European Corporate Website

Office DEPOT®

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Confidential

Agenda

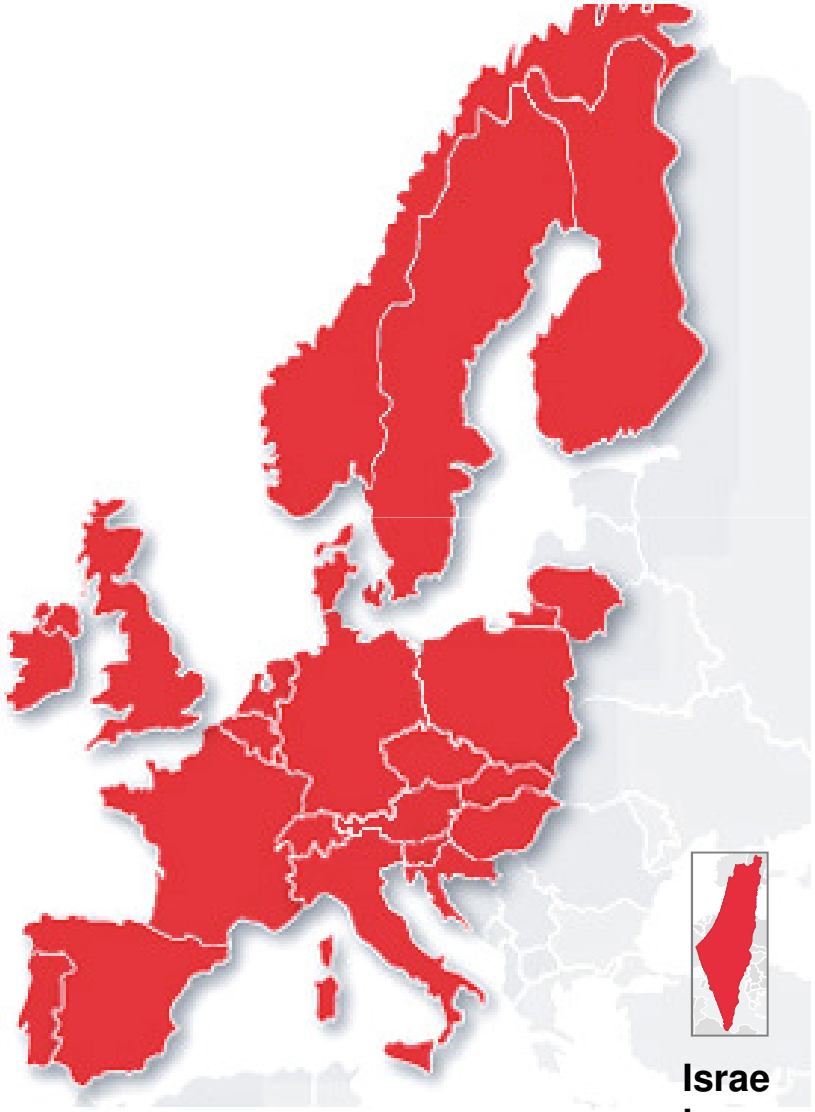
- Brief Company History
- ODP project History and Scope
- Status Update
- Advantages
- New www…
- Next steps

Facts and Figures

- Founded in 1986, Delray Beach Florida, USA
- New Global Headquarters in Boca Raton Florida
- Sales worldwide (2008) of $ 14,5 billion
- Active in 48 countries, USA, Canada, Latin America, Europe, Middle East and Asia
- e-Business $ 4.8 billion one of the biggest players
- Worldwide about 43.000 associates
- ODP common stock is listed on the New York Stock Exchange and included in the S&P 500 Index

Worldwide

Office Depot Europe



- Number 1 Reseller
- 11.000 European associates
- Total sales of > $ 4 billion
- Contract sales in 24 countries
- Direct sales in 11 countries
- 5 strategic partnerships
- Retail in countries like France – Hungary – Israel - Sweden
- European headquarters in Venlo, The Netherlands

Project Brief History

- One Global Corporate website
- US, EMEA, Asia and Latin America
- Pilot EU Corporate website
- Aligned with US Corporate website
- New Design, Look and Feel
- Welcome Page with just 3 buttons
- Home page with easy international navigation

ODP Project Scope (Business side)

- One updated Global Corporate website
- In line with Global Brand Guidelines
- English language only, but multi-language capable
- Dynamic site with frequent updates
- Optimized for search engines ranking
- Website accessible by disabled
- “Load once reuse many” approach
- Content approval controlled via workflow
- Fast content deploy and content retire
- Content lifecycle process

ODP Project Scope (IT)

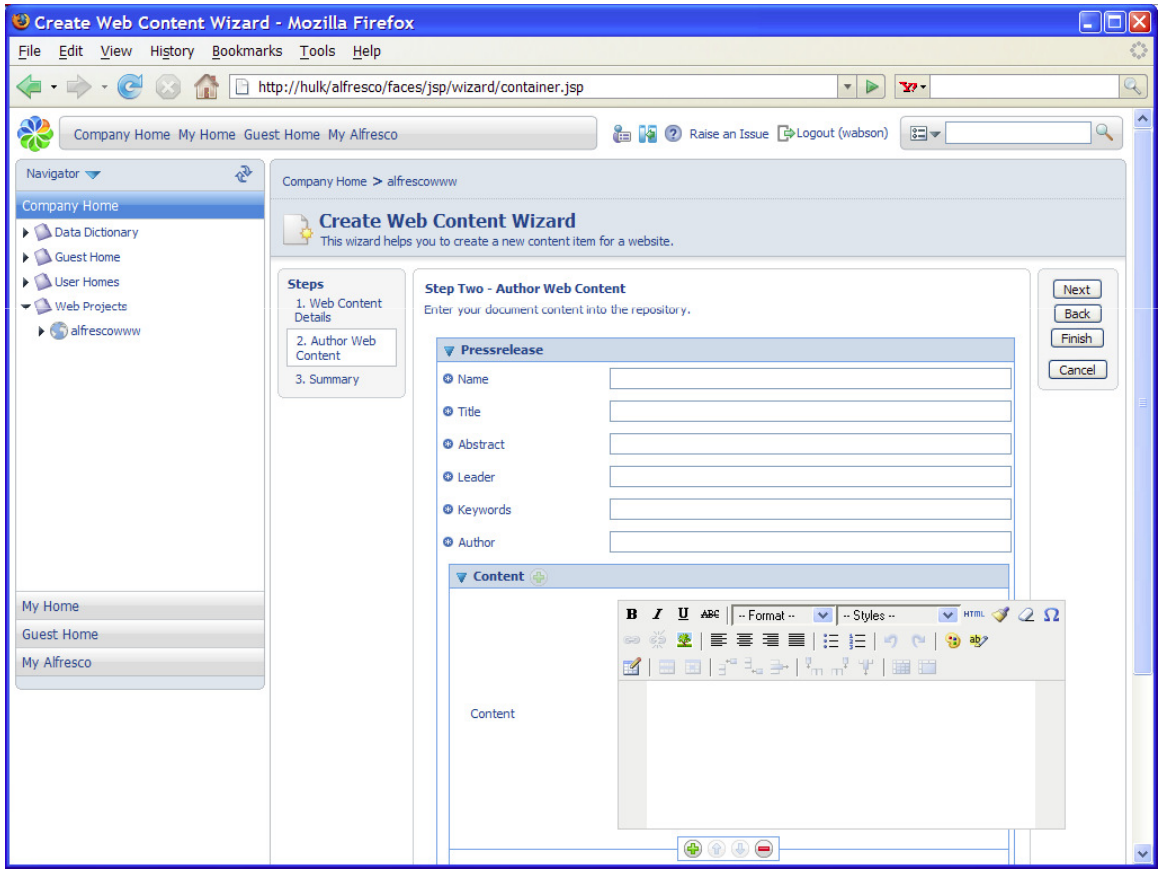
- Website HAS to be compatible with all major browsers
- Website “browsable” with or without JavaScript enabled
- Based on Open Standards (XML, XSL, Free Marker, RSS,…)
- Maximize usage of Jquery instead of Flash animation
- Use of Web Content Management System
- Content approval controlled via workflow
- Deploy and Rollback site with few mouse clicks
- Open to the future

ODP Project Status

- New corporate websites (pilot Europe) is in place
- Corporate website; with business and general content
- Bring visitors and customers fast to desired information
- Up-to-date website; because of daily upload / lifecycle
- Alfresco; efficient, cost effective and user friendly CMS
- Improve brand recognition by:
  - **consistent look & feel**
  - **consistent content**
  - **consistent navigation**

Why ODP selected Alfresco

- Open Source
- No CAPEX
- Just maintenance cost
- No huge hardware required
- Robust ECM/WMS
- Sandboxes
- Workflow embedded
- User-friendly



New www.officedepot.eu

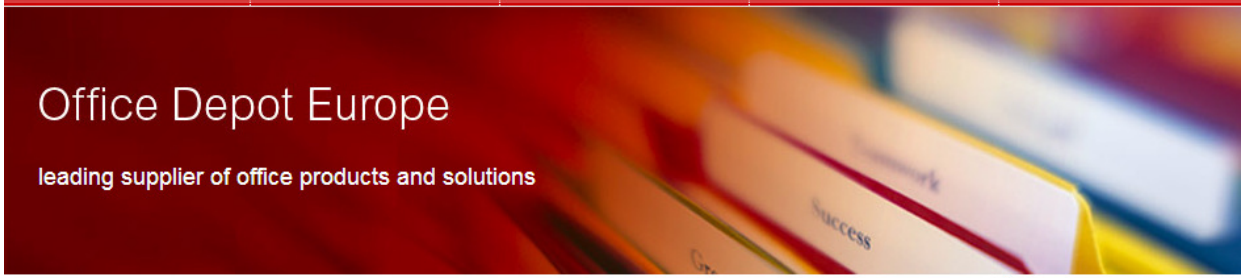
About us

Office DEPOT
Taking Care of Business

Home | Country Sites | Sitemap | Bookmark | Contact us

Search Search for keywords...

ABOUT US | BUSINESS SOLUTIONS | WORK AT OFFICE DEPOT | MEDIA RELATIONS | COMMUNITY RELATIONS



About us

SHOP NOW
GREENER OFFICE
INVESTOR RELATIONS

About Us

Office Depot is Taking Care of Business for millions of customers around the globe. For the local corner store as well as multi-national companies, Office Depot provides products and services to its customers through 1,705 worldwide retail stores, a dedicated sales force, top-rated catalogs and a $4.9 billion e-commerce operation. Office Depot has annual sales of approximately $15.1 billion, and employs about 49,000 associates around the world. The Company provides more office products and services to more customers in more countries than any other company, and currently sells to customers directly or through affiliates in 48 countries. Our business is organized in three business units: North American Retail Division, North American Business Solutions Division and International Division. Office Depot's common stock is listed on the New York Stock Exchange under the symbol ODP and is included in the S&P 500 Index.

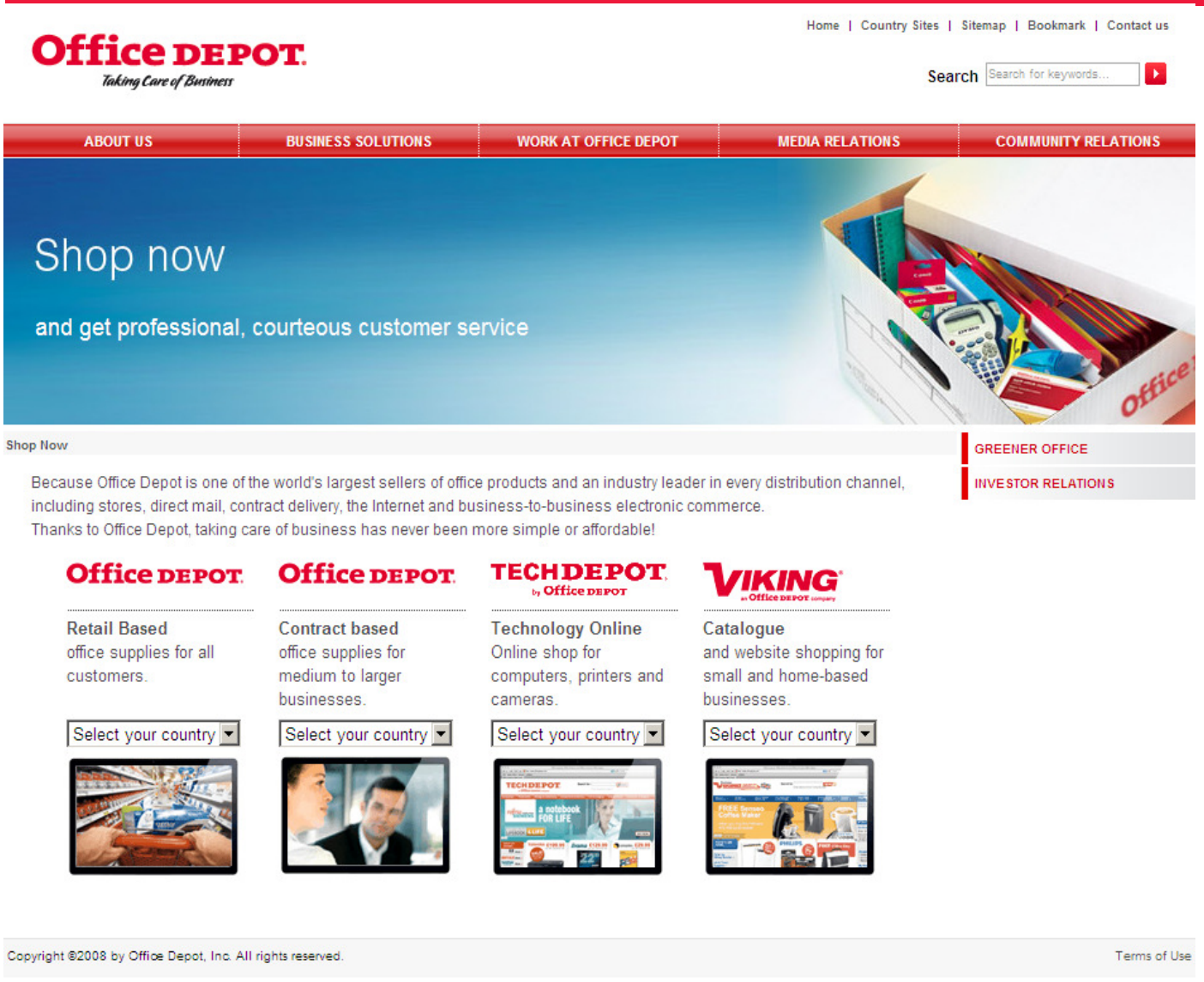
International

The International Division sells office products and services through direct mail catalogs, contract sales forces, internet sites and retail stores, using a mix of company owned operations, joint ventures, licensing and franchise agreements, alliances and other arrangements.

The international direct channel was launched in 1990 with the start-up of operations in the United Kingdom. We now have catalog offerings in 14 countries outside of North America. In March 1999, we introduced our first international public internet site for consumers and businesses in the UK. Today, we operate over 35 separate web sites in the International

Greener Office

Shop now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and get professional, courteous customer service
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Because Office Depot is one of the world's largest sellers of office products and an industry leader in every distribution channel, including stores, direct mail, contract delivery, the Internet and business-to-business electronic commerce.
Thanks to Office Depot, taking care of business has never been more simple or affordable!
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office supplies for all customers.
Select your country
Office DEPOT
Contract based
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Select your country
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Technology Online
Online shop for computers, printers and cameras.
Select your country
VIKING an Office DEPOT company
Catalogue
and website shopping for small and home-based businesses.
Select your country
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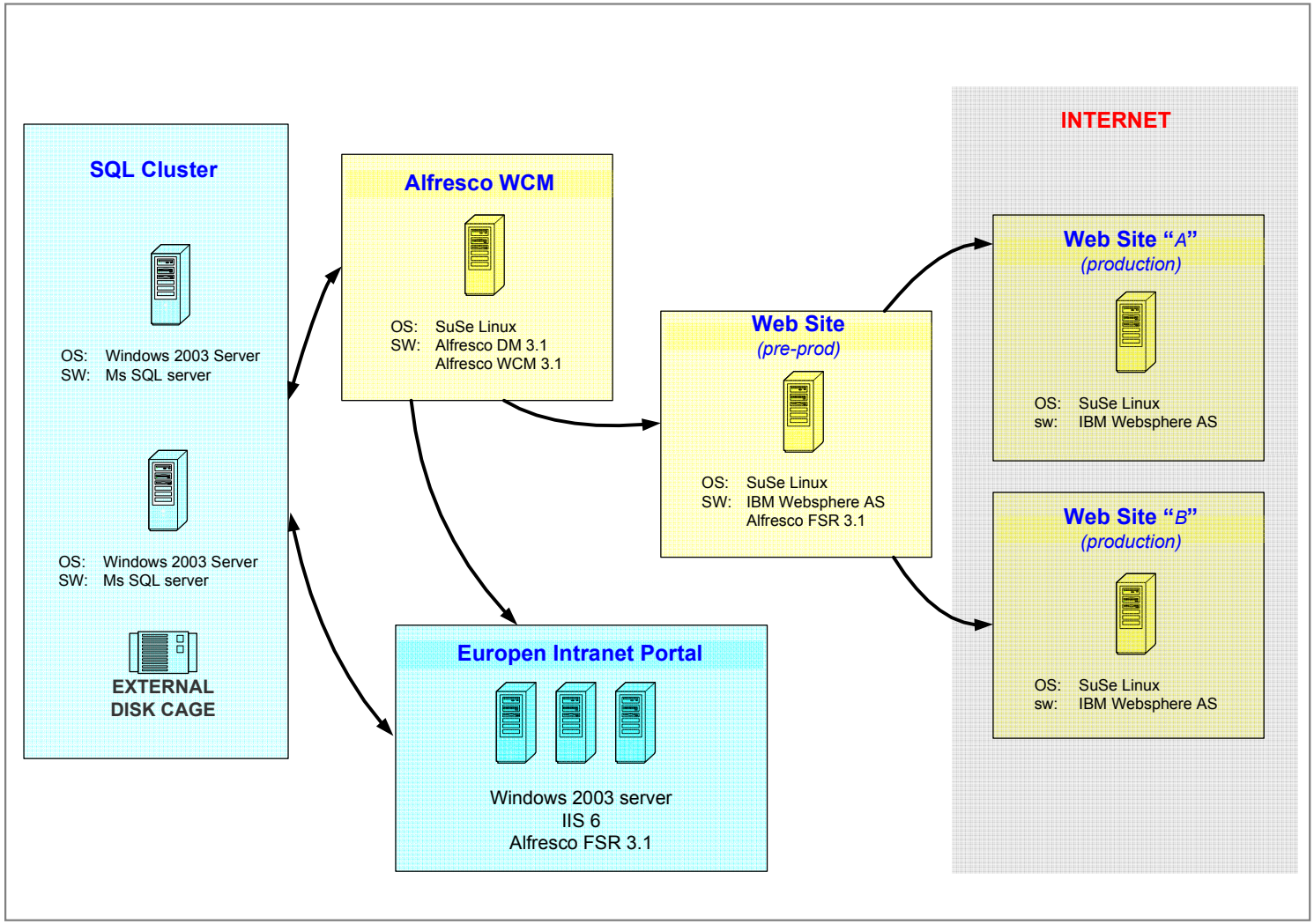
Advantages achieved up to now

- Lower TCO
- Efficiency
- Up-to-date website
- High involvement associates
- Content updates in taxonomy
- Fast navigation
- Better rating in search engines
- Good structure
  (content maintenance plan)
- Scalable to additional deployments
- Ready to grow
- No legacy solutions but just open standards

EU “production” websites campus