

Bluefly's focus on the right brands, trends, and value is driving growth in a challenging economy. Key to its success is technology behind the scenes that enables compelling user experiences.



New York City, NY
www.bluefly.com

Industry:
Online Fashion Retailer

Employees:
200+

Equilibrium Products:
MediaRich Server
MediaRich Zoom&Pan

"By enabling people to zoom in to check out the thousands of products from the more than 350 designers on Bluefly.com, we are creating a more intimate shopping experience, and in turn, increasing conversion rates. Since we first implemented Equilibrium's dynamic zoom and pan Web templates as part of our multi-channel merchandising strategy, we have consistently increased average order sizes and gross margins from the previous quarters."

Marty Keane
Senior Vice President of E-commerce
Bluefly

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SERVER

1.866.378.4542
www.equilibrium.com

The Problem

Bluefly recognized the need for image production tools to enable them to not only engage viewers in an above average online shopping experience, but also provide a thorough product experience where the shopper could virtually "hold" and understand the item. The challenge was not only to capture the initial sale but to minimize returns on the back end. The goal was to exceed the shoppers' expectations while shopping and upon receipt of the item(s) purchased. Bluefly required the ability to constantly engage the online customer effectively.

The Challenge

Bluefly's innovative Web site is designed to eliminate the "hit-or-miss" game of off-price shopping by effectively matching products to viewers personalizing the experience and then providing the detail to make satisfied buying decisions quickly. Therefore, the ability to enable interactive product images and the right contextual content was imperative.

Blue Martini's technology enabled Bluefly to dynamically generate customized text information using templates and database connectivity. This was step one. Now, Bluefly recognized that it needed to automate its image production workflow to manage the over 400 designers in its inventory. In addition, the dependability and scalability of the solution to meet the demands of emerging technology were of primary concern. Bluefly desired to be ahead of the curve to deliver experiences that were consistent with the origin of its name.

Our Approach

Equilibrium worked with Bluefly to address the technical and workflow issues that required consideration including:

- Improved visual presentation – zooming and panning
- Automated production workflow and tools
- Technology that seamlessly worked with existing capabilities
- Reduced costs and manpower tasks
- Accelerated publishing

Using Equilibrium's MediaRich Server allowed the client to easily extend the Blue Martini platform to enable automatic content personalization to images and delivery to bluefly.com.

"Since we are a Web business, we know we have to be hard to catch. We always have to be nimble, fast and ready to turn directions on a dime. The "Fly" seemed to perfectly symbolize our objectives. The idea of "Blue" really came from giving the name a friendly personality. We built the site and the business to be interesting, creative, enjoyable and just slightly unpredictable...and thus, "Bluefly" was born."

Bluefly Management

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The Solution

The combined solution of Blue Martini and MediaRich provides a powerful online experience to Bluefly shoppers. While Blue Martini's technology enables Bluefly to dynamically generate customized text information using templates and database connectivity, MediaRich gives Bluefly the ability to dynamically add promotional and pricing information on to images directly from the Blue Martini database.

What's more, using MediaRich product presentation can be further enhanced by zoom/pan and other interactive features literally on "the fly". What once took a team of designers hours to begin to execute now is templated and database driven allowing the ability to not only just upload over 500 products each week, but to composite logos, refine views, colorize, resize, mix and match and more.

"With products such as apparel, the ability to see product detail is a critical factor to increase sales and minimize returns," expressed Marty Keane, VP of Product Development Bluefly, Inc. "MediaRich allows us to offer enhanced image features such as product zooming which improves customer satisfaction and enriches the Bluefly value proposition to its shoppers."

MediaRich optimizes the image production workflow by automating tasks and providing simple accessible tools to Bluefly's creative team.

The Technology

The patented MediaRich URL-based methodology, Microsoft.NET Web service and COM application programming interface (API) enable seamless and straightforward integration with application servers, asset management systems, content management and delivery networks, databases and stand-alone applications. Image editing and other production tools provide additional value to simplify users ability to execute projects easily within one familiar system.

Equilibrium's MediaRich technology enables on-demand zoom and pan on any original asset MediaRich can handle, including documents, images, CMYK files, video frames (SD and HD), etc. The tedious investment in pre-processing tools to create tiled or proprietary formats is eliminated. This patented single-source on-demand solution delivers personalized viewing experiences. Almost every available file format is supported and with the multi-page sonic flash zoom, the client-side resizable viewing capability allows smart recognition of screen size for any browser that has Flash installed. The easy to integrate server solution for in-page and multi-page zoom & pan allows any video frame on-demand from a web or other selected interface to be resized and scaled appropriately.

MediaRich's patented system for transforming and delivering media to any distribution channel on demand – web server cache, website, wireless, IPTV, and other devices – also provides bandwidth dependant optimization further eliminating the need for other third party plug-ins along the workflow. Equilibrium's end to end automation system allows high quality imaging requests which can be prepared, delivered and automatically tracked so designers and architects don't have to.

Equilibrium's MediaRich server-based software automates repetitive image production and enables multi-channel delivery of digital assets through rich-media templates. The dynamic imaging integration helps reduce the time and costs required to generate, modify and deploy digital images, text graphics and branded assets.

The Results

The new workflow provides the design team a powerful array of tools to effectively drive Bluefly sales and reduce returns. With MediaRich's innovative image processing functionality, templates streamline production and upload tasks creating rich visual content quickly and effectively without engaging a vast amount of creative resources to do mundane tasks over and over.

The result is reduced costs and accelerated time-to-market which is critical in the highly competitive fashion retail marketplace. The improved platform's ease of use and accessibility give designers more time to create, reduce photography costs, and provide flexibility to adapt quickly to accommodate price, promotion and product changes.

In return, the Bluefly customer engages with images that can zoom/pan, change color; are resized and have composite messages meaningful to them improving the overall shopping experience and purchase satisfaction.

About Bluefly, Inc.

Founded in 1998, Bluefly, Inc. (NASDAQ Capital Market: BFLY) is a leading online retailer of designer brands, fashion trends and superior value. Bluefly is headquartered in the heart of the NY Fashion District. For more information: www.bluefly.com or 212-944-8000.

About Equilibrium

Founded in 1989, Equilibrium develops and markets automated imaging technologies that save time and money in digital media production. Equilibrium solutions are used by industry leaders in multi-channel retail, manufacturing, publishing, healthcare, financial and entertainment. MediaRich powers some of the largest B2B portals, web 2.0 infrastructures and websites in the world. MediaRich customers include Cisco, Disney, E! Entertainment, Netshops, Omnicom Media Group TMV, and Sony.

For more information and software trial: www.equilibrium.com or 1-866-EQUILIB.

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