Argos Delivers Its Mobile Strategy with Mashery
Secure, optimum performance for an opportunity explosion

CHALLENGE
Argos has a long history of innovation, particularly for making in-store pick-up of products easy for its customers. Its iPhone app quickly established itself as a member of the top 10 free downloads on the iTunes App Store. Today, APIs build upon this success, delivering innovative customer touchpoints within the stores. “Our APIs underpin all of our channels, providing a consistent customer experience,” says Jeremy Gooch, integration domain architect in the Home Retail Group.

Argos’ ongoing program of website enhancements drives new features to improve digital paths to purchase. This process has awarded the company with omni-channel retail capabilities and with renewed customer relationships. But with 1 billion annual visits to its website (the most visited high street retailer website in the UK), Argos has encountered a few speed bumps. “Our APIs were initially solely focused on our mobile apps, but we soon identified unexpected opportunities for their use in other channels and by other parts of the business,” says Gooch. “It became clear that we needed a solution to empower our APIs for the kind of scale, data security, and multichannel, multiplatform innovation fitting our brand as a top digital retailer.”
ARGOS
One of the UK’s leading digital retailers, Argos offers customers what they want and how they want it through its same-day fast track delivery and free in-store fast track collection services.

SOLUTION
Like many major retailers, Argos wanted to build apps leveraging both open and closed developer communities to serve different business needs. An important factor in working with different developer communities is managing and maintaining the high value of the Argos brand, including maintaining Argos’ high standards of data security while managing apps across multiple channels and platforms.

“We knew our strong brand could help us boost digital retail if we only could allow our customers to transact anywhere at any time,” says Gooch. “We needed a way to safely manage commerce APIs in any app or with any of our partners, and we could not have a sustainable API strategy without being able to secure every link in the chain.”

TIBCO Mashery® was chosen to provide powerful automation with alerts and reporting to help digital retailers ensure brand compliance on all app developments.

BENEFITS
SECURE, OPTIMUM PERFORMANCE
Mashery helps Argos prevent unwanted access to APIs, partition usage, and protect against denial-of-service and replay attacks. This level of protection remains even when Argos apps are using data across many channels and platforms. Using the easy-to-use Mashery Control Center, Argos can set alerts for transaction problems and ensure optimum API performance for its apps across all mobile devices.

MORE INTELLIGENCE AND RESPONSIVE APPS
The seamless integration with Argos’ enterprise systems instills the Argos API platform with a powerful competitive edge. Argos’ apps will become more intelligent and more responsive to individual customers. What does this mean for building a strong digital retail API strategy?

Consider that for years Argos customers have enjoyed receiving convenient, automated text updates upon in-store arrival of products they’ve ordered. Now consider how an integrated Argos API platform powered by Mashery can build off that use case and propel even more personalized customer experiences. Through integration, Mashery enables more intelligent, more responsive apps.

OPPORTUNITY EXPLOSION
Home Retail Group has already developed four apps that have been downloaded millions of times, and other mobile apps are on the way. “Based on how customers are changing their shopping habits, we see our API strategy as a vital part of Argos’ transformation plan,” says Mr. Gooch.