

LYONS CONSULTING GROUP OVERVIEW

Making Your Digital Commerce Vision a Reality

Lyons Consulting Group is trusted by hundreds of leading retailers and brands to realize their commerce vision and continually optimize it for performance and growth.

We are a leading digital agency and global commerce service provider with the talent, tools and processes to help retailers and brands leverage digital channels to engage and inspire consumers and buyers. We combine retail industry experience, field-tested methodologies, deep technical aptitude and award-winning design to create immersive brand experiences across channels, devices and geographies.

Our commitment to client success permeates everything we do. Across strategy, creative, technology and beyond, we stand by every project, every time. We know it's your brand, your customer, your business on the line. You can count on LYONSCG to go the extra mile to meet your near-term and long-term objectives.



“ We feel like we picked a great partner to support our digital initiatives. The LYONSCG team has demonstrated a very high level of commitment, expertise, and creativity.

Mike Early, Senior Managing Director of Information Technology



Solution
Consulting



Experience Design
& Digital Marketing



Commerce
Implementations



Managed
Services

LYONSCG
Commerce Realized!

SERVICES

LYONSCG offers a comprehensive set of digital commerce services to help retailers and brands craft successful commerce strategies, put them into practice, and continually optimize them for long-term success.



Solution Consulting

Right from the beginning, our team engages to help define goals and develop a strategy and plan that sets you up for long-term success, leveraging decades of collective experience and rich data sets gleaned from hundreds of projects. Our capabilities include competitive benchmarking, organizational design, omni-channel operations, global expansion and technology recommendations, including order management systems.



Experience Design and Digital Marketing

Our award-winning creative team leverages expertise across persona development, site architecture, navigation, visual design and responsive design, while optimizing the capabilities of the commerce platform. Our equally impressive digital marketing team applies proven best practices to craft tailored programs that increase traffic, improve conversion and drive industry-leading revenue growth.



Commerce Implementations

With extensive knowledge of Salesforce, Magento and SAP Hybris platforms, our implementation team will ensure that your site is built right the first time, and that you're fully leveraging the capabilities of the commerce platform. Our technical expertise spans across applications development, systems integration, architecture planning, data conversion and platform training. With hundreds of successful implementations, we know what it takes to keep complex projects on track, on time and on budget.



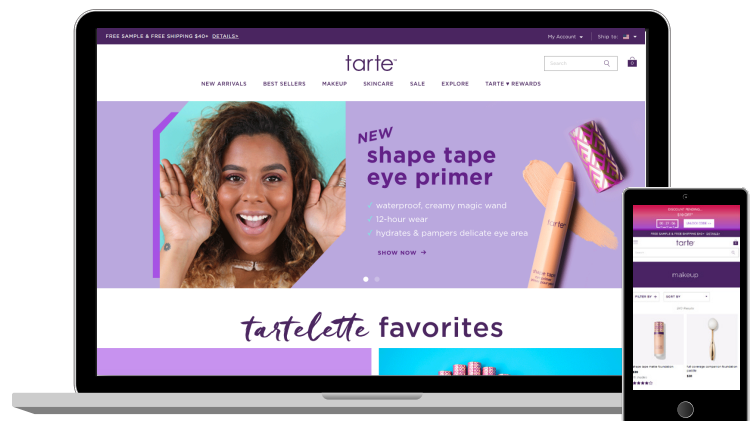
Managed Services

Post launch, our knowledgeable managed services team provides support across digital strategy, marketing, creative and technology, delivering continual site enhancements and providing 24/7/365 emergency response. If your project requires hosting, you can take advantage of our own eCommerce-optimized data center operations with cloud, virtual and dedicated hosting options. We provide the optimal infrastructure for your environment, ensuring high availability and performance.

“It was critical to work with a partner that could understand our growing business and address all of our needs. From web design to post-launch services, LYONSCG has been that partner.”

Stephanie Urban,
Senior Director of Digital Marketing

tarte



EXCEPTIONAL COMMERCE EXPERIENCES FOR EXCEPTIONAL BRANDS

We work with leading B2C and B2B brands to deliver distinctive digital commerce experiences that are tailored to their unique business requirements.



HOLISTIC ENGAGEMENT MODEL

Our holistic ONE TEAM approach ensures that every move we make is always informed and in the best interests of our clients. We deploy an exclusive six-step process that has been field-tested and continually refined over hundreds of implementations, and is adapted to the unique requirements of each client.

STRATEGY / DISCOVERY

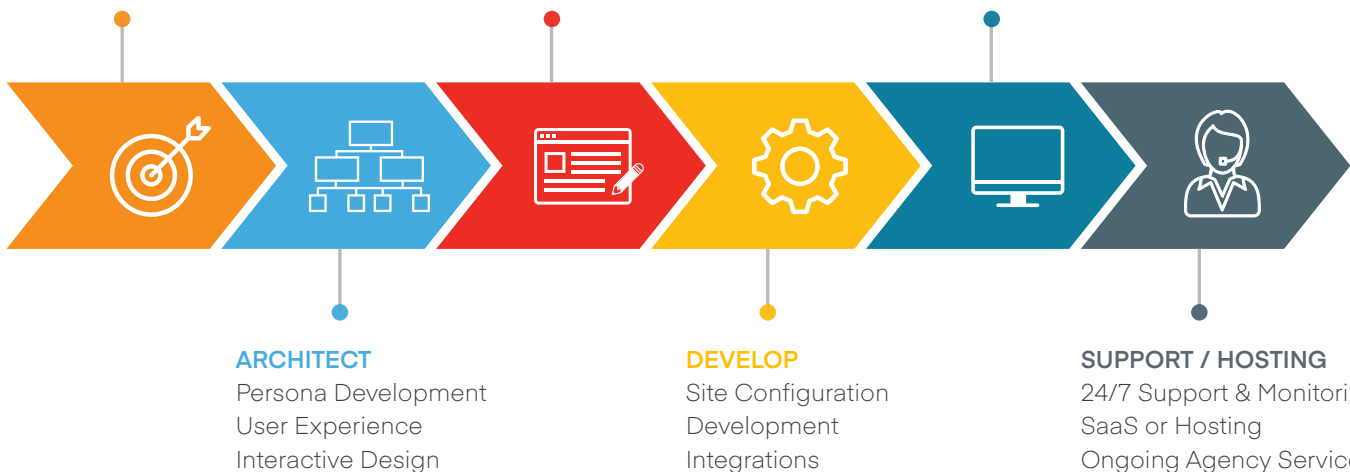
eCommerce
Unified Commerce
Global Expansion
Best Practices
Requirements Definition

CREATE

Brand Specifications
Look & Feel
Patterns

LAUNCH

UAT / Training
Content Planning
Final Training
Site Launch



SOLUTIONS FOR STRATEGIC BUSINESS INITIATIVES



Business-to-Consumer

Direct-to-consumer eCommerce is core to our offering. We keep pace with continually evolving trends and opportunities in retail, and work with our clients to deliver shopping experiences that meet and exceed customer expectations.



Business-to-Business

Our digital commerce expertise extends to the unique needs of business-to-business operations. We understand the functionality required to create a shared view of products, merchandising and pricing with the ability to define and differentiate the assortment, content and price for specific customer groups.



Geographic Expansion

LYONSCG has experience developing multi-site architectures that are optimized for running commerce operations around the world. Global retail teams can deliver locally translated commerce experiences that transact in native currencies, while maintaining central control over the brand experience.



Multiple Brands and Sites

Retailers can create multiple, uniquely branded sites using common infrastructure, integrations and processes. Whether it's managing multiple brands through a centralized team or through brand-specific teams, retailers have the features and guidance to drive revenue growth.



Unified Commerce

Your organization's eCommerce site is just one touch point for today's digitally savvy consumer. LYONSCG has experience working within the broader digital commerce ecosystem, including store applications and integrations to back-end systems, so that you can deliver a unified experience across channels.

LOCATIONS:

Chicago, Illinois

chicago@lyonscg.com

Dallas, Texas

dallas@lyonscg.com

London, United Kingdom

london@lyonscg.com

New York, New York

newyork@lyonscg.com

Ann Arbor, Michigan

annarbor@lyonscg.com

Kiev, Ukraine

kiev@lyonscg.com

Los Angeles, California

losangeles@lyonscg.com

Rockford, Illinois

rockford@lyonscg.com

LYONSCG
Commerce Realized!

HEADQUARTERS

20 North Wacker Drive, Suite 1750
Chicago, IL 60606

T: 312.506.2020
F: 312.506.2022

www.lyonscg.com
info@lyonscg.com

