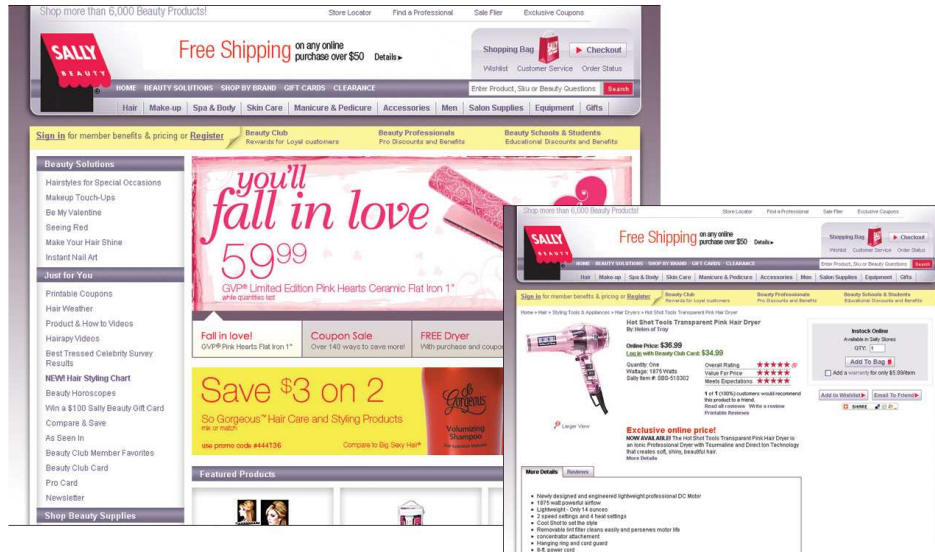


Client Sally Beauty Supply

URL www.sallybeauty.com



The Situation:

Sally Beauty Holdings, Inc. (NYSE: SBH) is an international specialty retailer and distributor of professional beauty supplies with revenues of more than \$2.5 billion annually.

The Challenge:

Known for their international network of 3,500 stores and ability to supply professionals with hair care products, Sally Beauty Supply wanted a web presence that highlighted its ability to sell high quality products to non-professional consumers as well. Though Sally Beauty had launched a limited functionality site in late 2007, the site did not reflect the Sally Beauty brand well, was not achieving the desired financial results, and was not integrated with the wildly popular loyalty program in its brick and mortar stores. Sally Beauty wanted to work with a firm that could help it prioritize the initiatives that would make sallybeauty.com a best-in-breed ecommerce site and meet the financial projections set by their board of directors.

The Solution:

Tachyon Solutions developed a phased approach to reinvigorating the sallybeauty.com site. First on the agenda was integrating the loyalty program with the existing ecommerce installation. In addition to the complex technical integration, Tachyon created a new user interface to allow for the log-in of individuals into their own accounts and integrated those with the ecommerce platform. Once this initial need was met, Tachyon began work on the total redesign of the site. This redesign included not only a new look and feel, but the addition of elements that world-class e-commerce sites need such as integration with analytics, an email tool, customer reviews, and specialized views depending upon visitor log-in.

Since the relaunch of the sit in October 2008, this retailer has experienced exponential monthly growth and has a roadmap and stable environment for future enhancements. Tachyon Solutions has been retained to provide ongoing support and enhancements to the site.