



PROVENCE PROMOTION



RueDuCommerce.com tells us

-“Honey, they’ve widened the street!...”

Since this year’s return to school, RueDuCommerce.com has become Europe’s leading web shopping centre ! This revolutionary concept consists of federating thousands of e-commerce sites on a single site, and was first developed in great secrecy in the Aix-en-Provence Europarc (Pichauray). Johann Evrard, Project Manager at RueDuCommerce.com, knows all the details of this operation.

> Tea and Secrecy

Johann Evrard: Up to now, our e-commerce activity has been based on computer and multimedia products. During 2006, management decided to add another specialty to our company’s activities by offering internautes a “shopping centre” on www.RueDuCommerce.com. This decision was made in the greatest secrecy, so that we could be the first to offer this type of site.

At the same time Yannick Simon, our technical Manager, returned from a sabbatical year to set up in Aix-en-Provence although our head office is in the Paris region. Management wanted Yannick Simon to lead this project and therefore decided to build up a team at this location to create this new strategic position. This constraint actually became an asset, because working at a distance made it easier for us to work incognito while setting up the system, out of sight of the competition.

> A TGV recruitment

In our context, and particularly the very short delivery times of the software platform, it was essential to build up a highly specialised team with excellent skills and independence. We were lucky to find staff in the Aix region satisfying these criteria, due to the presence of advanced schools and companies capable of training people with the profiles that we were looking for. Our installation on the Pichauray site is also only few minutes from the Aix TGV station and Marignane airport.

> Start Up attitude

During our installation on the park, there were only two of us with Yannick Simon in 20 m2 for brainstorming sessions on construction of this new project. And “despite” a budget of 4 million Euros dedicated to the shopping centre, our operation was more like a Start Up. As the team was gradually created from local recruitment, we needed to move a short distance from our former premises and our team now includes 19 persons. But we continued to work in the greatest secrecy! Until the new gateway was opened in July this year, which immediately propelled us to become leader of this web activity segment in France.

> A firm intention of staying in the long term

Our portal is now operational, but our mission is not finished. We are already working on improvements to this shopping centre and the improvements to be made both for our customers and for e-commerce partner sites now present on our portal. Therefore we are here to stay in Pichauray Europarc!



Johann Evrard

RueDuCommerce

RueDuCommerce was created in 1999 and is one of the leading French e-commerce companies through the new www.rueducommerce.com site. It is at the intersection of two strongly developing markets, namely on-line shopping and consumer computer and electronic products. The site offers more than 15 000 references at highly competitive prices including computer products, digital photo and video, hi-fi and digital sound and many associated services. Since July 2007, RueDuCommerce has extended its activities by federating thousands of merchant sites strengthening its product offer for beauty, the home, household appliances, toys, sports and culture, etc.

RueDuCommerce is the 8th most frequently visited e-commerce site in France and there are more than 4 million visitors every month. The Journal Du Net elected it as the “Best customer relations management site” in 2006 . RueDuCommerce is listed on the Euronext Paris Eurolist C.

For further information

www.rueducommerce.com