



Virgin Retail Gets "Meganet"

Company Background

Founded by Richard Branson in 1970, the first Megastore on Oxford Street opened its doors a year later and today Virgin Retail has 127 stores across the UK.

Business Need

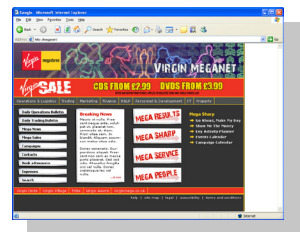
Virgin had a number of key requirements: to improve internal communication, shorten decision making cycles and personalise content delivery to staff within both head office and stores.

What Auros Did

Auros developed "Meganet" a group-wide intranet for Virgin Retail, encompassing both head office and Megastore operations. The project scope included visual design, template and plug-in development, content audit, site build, installation, content migration (500+ sources), training and ongoing support. The bespoke plug-in development encompassed;

- Back office integration with finance, HR and sales systems, including Key Activities Planner, Compliance tool and Advanced Membership model integrated with Virgin's Active Directory
- Subsequent developments have provided integration with expense and payroll systems to offer employees a 'one stop shop' for internal and business information.
- Joint Auros /Virgin development team with ongoing knowledge transfer throughout the project

Meganet was deployed to head office, regional offices and 127 Virgin Megastores UK wide, with extensive Content Personalisation and Workflow based task management. There are approximately 300 content editors and 10,000 intranet users.



“ Our partnership with Auros delivered a powerful corporate intranet, fully integrated with our back office ”



- Virgin Retail

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