



Learning From Peers

e-Business Cases

Best practices amongst European SMEs



Rue du Commerce

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CONTEXT & OBJECTIVES

Rue du Commerce is the leading online retailer of high tech goods in France. Renowned as an innovator, the company decided to access a new niche and release a mobile application for consumers to compare and buy products on mobile devices.

SOLUTION

The IT firm Anywhere Business developed a J2ME mobile application that lets shoppers browse and compare products, fill a shopping basket, receive special offers and purchase products. The application is compatible with more than 170 mobile devices.

BENEFITS

The application is another demonstration of the company's innovation and marks an early move into a growing retail channel. Rue du Commerce is able to monitor the behaviour of mobile customers and position and price products accordingly.

LESSONS LEARNED

- 1. Full convenience.** The mobile application is an example of a solution that is usable any time, anywhere and on any device.
- 2. Mobile is the future.** Although sales volumes via mobile devices may be small today, this is likely to grow into the biggest sales channel for many retailers.

