e-COMMERCE UPDATE

Rocket Dog Powers E-commerce with CORESense

Footwear brand Rocket Dog has launched its direct-to-consumer e-commerce channel on CORESense's end-to-end on-demand e-commerce solution.

CORESense, working with Rocket Dog and a third-party design firm, has provided an e-commerce website with competitive navigation, shopping, customer service and conversion features needed to attract, inform and convert trend-conscious footwear shoppers.

Rocket Dog's site now allows customers to quickly locate products through powerful style, category and custom searches such as "new arrivals" and "sweet offers." Product pages provide customers with multi-view images and zoom, the option to "email a friend" as well as product descriptions and pricing.

Rocket Dog's merchandisers can easily create and manage new promotions as well as update the look and feel, content and layout of their website.

Additionally, Rocket Dog is able to leverage CORESense's back office application to manage its growing ecommerce channel with minimal staffing requirements. CORESense allows Rocket Dog to track process, fulfill orders and handle returns through third-party logistics providers, as well as communicate with customers via phone or email.

▸▸for more information: www.CORESense.com

Buxton Adds 160 Clients in 2008

Also, Names New President

Charles Wetzel

Buxton added 160 new clients in 2008, including Wal-Mart, and also renewed engagements with customers, including New Balance and Hugo Boss.

The company also named Charles Wetzel president. He was previously COO of the company.

Buxton, which provides customer analytics services for the retail industry and other verticals, draws from its individual- and household-level data to determine lifestyles and buying habits to clearly identify an organization's best customers and find more like them in the United States.

Buxton, which began in 1994 in the real-estate side of the business, learned that opening stores based purely on demographics was not sufficient, and over the years developed research techniques that also incorporate psychographics, drive-time analysis and lifestyle characteristics. Upon this foundation, it then built the two other branches of its business, providing customer analytics for their merchandising and marketing arms as well as real-estate site selection.

Buxton's 1,700 clients also include Casual Male XL, Tommy Bahama, New Balance and Timberland.

▸▸for more information: www.buxtonco.com

New Balance, which uses Buxton's services to help with its real estate and site selection strategy, recently renewed its engagement with the company.

Multidev Introduces Store Budgeting Functionality

Multidev Technologies Inc., a provider of integrated business solutions for the retail industry, has released its new store budgeting functionality, which is fully integrated within its retail management solution, ChainDrive.

ChainDrive's store budgeting features provide retailers the possibility to set sales objectives, view comparables and establish key performance indicator (KPI) targets. This budgeting tool provides a platform that has the ability to set and monitor store objectives using real-time data; it also accumulates historical statistics.

The store budgeting tool also allows the head office to control what data is visible to the store and produces the view that best represents its requirements for goal setting, reporting and analysis. It also provides the capability to manage stores by district, area or type and ranks them against any set target.

▸▸for more information: www.chaindrive.com

Configuresoft Announces Free Utility for PCI Industry Data Security Compliance

Configuresoft, a provider of enterprise server configuration management, has launched the Configuresoft Compliance Checker for PCI DSS v1.2, which it says is the industry's first free downloadable utility that helps organizations validate IT infrastructure compliance with the just-released Payment Card Industry Data Security Standard (PCI DSS) v1.2.

Launched last month at the NRF show, Compliance Checker for PCI DSS v1.2 validates the security posture of each machine against the recommendations of PCI DSS v1.2 and identifies non-compliant configurations. To help organizations prepare for a successful PCI audit, the utility also includes the ability to complete the appropriate self-assessment questionnaire (SAQ).

▸▸for more information: www.configuresoft.com

Celerant Technology Acquires SportzPak

Retail solutions provider Celerant Technology has acquired Miami Valley Solutions and its specialty management system, SportzPak, which provides sporting goods services and software for team sports retailers. The acquisition will add to Celerant's growing list of vertical markets.

The SportzPak product is used by more than 210 team dealers. The software was designed to meet the needs of the retail and/or team dealer by providing control over margins and inventory, aiding in order fulfillment and establishing improved customer service.

▸▸for more information: www.celerant.com