

European Corporate Website

Office DEPOT®



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Agenda

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



Facts and Figures

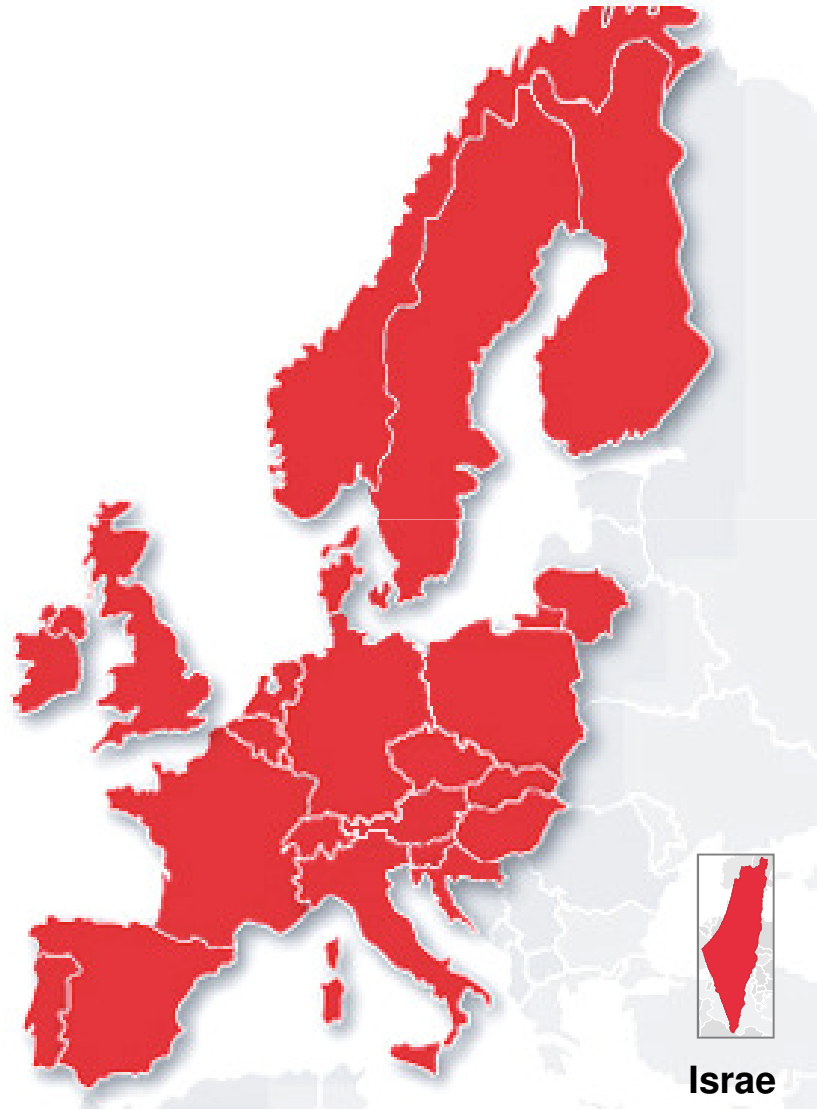
- Founded in 1986, Delray Beach Florida, USA
- New Global Headquarters in Boca Raton Florida
- Sales worldwide (2008) of \$ 14,5 billion
- Active in 48 countries, USA, Canada, Latin America, Europe, Middle East and Asia
- e-Business \$ 4.8 billion one of the biggest players
- Worldwide about 43.000 associates
- 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

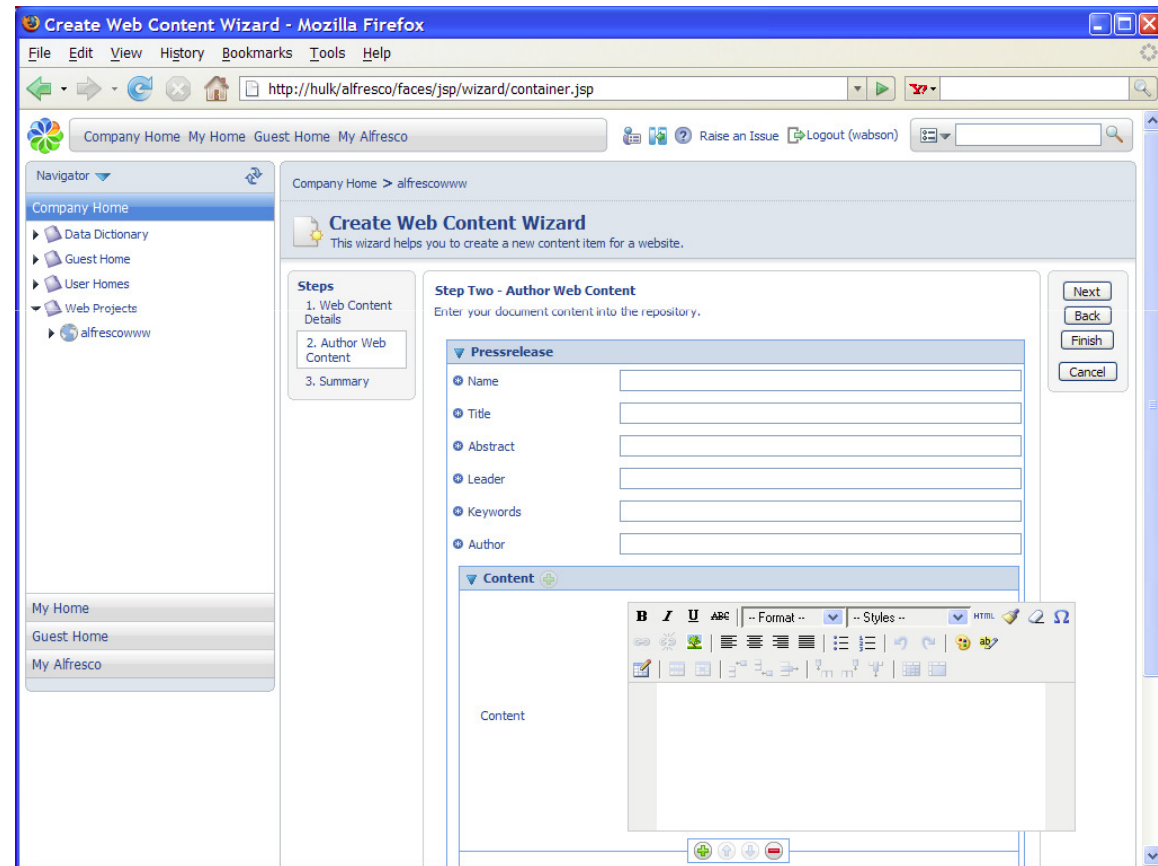
ODP Project Status

- ❑ 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

The screenshot shows the homepage of the Office Depot Europe website. At the top left is the Office DEPOT logo with the tagline "Taking Care of Business". To the right is a navigation menu with links for Home, Country Sites, Sitemap, Bookmark, and Contact us. Below the navigation is a search bar with the text "Search" and "Search for keywords...". The main content area features a large red banner with the text "Welcome to Office Depot Europe" and "leading supplier of office products and solutions". On the left side of the banner are three smaller promotional boxes: "SHOP NOW" with a shopping cart icon and an image of office supplies, "ABOUT US" with an image of an Office DEPOT card, and "GREENER OFFICE" with an image of a maze and the text "Find your own way to a greener office". The background of the banner is a photograph of a smiling woman in a white shirt and grey skirt holding a magazine in a modern office setting. At the bottom of the page, there is a copyright notice: "Copyright ©2009 by Office Depot, Inc. All rights reserved." and a link for "Terms of Use".

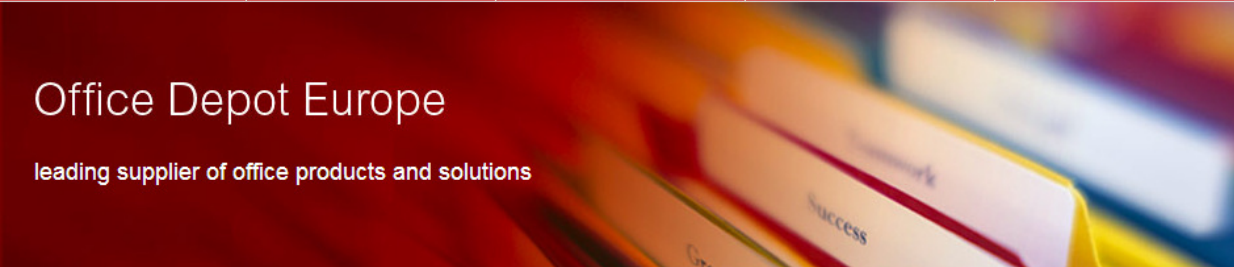
About us



[Home](#) | [Country Sites](#) | [Sitemap](#) | [Bookmark](#) | [Contact us](#)

Search

- [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



Greener Office Guide

find your own way to a greener office

Greener Office Guide

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Greener Office Guide

- [Greener Office Guide](#)
- [How is Office Depot managing sustainability](#)
- [Addressing the key issues](#)
- [Communicating to stakeholders](#)
- [Continuing the journey](#)
- [Our Environmental Identifiers explained](#)
- [Tools, links & downloads](#)

Office Depot Europe is committed to minimising the environmental impacts of our own operations, products and services.

We hope that this Guide will provide you with a useful source of information to assist you in your journey to becoming a more sustainable business. Through this Guide, we hope to share our approach to sustainability with our customers and other stakeholders, along with case studies and examples of international best practice.

This Guide sets out the drivers, benefits and challenges faced by organisations as they seek to achieve sustainability in today's ever-changing world. It contains a wealth of information on sustainability issues, from global concerns such as climate change, to more specific aspects such as waste management, energy efficiency, materials use and transport.

The Greener Office Guide is also intended to act as a roadmap, helping you to begin or assess your progress on the journey towards greater sustainability.

How you can become a Green StarterIntroduction

This section provides you with guidance and advice to find your way to a greener office and ultimately, a more sustainable business. We have identified three main milestones on this journey: Green Starter, Green Implementer and Green Leader. Each milestone builds on the one before, so progressing along the journey entails continually improving how you manage your environmental, and wider sustainability impacts. Our definitions of the three levels are set out below. Please keep in mind that these definitions are intended as a guide; they are



Shop now



[Home](#) | [Country Sites](#) | [Sitemap](#) | [Bookmark](#) | [Contact us](#)

Search

[ABOUT US](#)

[BUSINESS SOLUTIONS](#)

[WORK AT OFFICE DEPOT](#)

[MEDIA RELATIONS](#)

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Shop now

and get professional, courteous customer service



Shop Now

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!

[GREENER OFFICE](#)

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Office DEPOT

Retail Based
office supplies for all
customers.

Select your country ▾



Office DEPOT

Contract based
office supplies for
medium to larger
businesses.

Select your country ▾



TECHDEPOT by Office DEPOT

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 ▾



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

