



## CASE STUDY /

# Burlington Coat Factory

[burlingtoncoatfactory.com](http://burlingtoncoatfactory.com)

## SERVICES

 ECOMMERCE | CREATIVE & UI DESIGN | INTEGRATION  
 HOSTING & MANAGED SERVICES | SEO

## CHALLENGE

The leading off-price apparel and home product retailer, ranked number 87 on the NRF's 2013 list of top 100 retailers, needed to update and migrate its eCommerce site to a more flexible and efficient platform.

## SOLUTION

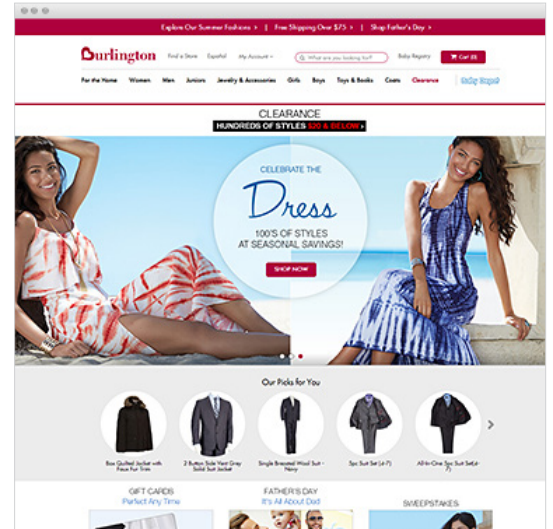
Guidance designed and developed the more than 400,000 SKU main clothing and accessories website, as well as its baby apparel and coat sub-sites on the EPIserver Commerce platform.

The site's order management was custom developed within the platform to meet their needs. Fulfillment, payment gateway, and email marketing vendors and technologies were a few of the many complex integrations Guidance implemented.

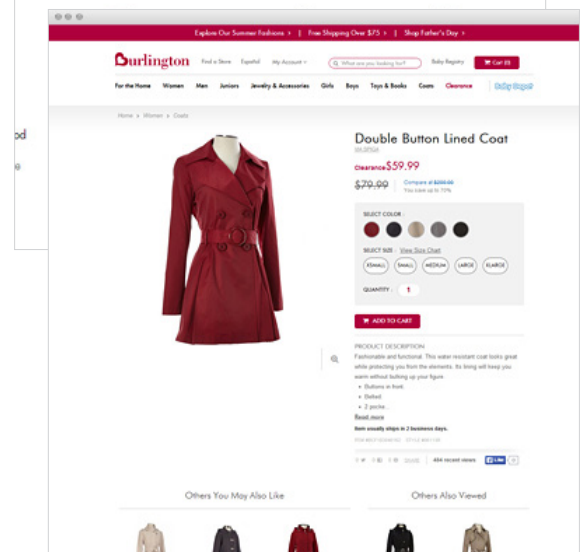
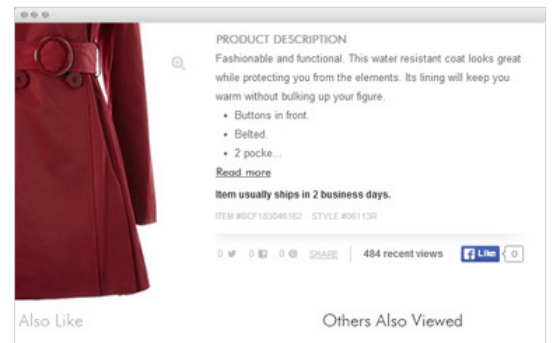
Guidance successfully optimized the website to appear first in search engine results for keyword "coat".

## INNOVATION

- Baby-registry users have the same user experience at in-store kiosks, and online.
- Online shoppers' user experience is combined with awareness of product offerings in-store.
- Vendors have the ability to upload and manage product photography through the use of an internal administrative tool.



Home Page



Product Detail Page &amp; PDP description (enlarged)