

# Best Buy For Business Case Study

CNET Content Solutions Enables Best Buy to Expand Market Share into the SMB & GovEd Segments



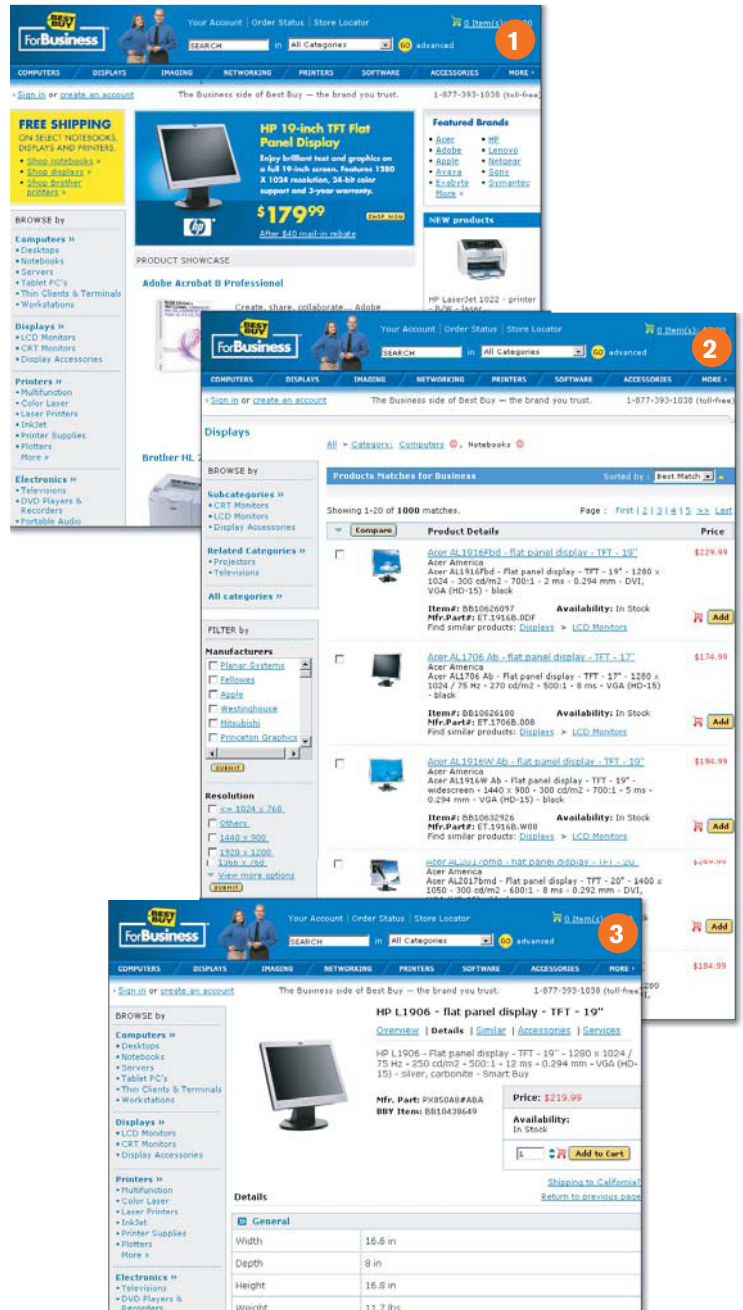
**INDUSTRY** Retail  
**CONTENT SOLUTION** DataSource™  
**LIVE SITE** [www.bestbuybusiness.com](http://www.bestbuybusiness.com)

## Company

Best Buy Co., Inc. (NYSE: BBY) is North America's number one specialty retailer of consumer electronics, personal computers, entertainment software and appliances. Best Buy For Business is the Fortune 100 company's strategic business unit focused on the small and medium business and government/education markets, offering technology solutions for an underserved customer segment. Best Buy For Business combines brick-and-mortar access, a direct reseller channel and business technology consultants to bring wide selection, knowledgeable advice and a multi-channel sales experience. Since October 2004, Best Buy has rebranded 245 "big box" stores (expanding to more than 280 stores by February 2007) with unique Best Buy For Business sections that stock business-grade IT and consumer electronics products, employ business technology consultants and offer other technical services that appeal to SMBs.

## The Business Challenge

- Help meet company's strategic growth objectives by expanding market share into the SMB and GovEd segments
- Support large product catalogs from multiple suppliers
- Deploy a rapid go-to-market plan for Best Buy For Business that scales quickly
- Arm internal teams and customers with the depth and breadth of product content, images and accessories they need to make informed buying decisions
- Develop and maintain with no formal or large content aggregation team



1. Best Buy For Business Home page
2. Entry Point to the "Display" Category Utilizes Sophisticated Parametric Search
3. Product Information Page with Detailed Content, and Links to Similar Products and Accessories

**“ We derive tremendous value and efficiency from CNET Content Solutions's content solutions and consider them our partner for growth. We've been impressed by the high level of quality, product coverage and innovative services that CNET Content Solutions delivers. They're an integral part of doing business; really the only way to manage my catalog. I don't have the labor to manage 165,000 SKUs, and would rather allocate them to something more intelligent than managing content.”**

*Tom Healy — Executive Vice President, Best Buy For Business*

## The DataSource™ Solution

- Provides internal and external customers with consistent classification and structured product content for more than 165,000 SKUs – 30x more products than [www.bestbuy.com](http://www.bestbuy.com)
- Helps align Best Buy For Business product and service offerings through multiple channels, including in-store (extended assortment kiosks), call center (inbound and outbound sales) and e-commerce website
- Improves customer navigation and guided selling through parametric search, product comparisons and comprehensive data sheets
- Covers Ingram Micro, Tech Data, Synnex and D&H product catalogs for effective sourcing & availability of products
- Automates product content SKU creation and association

## Key Goals

- Leverage “big box” stores, business technology consultants and direct channels to reach an underserved business-to-business (B2B) segment
- Make it easy for internal teams and B2B customers to utilize a large catalog and quickly find the right products and compatible accessories they need
- Transition from a transactional sales view of the world to a solutions-focused “trusted advisor” view of the world
- Get [www.bestbuybusiness.com](http://www.bestbuybusiness.com) up and running on time and within budget
- Integrate the Best Buy for For Business concept into all U.S. stores within two years

CNET Content Solutions, a division of CBS Interactive, is the world's leading independent source of product information.

With detailed content in 36 markets on over 6 million technology products in 18 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line.

Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

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