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TO OUTSOURCE
OR NOT TO
OUTSOURCE.
THAT IS THE
QUESTION.
AND IT ISN'T
ALWAYS AN
EASY ONE TO
ANSWER. >>

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Another advantage of outsourcing is that it can allow you to ramp up in a certain area quickly. Whereas, if you tried to deploy a solution on your own, it could take a huge amount of time, obviously a big negative in today's competitive business world.

Apparel company J. Crew Group was looking for rapid deployment of a data-mining solution for its Web site and chose analytics company digiMine Inc. to help it do so. "We thought this was the best route; it gave us the option of getting something up very quickly, allowing us to leverage everything we have internally," says Jayson Kim, senior director of J. Crew's Web-marketing applications. "It's been a very successful project, and we didn't approach it with a schema that was existing; we actually sat down with digiMine and architected a data warehouse that was customized to J. Crew." The company uses the information to make product recommendations to its customers.