



Digital WoW assists Shuttercraft in implementation of a bespoke customer ordering portal

About Shuttercraft

Shuttercraft are the leading shutter brand in the UK, offering the widest selection of materials, colours and styles to help you not only transform your home but add to its value and improve its kerb appeal.

The Task

Shuttercraft were well into a process to develop a new Customer order portal, using a 3rd party software development vendor.

Unfortunately, the project was running over both on time and budget to deliver the required outcomes. Shuttercraft engaged Digital WoW to provide external know how and help to get the project back on track.

Digital WoW provided external challenge to the software development vendor where appropriate, helped introduce more stringent testing regimes, recommended a road map to drive value and reduce risk.

The outcome resulted in the portal going live, with far fewer issues than there may have been without the engagement.

Shuttercraft retain Digital WoW services post go live utilising an associate Fractional IT Director..

“Dave from Digital WoW, were introduced and recommended by our Chairman at a time when we were in need of some specialist IT project management support. We had taken on a significant new IT project and came to realise that it was a much bigger challenge than we initially thought”.

“Our IT resources internally were limited primarily to keeping the “lights on”. What we really needed was someone who could help us regulate and have some governance around our project with an eye on our future IT strategy. An IT strategy that was still very much in its infancy and not complete”.

“While we are still working to complete our project, our fractional IT Director, is now looking at the bigger picture and enabling us to contemplate a position where IT can become one of our value added propositions that our customers can also benefit from”.

“This gives me more comfort that the significant IT investment will be exactly that. An investment that in time will provide significant pay back in the form of a better service to our customers and our own teams”.

“Engagement in the business and working with our teams has been seamless, challenging in a positive way, as we are forced to think more clearly about our future IT needs, and very thorough”.

Mark Strading – CEO at Shuttercraft

Value Proposition

The value proposition to the client included.

- Having the benefits of engaging an experience CIO to provide strategic guidance on IT and Digital Strategy, without the expense of hiring a full time IT Director or CIO.
- Benefitting from having an agnostic view, rather than a solution led perspective.
- Establishing a good relationship and collaboration between IT and the business/ board.
- Providing external experience and project assurance to help deliver the critical project.
- Utilising Digital WoWs associate network to bring in a Fractional IT Director.