

# Digital Partner Booths

Digital partner for an iconic northern brand



## The Customer

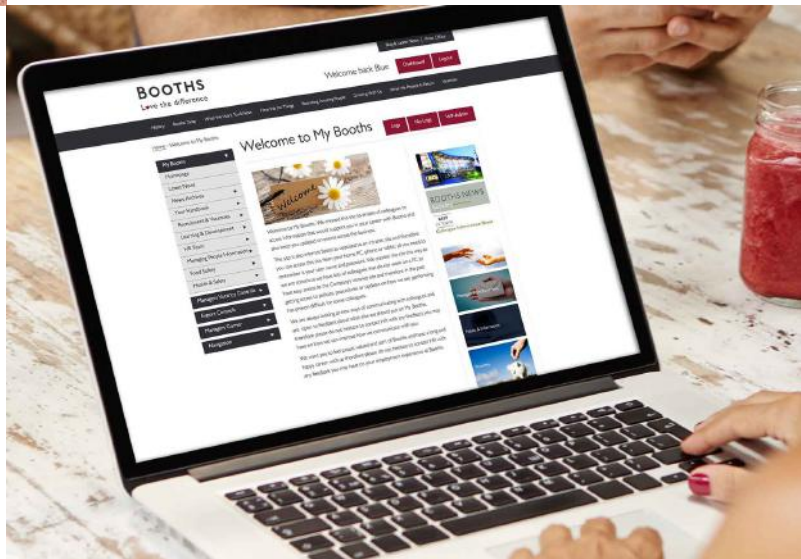
Booths is a Northern institution. Founded in 1847, Booths is a family owned and run chain of 27 food stores across the north of England.

The business employs more than 2000 people and prides itself on selling the best food and drink available, in attractive stores, staffed with first class assistants.

## The Challenge

Booths needed a digital partner to design, develop and support its suite of online tools. This included an integrated ordering system with eCommerce capability, a staff portal as well as a suite of websites with varying levels of functionality and integration.

In addition to software development and UX/UI capabilities it was also required that the chosen partner had experience of commissioning and maintaining cloud infrastructure to optimise software performance and minimise hosting costs.



## Our Solution

Blue Wren has worked closely with Booths for more than five years, helping them to develop and maintain their digital footprint.

Our work includes the design and build of the main Booths site as well as two eCommerce sites. These secure, responsive websites follow the latest UX/UI principles for online food retail and integrate seamlessly with the stock management system is built in Microsoft Dynamics.

We have also rebuilt their staff portal. This is an online tool for employees to access employment documentation and for management to publish employment opportunities.

The complete estate is hosted and maintained on our managed AWS (Amazon Web Services) infrastructure.





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## Key Features



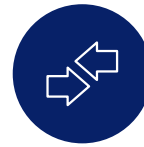
2 eCommerce websites



Main website  
booths.co.uk



Staff portal



Microsoft Dynamics  
integration



SSO and data  
aggregation



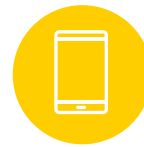
Fully optimised  
for search engine  
& performance



Managed cloud  
infrastructure using AWS



Centralised  
database



Mobile first  
design



Ongoing technical  
support and hosting



## Impact

“Blue Wren develop, support and maintain our full digital portfolio; including our transactional Christmas website.

We have found Blue Wren to be professional, efficient and technically skilled and would be happy to recommend their services to others.”

– Kerry Dewhirst, Booths IT Manager

## Do you need support with your online tools?

### Get in touch

Call: 01772 823 734 Email: [hello@bluewren.co.uk](mailto:hello@bluewren.co.uk)

blue wren

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