



EPAM Helps L'Etoile Open a New Online Store

April 10, 2013 12:55 PM EDT

Newtown, PA-April 10, 2013-EPAM Systems, Inc. (NYSE:EPAM), a leading provider of complex software engineering solutions and a leader in Central and Eastern European IT service delivery, helped launch a new L'Etoile online store www.letu.ru. L'Etoile is Russia's largest cosmetics and perfumery network.

The project focused on implementing a new solution to support online sales for L'Etoile. The new online store was built by EPAM using Oracle ATG Web Commerce platform, which, for Russia and the entire CIS region, was the first implementation of this popular enterprise e-commerce product. This application is expected to help attract more clients, increase the number of online store visitors, facilitate the growth of online orders, and boost loyalty of existing clients. These improvements are expected to help raise the company's profitability and strengthen its positions on the market.

L'Etoile has more than 800 stores in 250 cities in Russia, and sells approximately 10,000 cosmetics and perfumery items from more than 150 manufacturers. Previous information systems used by L'Etoile restricted the company's ability to fully implement cross-channel sales, deploy flexible catalog management, segment consumers, run campaigns, cross-sell, and upsell. For this reason, the company decided to develop the next generation of its online store on the new platform to support e-sales and marketing.

The launch of the L'Etoile online store made it easier for the company to make the purchasing experience more convenient and to increase sales at the same time. The online store design was completely revamped, a new catalog and a product category navigation system were developed including the addition of new features of a full-text search and the ability to save selected items for future purchase. Integration with the 1C system made it possible to automatically check product availability in stock and to track customers' order history. The online store is integrated with the ASSIST payment service, thus allowing the customers to pay for orders online using a credit card (Visa, MasterCard, EuroCard, DCL, JCB) and other electronic payment systems (WebMoney, Yandex.Money, e-port, Kredit Pilot). Gift cards, discount cards, and discount coupons can now be used when placing an order. Additionally, customers can now take advantage of the Personal Account service to check their order history, save shipping addresses, or send messages to the online store administration. In addition, promotional campaigns can now be targeted towards specific segments of customers.

Key benefits of the Oracle platform used by EPAM include modular architecture and flexibility, support of the entire e-commerce cycle (including cross-divisional and upsell sales), improved usability of content management, improved merchandizing, and personalization. Retailers around the globe use Oracle ATG Web Commerce for marketing and sales generation purposes. The list of its users includes some of the largest European and American retail networks such as Sephora, Castorama, and ScrewFix.

"The true value of the project is that it helped us solve business-related objectives quickly, efficiently, and thoroughly," says Maksim Usanov, Project Director, L'Etoile. "While previously used technologies did not allow us to react to market challenges in a flexible and timely way, we now have a platform that removes these limitations and gives us the opportunity to implement our business plans to their fullest."

"Increasing online sales is among the major priorities for L'Etoile," says Nikolay Zaytsev, IT Director, L'Etoile. "Taking into account the rapid e-commerce development, we were unable to reach this goal without using an industry-strength IT solution. We chose Oracle ATG Web Commerce v10 platform from a wide range of systems available on the market as it was the best fit for the company's requirements in architecture, functionality, scalability, and business efficiency. When choosing a solution provider, we paid special attention to their previous experience of working with enterprise clients, their knowledge of e-commerce, and excellent technology skills. In this respect, EPAM Systems met all our expectations."

"The L'Etoile project is crucially important for EPAM Systems because it is the first deployment of the Oracle ATG platform in Russia. Today this technology is widely used by leading companies all over the world and is actively utilized to improve e-commerce efficiency. We hope that the L'Etoile online store, which was created using Oracle ATG, will become a reliable and powerful tool for achieving their business plans. In its turn, EPAM will make every effort to continue cooperating with L'Etoile to ensure that this new solution is an effective customer interaction platform," says Valeri Makovik, Vice President, Head of Oracle ATG Competency Center, EPAM Systems.

About L'Etoile

L'Etoile, Russia's largest perfumery and cosmetics retail network, has 800 stores in more than 250 towns and cities of Russia. The first L'Etoile store was opened in Moscow in September 1997. In December 1998, the first regional store was opened in Voronezh.

All network stores provide a huge assortment of production: almost 10,000 perfumery and cosmetics items and more than 150 manufacturer trademarks such as Christian Dior, Guerlain, Chanel, Givenchy, Sisley, Kenzo, Estee Lauder, Clarins, and others. Since June 2011, each network store has offered a complete collection of L'Etoile make-up products and accessories characterized by high quality, rich color palette, cutting-edge technologies, and reasonable prices.

For more information, please visit www.letuile.ru.

About EPAM Systems

Established in 1993, EPAM Systems, Inc. (NYSE:EPAM) provides software engineering solutions through its leading Central and Eastern European service delivery platform. Headquartered in the United States, EPAM employs approximately 8,500 IT professionals and serves clients worldwide from its locations in the United States, Canada, UK, Switzerland, Germany, Sweden, Belarus, Hungary, Russia, Ukraine, Kazakhstan, and Poland.

EPAM is recognized among the top companies in IAOP's "[The 2012 Global Outsourcing 100](#)", featuring EPAM in a variety of sub-lists, including Leaders-Companies in Eastern Europe. The company is also ranked among the best global service providers on "[The 2012 Global Services 100](#)" by Global Services Magazine and Neogroup, which names EPAM in "[Leaders-Global Product Development](#)" category.

For more information, please visit www.epam.com.

Forward-Looking Statements

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HUG#1691576