



WATCO Case Study

better people : better business

... at WATCO

 CRIMSONWING

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The Project

The international eCommerce specialist Crimsonwing delivered its first Magento Enterprise eCommerce solution for Watco, the UK's leading direct supplier for industrial flooring and building maintenance, in January 2010. The solution provides a strategic platform for the Watco Group and a single platform to streamline internal processes, increase sales and providing ever more product information to Watco's customers. The solution, which is providing numerous functional highlights, also includes real-time integration with Watco's Enterprise Resource Planning (ERP) system, the Microsoft Dynamics NAV platform, for order injection and pricing.

Client Information

Established for over 75 years, Watco is now the leading direct supplier for building maintenance, floor coatings and anti-slip products in the UK, whose sales network spans the globe. Watco's continued investment in innovative new products, supported by a dedicated technical advice team, has enabled Watco to meet the needs of their customers. Watco pride themselves on the quality of their products and service, which is represented by achieving the ISO 9001 standard certificate.

Background & Requirements

Following an extensive selection process, Watco selected Crimsonwing to deliver their new eCommerce platform, based on the Magento Enterprise edition. Time to delivery was a key driver for Watco, and after a business requirements gathering exercise, Crimsonwing delivered the new Watco solution in a 6 week development window, followed by extensive user acceptance and integration testing. The first delivered site, www.watco.co.uk, forms the baseline site for Watco with 3 further sites for France, Germany and Ireland launched in the first quarter of 2010.

Magento, the eCommerce solution, is acknowledged by Forrester, a technology and market research company, as a player to watch, since it currently supports over 30,000 merchants worldwide. Being

based on open standards and using PHP, the platform can be adapted to business needs and allows the potential to grow and adapt as the business evolves. Crimsonwing's experience and knowledge of both eCommerce platforms and ERP software meant that Watco made the best choice for their IT solutions provider.

Watco chose Crimsonwing because of its outstanding reputation for complex international eCommerce projects. "We needed a platform that was completely scalable and could be used in different languages for various countries. Therefore, Magento was the best solution that we could have opted for. With Crimsonwing as the leading Magento reseller in the UK at the time, and with the professional and convincing presentation of their solution and services at the pitch, we were confident that this was the best choice that we could have made. Also, Crimsonwing's solution was also considerably cheaper than the other solution that we were considering." explains Alex Barbier, Marketing Manager at Watco.

The Solution

"The re-launch of our three main websites has been probably the biggest marketing project that Watco ever had to deal with. I can't be more satisfied with the way that Crimsonwing handled and managed it." said Alex Barbier.

Crimsonwing's eBusiness Solutions Manager, David Simonds explains that "Having had many years of experience working with eCommerce platforms, we were immediately impressed with the Magento platform. Its functionality, flexibility and inherent low cost base appealed to Crimsonwing as we specialise in providing highly customised packages to meet client needs. Magento allows an organisation such as Watco to achieve excellent returns on investment, and concentrate their spending on achieving specific business goals, rather than the software that supports it."



Crimsonwing, a leading international provider of eBusiness and commercial systems solutions, has a strong track record of managing complex, multi-million pound IT projects by developing and implementing leading-edge technology. Since its foundation in 1996, Crimsonwing has set standards for IT development and innovation. The company enjoys a good reputation and a loyal customer base evidenced by repeat business and increasing customer satisfaction.



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Watco chose Magento Enterprise as it provides commercial organisations with the best of both worlds: rich functionality with a rapidly growing feature set, with access to numerous add-ons to extend the solution's functional footprint, but also with enterprise support and indemnification removing many of the perceived risks. In addition, this approach allowed Watco to achieve an excellent online presence and quicker ROI, when compared to other license based solutions, whilst they are still enjoying a support service provided by the software's authors.

Magento has allowed Watco to introduce business process change, to collate and centralise product information that has traditionally been stored offline and depended heavily on members of staff's expertise. Information was duplicated within the organisation, with each country working as an independent silo. The new solution has collated this information centrally, allowing information to be re-used, increasing accuracy and productivity.

The Magento solution replaces a legacy website approach, whereby each Watco country operated a standalone website, with no integration to the Watco ERP system. The new site supports search engine optimisation (SEO), improving natural search results and thus visit numbers. It also removes the need for back office order re-keying which increases accuracy and productivity and it introduces numerous user facing features to Watco's online store.

Watco also intend to evolve their offering over time, with more product information, problem solving wizards, additional value add tools and a refreshed design coming on stream in the second quarter of 2010. This will also see the provision YouTube videos, where Watco's unique "How-To-Videos" will be hosted and made accessible for their customers. This will make the site more sticky and engaging.

Crimsonwing has provided Watco with a number of essential functional features within the online shop, which highly increases the customer's shopping experience. Such features are for example the

seamless integration with Watco's current ERP system, Microsoft Dynamics NAV. This integration facilitates customer specific pricing. Customers have been provided with self service tools, and are now able to view their order history online and can print their invoices, which was not possible with the previous platform.

Moreover, before switching to the Magento Enterprise platform, Watco was using different systems for each of their country-specific websites. This implied a significantly higher cost as opposed to the Magento platform, which uses only a single system that has multi-lingual / multi-store functionality. Magento also allows business users to manage the site day to day with content, imagery and promotions all in the hands of internal marketers and administrators rather than external developers.

With the new solution, Watco can offer its customers an unprecedented flexibility in the ordering of their products. Watco can now have online promotions which can be timed and tailored to the customer. Crimsonwing has also provided Watco with a streamlined way of managing product data for inclusion in its offline brochures. Moreover, Crimsonwing is working on further functional enhancements to empower the customer even more in order to make an informed purchase decision.

Alex Barbier commented "We are very happy with the overall project and its implementation. Taking into consideration that this was a very big project, both parties encountered problems throughout the process which were however solved straight away. The Crimsonwing team was very responsive and well-organised; they were very keen and even worked at the weekends if necessary. The team was fantastic and their flexibility was incredible. It is notable that having a project manager is very valuable, especially if that person does not see everything from an IT perspective



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first, but from the business perspective in order to make the IT system fit the needs of the company. This was something that we have never experienced before with any other IT solution provider and it was greatly appreciated.”

Business Benefits

“With this new website we have already achieved our 3 months turnover target within the first month (+150% turnover growth compared to the same month last year)” stated Alex Barbier, which is a great achievement. After the implementation of the new web shop, Watco received significantly more unique visits, 68% more than in the same period last year. Overall visits to the site have also increased by 95%, and page views have shown an increase of 116% from last year’s figures. The time visitors spend on the new website has doubled and the number of pages viewed on average was improved by more than 11%. This has helped to double the numbers of orders per day taken online. The solution provides Watco with vastly increased web analytics, giving Watco’s marketers more intelligence about what their customers are

doing online and allowing continuous improvement of the site’s offering. This leads to increased sales and better business performance.

Customers are now able to make a more informed purchase decision thanks to the added functionality and product details that is being provided, as well as self service tools for account based information.

About Crimsonwing

Crimsonwing is an international IT solutions provider developing and implementing leading-edge solutions to help European companies to gain a competitive advantage. Crimsonwing offers flexible, cost-effective and proven industry solutions for eCommerce, ERP and fully bespoke applications and integration to meet a client’s unique business needs. Whether it involves training or consultancy, design or development, implementation or hosting (SaaS/ASP): Crimsonwing provides flexible services and support across the entire range of activity. Crimsonwing is a growing, profitable and publicly listed company, employing 230 people.



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