £450,000 and more.\* Of course, the items you tell customers about must be in stock, with best in class delivery.

## Making a list, checking it twice

Christmas is the perfect time to reinforce your five point CRM programme (see below) and deliver on strategic and operational targets. Why? Because at Christmas, all of your customer types shop – gift buyer, trend setter, discount buyer, seasonal shopper, brand loyal, out-of-towner, gift card recipient... now is the time to better target those customers you already know about and positively impact their shopping behaviour. Critically, incremental profit must be measured to ensure that your CRM initiative actually has had a bottom line impact.

Christmas is also a time to capture those customers you don't know about. And this is the problem – customer data capture is hard enough at other times of the year, never mind during the pre-Christmas buzz and post-Christmas sales mania.

## Should auld acquaintance be forgot

In-store customer data capture is the key to a truly multichannel view of your customer. It also provides the answer to clean, sophisticated multichannel service improvements you should now be offering to them. So take a deep breath and get ready to start capturing! Where you can already capture customer data in-store, do all you can now to ensure this functionality is always up and running in this critical season. This means training staff to smoothly entice customers to provide information, and to do so in as few keystrokes as possible. If queues do become large, in-store data capture should be flexible enough to turn on or off as and when you choose.

If you don't currently have in-store data capture then now is the time to be thinking about introducing it in the New Year so everything is in place before the next big rush. As a stopgap, you can collect in-store customer data this Christmas with clever marketing schemes that use unique codes (such as "text me" messages on receipts and SMS offers) or traditional email/mail promotions. Every customer not captured is an opportunity lost – even at Christmas.

\*Customer database of 500,000 with an improvement in markdown dynamics of just five per cent.

“... now is the time to better target those customers you already know about and positively impact their shopping behaviour.”

If you need practical advice on your CRM strategy, email Tanya Bowen at [tanya.bowen@bt.com](mailto:tanya.bowen@bt.com)

In the meantime you can download our White Paper, "Get more from less: How to build a prioritised CRM strategy in five steps" at [www.btexpedite.com/crm\\_pdf](http://www.btexpedite.com/crm_pdf)

# National Velvet

## New fashion retailer Mint Velvet launches flagship store online

BT Fresca has designed and built an e-commerce website [www.mintvelvet.co.uk](http://www.mintvelvet.co.uk), for Britain's newest major fashion retailer. Launched in October, Mint Velvet is the brainchild of three women with a fashion background, frustrated by the lack of affordable modern, relaxed yet glamorous clothes that reflect their lifestyles.

Liz Houghton, Lisa Agar-Rea and Jane Rawlings, wanted clothes that let women express an inner confidence by translating "must have" items into wearable pieces each season. The collection aims to make women feel great about themselves by offering not only flattering modern clothes in easy to co-ordinate capsule ranges, but also expert style advice from Mint Velvet's in-store stylists.

The website is the flagship store, although Mint Velvet also has 14 concessions in House of Fraser stores, and boutique style stores in Windsor and Chichester, with more in the pipeline.

To back up its in-store presence and maximise its market impact Mint Velvet needed a sophisticated and fully functional e-commerce website. FrescaCommerce Express was chosen to provide this online presence because it can be implemented faster than other e-commerce platforms on the market and easily integrated with Mint Velvet's merchandising and fulfilment functions.

### A platform for success

BT Fresca's platform also provides a fun way for customers to build a wardrobe of complementary clothes and accessories. This supports Mint Velvet's strategy of helping women choose from within versatile capsule ranges that will go together seamlessly.

Stuart Grant, Mint Velvet's commercial director, said: "Mint Velvet's website will effectively be our flagship store. It's a critical investment for us; we chose BT Fresca and its platform based on its experience, its design ideas and, above all, the proven stability and ability to rapidly implement the flexible FrescaCommerce platform as a packaged solution. Put simply, if we had chosen any other solution it would not have been ready in time for our launch.

"BT Fresca's support has been great; the design team has come up with lots of ideas that we're using to make our online offering so much more compelling. We have been gobsmacked by the number of favourable comments that have come through."

### Directing traffic

BT Fresca also provides online marketing services for Mint Velvet. These include email campaigns, content design and updates, traffic and data acquisition and ongoing consultancy to help drive traffic to the website. This ensures that it is easily found and up to date with new content, campaigns and promotions.

BT Fresca MD, Sarah Hughes, said: "We're delighted that Mint Velvet is one of our first FrescaCommerce Express implementations. This pre-configured version of the FrescaCommerce platform is quick to implement, exactly what Mint Velvet required. We've really enjoyed being part of this exciting new venture and are proud of the newly designed site. We look forward to helping Mint Velvet grow its brand and online presence."

For more information, visit [www.btfresca.com](http://www.btfresca.com)



## MINT VELVET

### Making everyday exceptional

Mint Velvet has 14 concessions in House of Fraser stores, with a number of boutique style stores in affluent market towns to follow those just opened in Windsor and Chichester.

Its current collection features cashmere mixes, silks, satins, velvets and refined jersey. Key items are oversized and layered knits, tunic dresses, strong shoulder lines, skinny trousers and fabulous fitting denim. The collection comes together effortlessly, combining stylish basics with beautiful prints, individual detailing and refined textures.

Commenting on the launch of the website, co-founder Liz Houghton said; "We are all passionate that fashion should be part of women's everyday lives. We've seen a real gap in the market for clothes that reflect the increasingly relaxed lifestyles of modern women but still retain the all important glamour that lets them not only look fabulous but feel great."

Visit [www.mintvelvet.co.uk](http://www.mintvelvet.co.uk) to see the full collection.





# Taking care of business

## The journey from software to service

According to my trusty dictionary, 'retail' is 'the sale of individual goods to consumers'. Which seems simple enough.

Although I suspect your job description isn't as brief – and the day-to-day reality something quite different altogether.

Modern retail relies on a plethora of suppliers, hardware and software applications. The job of managing, maintaining, monitoring, updating and overcoming any problems that these elements throw up is a massive undertaking.

And probably not the best use of your time, effort and money. Wouldn't it be nice to have someone take care of all of the dull stuff, so you could be free to do the job you're supposed to do?

### Managed services and the art of retail

At heart, all retailers have similar needs when it comes to managing the store environment. They want someone who's available whenever there's a problem and who can:

- Coordinate and manage all the suppliers
- Fix the hardware, software or network
- Manage change control
- Develop and implement enhancements.

BT Expedite's managed services ensure that your in-store applications are always available, with proactive monitoring to help identify and fix problems before they impact the business. We run the first line store helpdesk and all hardware, software and network maintenance under one, end-to-end SLA, while you retain ownership of your business processes and assets.

### What are the alternatives?

Of course, you could continue to manage everything yourself. This gives you complete control (as long as you have the resources) as well as grey hair and a nervous tic. Managing lots of different suppliers is like herding cats.

Outsourcing promises lower TCO with access to the latest technology but culture clashes can be frequent, and it can be expensive if not managed well.

We take a different approach. Our managed store services give you just one organisation accountable for service levels, with proactive maintenance and without the risks associated with outsourcing. We're incentivised for continuous service improvement, and use detailed root cause analysis to drive this.



### The benefits of a managed services model

Working with us de-risks your IT investments and improves the performance of your existing assets. And, as well as reducing the real costs of running store applications and infrastructure, you'll also eliminate hidden costs of downtime, with no need to chase multiple suppliers playing the blame game.

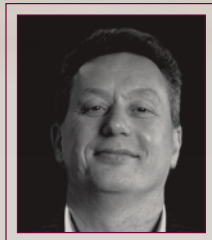
We want you to be one step ahead of the competition, not clinging to their coattails. And we'll make sure you have the technology in place to do this. All in all you'll be able to concentrate your resources on retailing and leave us to worry about everything else.

#### BT managed services:

- Complete accountability for store service
- Store availability is our key measure
- Proactive problem solving using automated tools
- Proactive preventative maintenance
- Specialist retail-trained 1st to 3rd line team
- Continuous service improvement – audited
- Estate-wide change and configuration management
- Major incident management owned by us.

#### First point of contact

The business directors play a key role in the team that delivers a managed service. They are your first point of contact and have overall accountability and responsibility for all elements of the 'business as usual' service delivery. They'll also manage all third parties, working with you as part of your team.



**Peter Nixon,**  
Director of Managed Services

#### BT Expedite

Peter is aware that he and his team are often battling the perception that BT Expedite is simply a software company. While it's true that the organisation has a strong software heritage, Peter's team has been building just as impressive a managed services capability that goes way beyond the traditional model. Peter says: "We're on a journey. The traditional remit has expanded to a fully flexible first line capability, where we handle every single call that comes in from the store, plus a growing service catalogue from which our customers can choose so we can tailor every service solution. We are now a services-led company with software solutions."

And with retail's global standpoint, managing solutions means supporting different languages, hours and even cultures. "We take on responsibility from the retailer, but our focus is prevention, not reaction. By driving down the number of incidents and reducing their impact, it frees time for retail staff to focus on running their business. The customer's internal IT team can then focus on the future – and not get bogged down in the day-to-day nitty gritty."



**Rob Cornley**  
BT Business Director

#### WHSmith

Rob has worked in IT for 30 years, over 20 of which have been in retail systems. His team provides round the clock maintenance and monitoring, service management, QA support and project management of changes to the store estate.

Rob spends a great deal of time in WHSmith's head offices and, along with three full-time service managers, is part of the WHSmith team: "We join the 'daily prayers' meeting every morning at 8.45 along with WHSmith people and other key partners to check everything is on track for the day."

With 740 stores and 5,000 EPOS terminals, looking after the stores is a huge challenge. Working with BT Expedite, WHSmith has embraced new technology and the opportunities and benefits it creates. Since consolidating into an SLA with BT at the same time as upgrading the entire store EPOS, faults per store fell by 75 per cent and fault resolution on first call rose from 17 per cent to 60 per cent.

Having re-signed a seven year contract WHSmith IT Director Peter Swann says: "We believe BT Expedite's Managed Service proposition is unique, and they put more weight and commitment behind the solution than others. Along with their strong service ethic, this combination secured the decision in my mind."



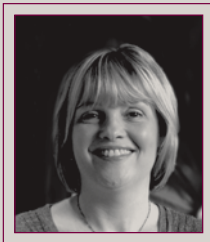
**Ian Mellor**  
BT Business Director

### JJB Sports and DW Sports

JJB Sports went through a period of growth – up to 450 stores by late 2008, before restructuring last year, when DW Sports took over a proportion of the business. The organisation now has about 250 stores and is poised for growth again. And Ian’s been there to assist with everything: “We helped with store closures – the opposite process of installation. We made sure that everything was refurbished and back into stock and we were also able to switch, almost overnight, from JJB to DW Sports wherever appropriate.”

Like other BT business directors, Ian typically starts at 7–7.30am each day, with proactive monitoring and checks to make sure everything is OK for opening at 8.30am. And a ‘usual’ day will finish at 8pm, if there are no out of hours activities such as software releases or fixes – normally reserved for Sunday nights.

Obviously with major sporting events on the horizon, such as the World Cup in South Africa and London 2012, there are great opportunities ahead for sports specialists, with a number of ways managed services can help, as Ian describes: “We do our bit to support a managed services retailer with fast store openings, getting the technology side in place in as little as two days so we can help with pop-up stores, if required. We also help to free the internal IT department to focus on the e-commerce side.”



**Jane Crawford**  
BT Business Director

### Primark

Jane has over 16 years’ experience in retail working for some of the biggest high street names. She’s currently working with Primark, one of retail’s biggest success stories with 191 stores in six territories – and up to 90 tills in the biggest stores. All the more remarkable given the backdrop of economic mayhem recently.

Expansion continues apace with six new stores – Waterford, Wood Green, Cambridge, Porto, Frankfurt and Liege – to open before Christmas.

With such a challenging growth strategy, any store solution needs to be straightforward and robust. The focus is very much on transaction throughput and selling, so a till down is a disaster. This means that the BT managed service team has to be responsive and flexible, monitoring the pressure points of the day.

As Jane describes: “BT Expedite looks after the stores’ servers and tills and takes first line calls for the non-BT applications and supported hardware, including managers’ PCs and telephony. We work on the ethos that, for critical incidents impacting trade, the service management team know at the point the store log the issue – and can already be working towards a solution as Primark’s managers are calling us for updates.”

With stores up and down the country and throughout Europe, this can be almost any time of day or night. It is this commitment to delivering service excellence day to day that enables Primark to be confident of BT Expedite’s ability to support its growth.

Jane is ultra enthusiastic, despite the round the clock nature of her job: “I love what I do. And working with Primark is fantastic. They have a real family ethos and I feel very much part of the team.”



**John McAleese**  
BT Business Director

### Service Development

Building on over 20 years’ retail and retail software experience, John’s focus now is turned towards the future of managed services: “We can already deliver first line support to cover all incidents, but our retail experience helps us extend the breadth of services we offer to encompass other non-BT solutions.

“This may include hosted solutions, desktop support and partnerships with European service providers. We provide the retailer with a single point of accountability for the delivery of all aspects of the IT-related services they need to run their business successfully.

“We’re also looking at a managed service that goes beyond the stores to provide a managed e-commerce service as well.”

Using his previous experience working as a BT business director with Primark, John knows that managed services makes the rollout of stores in new countries much easier. For example Primark has 15 stores in Spain – and more on the way – using the same hardware and software (translated by BT Expedite) as the UK. This makes installation, set-up, training and running these elements easy.

John says: “BT Expedite can set up the store, train staff and provide a Spanish language helpdesk with experienced retail support staff.”

# Going for gold

## How retailers can emerge from London 2012 as winners

With less than 1,000 days until the opening ceremony, if you haven't already planned your strategy you may miss out on the potential goldmine of the London 2012 Olympic and Paralympic Games.

Capital Economics forecasts London 2012 will generate an extra £521 million for the retail sector and the bulk of this will be won by those retailers in the right places at the right times. During the Games, hundreds of thousands of visitors will be attending events – as well as staying, shopping, sightseeing, eating, drinking and seeking out entertainment while they're here.

In terms of Olympic retail destinations, they don't come much closer to the action than Westfield Stratford. The developer estimates that 70 per cent of all visitors to the Olympic site will pass through the centre.

If you want to cash in on key locations, without the risk of a long-term commitment, you might consider pop-up stores. These are big in the US, and are perfect for major events. HMV, for example, has adopted a pop-up store model in the UK for the Christmas shopping period to take maximum advantage of the lack of competition on the High Street from Woolworths or Zavvi.

BT has all the components to install pop-ups, including provisioning, tills and wiring as well as training and support, if required.

If your store's not on the route to a venue, you need to look at other ways to make it a destination by, for example, building relationships with companies in charge of corporate hospitality events, activities and tours who can help drive customers your way.

### Manic in the streets of London. Glasgow, Cardiff, Weymouth...

London 2012 is not solely focused on the east end of the capital. There are 34 venues spread throughout the UK, from Hampden Park in Glasgow to Weymouth on the south coast.

You don't have to be an official sponsor to take advantage of the opportunities the Games will bring. Sponsors will also be looking at partners to collaborate with to spread the word and increase awareness of their support for the games. These "activation programmes" might include anything from in-store events to window displays.

800,000 people are expected to use public transport on the busiest day – that's more than the population of Leeds

### Twenty twelve in numbers

9.2 million tickets

14,700 athletes

9,800 team officials

900,000 sports equipment items

21,000 media staff

An expected global TV audience of nearly 5 billion

### Bringing it all together

BT is the official communications services partner for the London 2012 Olympic Games and Paralympic Games. Every image, every sports report, every visit to the Games website and millions of calls, emails and texts will be delivered over a BT network. This is communications on a massive scale:

- 80,000 connections across 94 locations
- 4,500 kilometres of internal cabling – enough to stretch nearly halfway from Beijing to London
- 6GB/s of information carried – the equivalent of 6,000 novels each second

- 1,000 wireless access points
- 16,500 IPT handsets
- 14,000 mobile phone SIM cards
- 14,000 cable TV outlets

To be a winner at London 2012 you'll need to make sure you've got everything in place to compete.

Contact your Account Manager to discuss how BT can help you make the most of London 2012 – before, during and after the Games.

# Multichannel customers and the impact of social media

The rapid growth in YouTube, Twitter, Facebook and the like has changed the marketing landscape. Customers now have a voice and they're not afraid to use it. As a consequence, retailers are adapting their marketing strategies to keep up with the ever more outspoken consumer.

There is still some scepticism about this trend and, in a tough economic climate, the ultimate question seems to be: can social media deliver a return on investment?

## Your customers are talking; can you afford not to listen?

Looking at Twitter, brands have two approaches: broadcasting or communicating.

Broadcasters share marketing updates with their followers but do not engage, respond to feedback or follow people back. Like a TV commercial they tell you what they want you to hear.

Communicators do the opposite. They engage and respond to replies, follow their customers' tweets (surely better than any customer research you could commission), help with customer enquiries, reward loyalty and ensure customer satisfaction.

The question here is, how would you treat a customer in one of your stores and why should it be different online? Don't forget many tweeters have multiple followers and your interactions are not being viewed by just one person.

## The impact of real time search

Both Google and Bing have signed deals with Twitter to introduce real life content into web searches. It's unclear how this will impact search results but imagine how it would look if a negative customer tweet was the first entry to come up under your brand search term. Check out [www.scour.com](http://www.scour.com), a real time content search engine, to see how this could potentially look.

## Facebook Connect

This year has also seen the launch of Facebook Connect, an integration tool used to 'connect' Facebook to your website. There are many ways this can be used, but some ideas include: letting customers sign up for your email newsletter by logging in with their Facebook account details. Similarly customers could post your event details on their wall to share with friends, or post purchases directly to their profiles. Put simply, you can get brand content onto Facebook without paying for advertising.

## So can social media deliver an ROI?

Yes it can, but, it's not just about direct traffic. You need to consider:

- Improved customer service
- The power of influence – who influences your revenue and how do you interact with them?
- Aiming for long term revenue growth
- Increased customer loyalty = higher order value and spend frequency
- Managing your brand reputation.

If you would like more information on how to make more of your online presence, contact Laura Summers, BT Fresca's online marketing manager, at [laura.k.summers@bt.com](mailto:laura.k.summers@bt.com)

## Service Oriented Architecture supports next generation retailing



Steve Thomas has been working with and fixing software for retailers for more than 12 years. As BT Expedite's new CTO, he's keen to use this knowledge to develop

solutions that demonstrate a clear return on investment and relieve the pressure on already overburdened IT departments.

Service Oriented Architecture (SOA) is one such area, and it's cropped up time and time again in Steve's recent discussions with retailers. Steve explains: "Other industries

already espouse the benefits of SOA and retail is following suit. Basically, consumers want a more informed and enriched experience and to achieve this they need information from the retailer's store, head office and web."

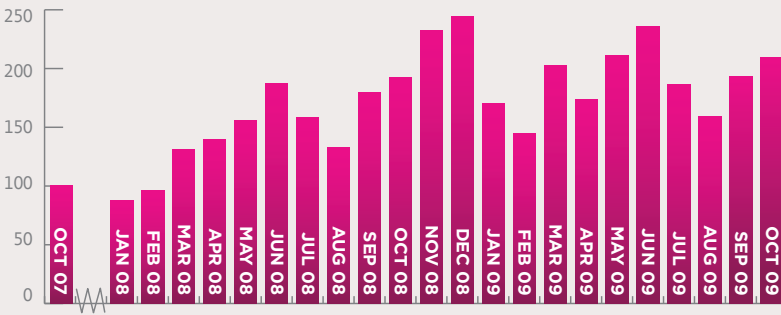
Steve's team is working with retailers to help them become more responsive to both

# Onwards & upwards



## Fresca stats show our clients outperforming the competition

The volume and value of business across the FrescaCommerce platform grew 72 per cent in the twelve months to October 2009.

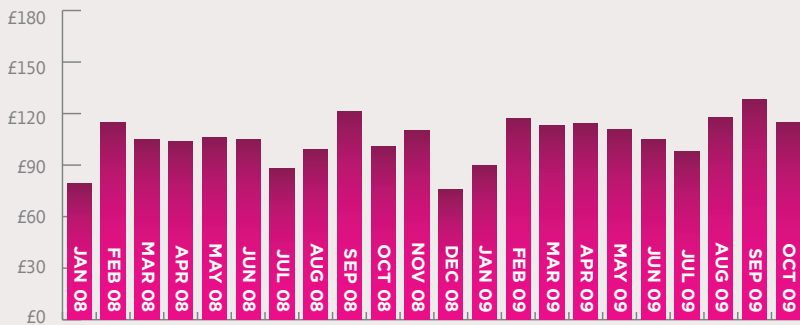


BT Fresca online fashion index based on UK sales from all brands with more than one year's trading history on FCP.

## Online fashion index for October

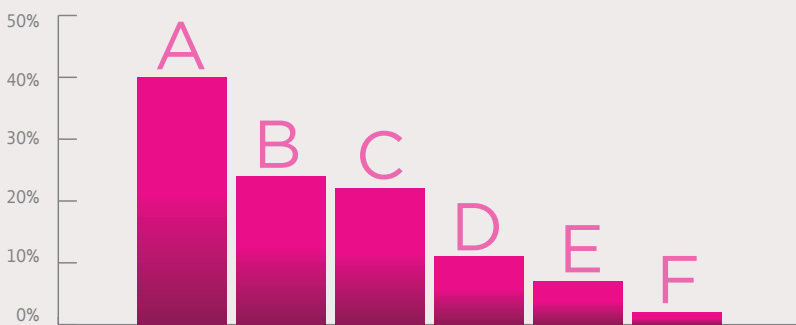
Fashion and footwear sales over the FrescaCommerce platform were up 12 per cent year on year. Most brands saw steady online sales growth, though two tripled their sales compared to the same month last year.

Online fashion sales show clear seasonality with peaks in November and December and troughs in February and August.



## Average order value

Most brands enjoyed improved basket sizes in October as prices bounced back from last year's discounting. Average order value (AOV) grew by 10 per cent to £106. One of the key drivers of AOV is ranging; the more stock on the site, the more people buy. AOV is also highly seasonal and is highest in September and February and weakest in December.



## Worldwide web

UK brands are beginning to prosper by using e-commerce to reach clients outside the country. Of those brands selling in euros or dollars on FrescaCommerce, non-sterling sales now account for 17 per cent of total revenue with an AOV of 20 per cent greater than in sterling.

new ways of shopping and new business directions. This includes being able to deliver the new wave of customer applications to mobile devices through better systems integration. Similarly, they're also looking into ways of enabling sophisticated promotion and pricing at the point of service by re-using investments, such as accumulated logic.

Steve is also talking to partners like Microsoft and Epicor (consistently ranked by IHL as the #1 US POS supplier for soft-goods

retailers) about building new developments into BT Expedite's portfolio.

Steve says: "For example, our new Store software (version 6.3) in development is very much about SOA. And Epicor is also working on Cross-Channel Order Management (CCOM) from an SOA angle, which means CCOM services are planned for all their Store and Enterprise apps going forward."

SOA also embraces the web and is integral to how Gavin Wilkinson, joint-MD at BT Fresca,

has developed the FrescaCommerce Platform. Steve points out: "We've seen retailers adopt a multichannel approach to selling to customers; SOA provides the base infrastructure to enable a multichannel approach that is able to adapt in a rapidly changing environment."

**If you'd like to join the discussion on the evolution of retail technology you can reach Steve at [steven.thomas@bt.com](mailto:steven.thomas@bt.com).**

# The appliance of compliance

Everyone knows PCI DSS compliance is a serious issue, but many retailers seem to be dragging their feet when it comes to taking action to meet the new standards. After talking to customers, QSAs and acquirers, BT Expedite PCI DSS consultant Kevin Burns has drawn up an eleven-point guide to help retailers meet compliance:

- 1 Prioritised approach.** Map progress against the prioritised guide from the PCI SSC website.
- 2 Keep your acquirer up to date.** Providing some information is very important, no matter how slow progress may be.
- 3 Focus on the scope (and de-scope).** Work with your business to reduce the amount of card data information that is stored. Implementing truncation will further reduce the scope of the PCI DSS standard... and pay close attention to the end-to-end encryption debate.
- 4 Tie PCI DSS compliance into other changes.** Adding PCI DSS compliance helps get board buy-in and justify the timescale with your acquirer and QSA.
- 5 Set realistic timelines.** You'll be held to the timeframes you set and resetting these expectations is frowned upon.
- 6 Set up ASV quarterly scans ASAP.** Being able to demonstrate that this is in place is currently a big positive.
- 7 Consider changing acquirer.** It could provide up to a year's breathing space, but only if you jump now – leave it until 2010 and you might miss the boat.
- 8 Change your QSA.** Choose a QSA who is already aligned with your acquirer – the compliance process should be easier. As a minimum you want your QSA to be on your side, so find one that suits your business and your approach to PCI DSS.
- 9 Appeal fines.** While any appeal is unlikely to be successful, do not simply accept a fine.
- 10 Keep going.** PCI DSS compliance is subject to annual renewal and your business needs to commit to that, otherwise all the hard work will be undone 12 months later.
- 11 Watch the change control.** Any change which introduces any vulnerability, or affects the solution signed off under PCI DSS, will undermine your PCI DSS compliance and may make you liable to fines.

## Get LinkedIn to compliance

The BT Expedite PCI group discussion boards on LinkedIn and our regular roundtable events provide a forum for people to air their views on compliance. Debates have ranged from the implications of recent clarifications and the impact of fines to QSA choice and encryption. Join us on LinkedIn under the BT Expedite PCI group (membership is restricted to BT's retail customers and BT employees): [www.linkedin.com/groups?gid=1856254](http://www.linkedin.com/groups?gid=1856254)

Check out other useful links:

[www.pcisecuritystandards.org/corporate.visa.com/\\_media/best-practices.pdf](http://www.pcisecuritystandards.org/corporate.visa.com/_media/best-practices.pdf)

[www.qualys.com/forms/ebook/pcifordummies/](http://www.qualys.com/forms/ebook/pcifordummies/)

For more information, contact [kevin.burns@bt.com](mailto:kevin.burns@bt.com). Our next customer roundtable will be at the BT Client Conference in May 2010.



## Offices worldwide

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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## Events

28-29 January  
**E-commerce summit from  
Retail Week and Drapers  
BT Centre, London**

All you need for the business of online retail, with topics ranging from social networking to mobile technology, hosted by us in the BT Auditorium – and BT Fresca will be exhibiting. [www.emapconferences.co.uk/ecommercesummit](http://www.emapconferences.co.uk/ecommercesummit)

28 January

**Drapers etail Awards 2010  
Bloomsbury Ballroom, London**

Celebrate online fashion retailing success and innovation with a ceremony and party at one of London's most stylish and prestigious venues. BT Fresca is sponsoring the Best Multichannel Retailer award. [www.drapersetailawards.co.uk](http://www.drapersetailawards.co.uk)

9-10 February

**Retail Week Supply Chain Summit  
BT Centre, London**

Service up, costs down: how do you make the impossible possible? Strategic keynotes, interactive think-tanks and debates will explore the supply chain Holy Grail. [www.retailweeksupplychain.com](http://www.retailweeksupplychain.com)

4 March

**Oracle Retail Week Awards 2010  
Grosvenor House Hotel, London**

Recognising the achievements of the very best in retail. BT Expedite is sponsoring the BT Customer Service Initiative of the Year. [www.oracleretailweekawards.com](http://www.oracleretailweekawards.com)

## BT Expedite

Keep up to date with everything that's happening in retail. Get Retailer Therapy delivered to your inbox. Contact [retailertherapy@bt.com](mailto:retailertherapy@bt.com) for details or visit [www.btretailertherapy.com](http://www.btretailertherapy.com)