

THE GREENLIGHT CODE

Risk can be minimised if a measured and due diligent approach is taken.

The Greenlight Code is a measurement-based set of core principles that combine our technical and business expertise with a focus on growth and success. It's an approach we've used successfully across a wide range of eCommerce projects for some of the world's leading brands. At its core is a focus on measurement – which is how we maximise results, and minimise risk, on your eCommerce projects.

STOP. Take the time to honestly understand what you want to achieve.

THINK. Consider what you want the outcome to be.

SIMPLIFY. Create what you need, not what you want. Don't hide behind jargon.

COLLABORATE. Bring together the relevant people, data and technology.

CHALLENGE. Ask the difficult questions. Don't take assumptions at face value.

DO DETAIL. It's usually the difference between project success and failure.

SET METRICS. Agree then measure what matters. It shows where real value is added.

BE OPEN. We are. We need you to be too.

GREEN LIGHT. Be brave. Go when it's good enough – don't wait until it's perfect.

EVALUATE. Make sure you have achieved what you needed. And that it's making a difference.

STAY THE DISTANCE. Even after project launch. We stay the distance to support.