

United Kingdom Retailer Uses New File Format to Support Global Business Integration

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Suresh Sekharan, IT Manager, JML

JML is one of the United Kingdom’s best recognised online and television retailers. It has 240 employees across its north London headquarters and its warehouse and customer service departments in Jarrow, north-east England.

The company sells a range of home and household items that it sources from suppliers worldwide. The company’s lean business model is driven by television advertising, its Web site, a call centre, and retailers including Woolworths, Boots, Asda, and Robert Dyas.

It also works with a growing network of international distributors that sell JML products to customers in Europe, Asia, and Latin America. To support this network, it relies on the rapid and secure exchange of different file formats, including .jpeg, .gif, various digital video formats, and Microsoft® Office files.

At the start of 2008, the company deployed the 2007 Microsoft Office system, which uses the ECMA Office Open XML Formats standard. Suresh Sekharan, IT Manager at JML, says that this file format will benefit several areas of the business. “Built-in ZIP compression reduces the size of Microsoft Office application files, reducing the demand on storage and bandwidth across the organisation,” he says. As well as reducing the size

of current Office files, including the company’s inventory Office Excel® spreadsheets, Suresh plans to convert the organisation’s 200-gigabyte archive to the new file format in the near future.

Open XML also offers improved security, giving IT administrators and managers greater control over document user privileges, while protecting the business from malicious code embedded in macros.

Suresh believes that the new file format will become the standard for most business and media applications. This will support further business integration as JML and its partners automate processes across their supply chains, distribution networks, and channels to market. Says Suresh: “With Open XML, it will be much easier to generate information-rich business documents and create automated workflows across the business and with our partners, whatever their location.”

For more information about the Microsoft Office System, please visit:

www.microsoft.com/office



Customer Name

JML

Web Site

www.jmldirect.com

Number of Employees

240

Country or Region

United Kingdom

Industry

Retail and hospitality—
Personal and household
goods and services

Customer Profile

JML specialises in retail promotions. It generates sales through a combination of innovative products, in-store video promotions, and extensive TV advertising.

Software and Services

Microsoft Office

- 2007 Microsoft Office system Technologies
- ECMA Office Open XML Formats

