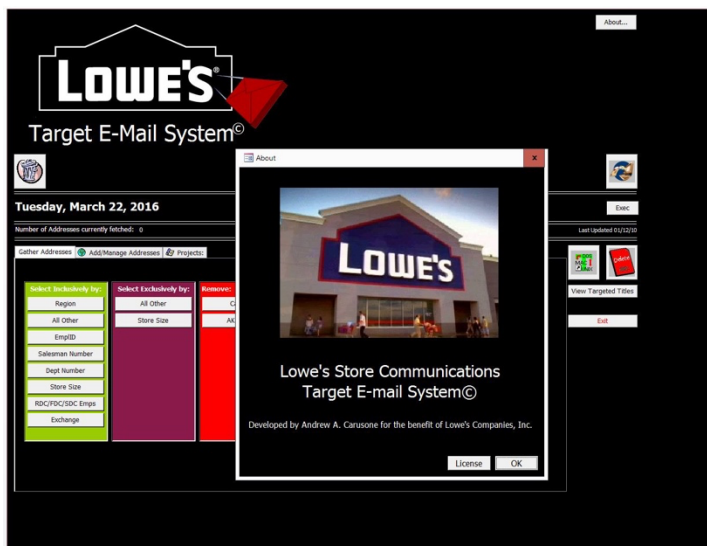


Lowe's Target E-Mail Platform

First developed in 1999, the **Lowe's Target E-Mail Platform** is a highly customized, highly granular enterprise solution for the composing, addressing, delivering, recording and measurement of all company messaging originating at the Regional, Divisional, and corporate level and is used exclusively by members of the Store Communications team in the daily dissemination of corporate messaging within the organization.

By policy, all company messaging targeting employees in 2 or more locations are required to first be reviewed, verified for accuracy, edited for effectiveness, and delivered by members of the Store Communications department.

Because Lowe's operates over 2,200 home improvement and hardware stores throughout the United States, Canada, and Mexico, and carries a rapidly changing variety of merchandise and services per location (*stores in Florida don't carry snow blowers and stores in Arizona don't stock Roses and Mums*), "blanket style" or one-size-fits-all messaging results in a substantial operating risk to the company. (*A single message resulting in the waste of one labor hour of one employee in each Lowe's store can result in a minimum loss of \$50,000 in lost payroll.*) Further adding to the complexity of corporate messaging is the heavy need of "message versioning". Often critical messaging may need to be delivered to a high number of stores. However, because of variations in merchandising mix or seasonal timing, what is essentially a single operating message may require anywhere from 3-30 different versions to ensure each store receives the exact right message for their location at exactly the right time. (*For example, the "First week of Spring!" occurs anywhere from 10-16 different times per year based upon store location, inventory drops and current weather patterns. South Florida and Vermont do not share a common operating schedule or product mix.*)



In response to a demand of 100 to 150 daily messaging requests in support of ongoing store operations initiatives and merchandising support needs, I began development of the Lowe's Target E-Mail Delivery Platform in 1999 using early forms of SQL databases and ASP web technologies. Eventually the platform core was migrated to C++ and the use of DB2 data sets for scalability, speed, and security. While not a program developer by trade, my ability to code in ASP, Perl, C++ and other languages made the development of this unique solution both cost effective and highly responsive with quarterly development cycles.

The platform combines a connection to the company Active Directory database of 300,000+ employee email accounts with sophisticated coding solutions used to quickly develop a list of targeted email addresses by any needed company parameter (*Store, District, Region number, Division, stores serviced by Regional Distribution Center, State, Advertising Patch Area, Store Size, Country, zip code, Store Department, etc.*) and by employee role (*Store Manager, Sales Specialist by Department, HRMs, etc.*). Further, the system includes built-in intelligence to automatically include any associated field support employees within a store or RDC employee's chain-of-command. This vital element both helps to ensure field staff remain abreast of messaging within their support area, and it reduces any impulse to "pile on" to store employees by forwarding received corporate messaging to store employees in fear they might not have received the initial message. The system automatically includes a link to the detailed list of recipients for each message and the forwarding duplicate messages is culturally frowned upon.

The last, but often the most valuable element of the Lowe's Target E-Mail Platform is its ability to automatically record each delivered message and any associated metadata. After 15+ years, the platform had a searchable archive of more than 500,000 individual messages. This archive proved invaluable in countless areas of the company often were challenged with employee turnover in key positions (Merchandising, Marketing, Loss Prevention, etc.). New employees, with the help of Store Communications, tap into past messaging to speed the process of new messaging throughout the year. In one notable case, Store Communications was able to find evidence of an email sent 10 years prior, leading to the Lowe's Legal Department winning a dismissal of a \$12 million class-action lawsuit.

After 15+ years and 5,000+ hours of personal development, the operating advantage of the Lowe's Target E-Mail Platform continued to grow. Awareness of the system grew among other major retailers interested in learning Lowe's secret to leveraging granular messaging as an operating advantage. While there are now several enterprise solutions available in the market, used primarily in the business of customized "push marketing" campaigns, they tend to be very expensive and lack the ability to customize their feature set to match the enterprise in the same manner the Lowe's Target E-Mail platform can. Store Communications now uses the development and introduction of collaborative Enterprise 2.0 technologies, like Connections, in their messaging protocols as a best practice in individual message support. Employees are routinely linked to company-wide collaborative dialogs in support of corporate messaging and calls to action, thus moving beyond informing and towards building meaning and understanding.

About...



Tuesday, March 22, 2016

Exec

Number of Addresses currently fetched: 0

Last Updated 01/12/10

Gather Addresses Add/Manage Addresses Projects

Select Inclusively by:	Select Exclusively by:	Remove:
Region	All Other	Canada
All Other	Store Size	AK and HI
EmplID		
Salesman Number		
Dept Number		
Store Size		
RDC/FDC/SDC Emps		
Exchange		



View Targeted Titles

Exit



About...



Tuesday, March 22, 2016

Exec

Number of Addresses currently fetched: 0

Last Updated 01/12/10

Gather Addresses Add/Manage Addresses Projects

Payables	Store List Creator	Random Selection
1 to 1	Redirect Filter	Checklist Filters
1 to Many	Redirect - CSC text	SOS Monthly Report
Staffing Opp	Shrink List for .PDF	Presnell Cabinet
District Comp	Filter Maker	
Physical Inventory	UPS Paychek Filter	
	New Store Issues	

Update Addresses! Stage 1	Update Addresses without Moving From B:\
Update Addresses! Stage 2	Restore Addresses
	Clear Log Files



View Targeted Titles

Exit

Select by Store Size

Clear Addresses Stores greater than (>=): [] Sq. Feet Green Red

Clear Selections Stores smaller than (<=): [] Sq. Feet Green Red

Get E-mail Addresses View Target List Exit

Number of Addresses currently fetched: 0

RVP Manager-On-Duty District Manager RDO AOM
 Store Manager Sales Manager Operations Manager Administration Manager

Zone Mgr - LG	Zone Mgr - Plumbing-Electrical	Zone Mgr - Appl-Cab-Floor-Paint-WW	Zone Mgr - MW-BM-CS-HW-T	Zone Mgr - Night Stocking
Dept Mgr - Outside Lawn and Garden TL - Outside Lawn and Garden Sales Specialist Live Nursery	Dept Mgr - Electrical TL - Electrical Sales Specialist - Electrical	Dept Mgr - Appliances-Cabinets TL - Appliances Sales Specialist - Appliances	Dept Mgr - Millwork TL - Millwork Sales Specialist - Millwork	Dept Mgr - Administration Office Pricing Signage Coordinator Credit SOS Coordinator
Dept Mgr - Inside Lawn and Garden TL - Inside Lawn and Garden Sales Specialist - OPE	Dept Mgr - Plumbing TL - Plumbing Sales Specialist - Plumbing	Sales Specialist - Cabinets Dept Mgr - Paint TL - Paint	Dept Mgr - Hardware-Tools TL - Hardware TL - Tools Installed Sales Coordinator	Dept Mgr - Customer Service Desk TL - Customer Service Desk Head Cashier Dept Mgr - Receiving Dept Mgr - Delivery Dept Mgr Stocking
Zone Manager - Select All Dept Mgr - Select All Team Leader - Select All Specialist - Select All	Commercial Sales - Field Installed Sales - Field Loss Prevention - Field Market Price Managers - Field Human Resources - Field RSEPs - Field	Dept Mgr - Flooring TL - Flooring Sales Specialist - Flooring Dept Mgr - Windows and Walls TL - Windows and Walls Sales Specialist - Windows and Walls	Dept Mgr - Building Materials-Com. Sales TL - Building Materials Sales Specialist - Commercial Sales Sales Specialist - Building Materials	Receiving Clerk RTM Clerk Assembler Loss Prevention Mgr - LP Specialist HRM/HR Coordinator
Outside Lawn & Garden Seasonal	Electrical Plumbing	Appliances Cabinets Paint Flooring Windows and Walls	Building Materials Millwork Hardware Tools Commercial Sales	Administration Customer Service Receiving -RTH-Stocking
PSA - Outside LG-Inside LG-Home Org		PSA - Appl-OPE-HW-HE	PSA - BM-MW-LN	