

Client A&E Television  
 URL www.aetv.com



## The Situation:

A&E Television has several sites including one for the History Channel, the Biography Channel, and an A&E main site. A major source of revenue for the company is the sale of show merchandise and season box sets.

## The Challenge:

While A&E had experienced significant online success, it knew it needed to add the features, functionality, and design necessary to really make it a world-class revenue producer for the company. With each site having very different identities, user experiences, and shopping flows, a platform was needed that would enable each site to maintain its branding while achieving the economies of scale a common platform would bring. A&E made the decision to switch all of its sites to one robust platform with the ability to link each site to one main shopping funnel. To do this, A&E needed to determine the best possible technology solution that considered not only budget, but ease of maintenance, superior customer experience and merchandising flexibility.

## Our Solution:

Tachyon managed the RFP process for A&E to find a new ecommerce platform that would fit all of its needs. Tachyon managed all phases including requirements gathering, creation of the RFP, management of communication from vendors, devising a rating scale based on priorities, facilitating interviews with finalists and A&E sponsors, and managing decision meetings with stakeholders. Tachyon was able to provide assistance in all these areas based on its 15 years of ecommerce experience. Additionally, by having an unbiased partner managing this process in a detailed and logical manner, A&E was able to make informed decisions about its new ecommerce initiative based on technology-neutral advice.