Case Study

Retail ecommerce for this British
miniature wargaming manufacturer.

Black Library and Warhammer Digital are divisions of Games Workshop - the largest and most successful tabletop fantasy and futuristic battle games company in the world. They sell gaming products to specialised sub-sections of Games Workshop's customers offering limited edition and collectable items that are always in high demand.

Project Highlights

Digital downloads

Digital product catalogue with ebook and mp3 download management.

Multiple brand sites

Multiple brand sites supported and administered from a single administration system.

Multi-lingual

Multi-lingual with site delivered in English, French and German.

Highly scalable

Highly scalable and manageable to meet future requirements.

Online community

Large community with built-in blog & reviews.

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Seamless integrations

Tight integration with back office systems to automate purchase-to-delivery processes.

Project Overview

Whilst Games Workshop's publications are also available via high street and online retail chains, direct sales via the division's website are a major part of its business. Historically, the website dates back to the early days of the business. *"The website was completely unsuited to our business,"* explained Black Library's Direct Sales Manager. *"Any orders that we received had to be re-keyed into our back office systems - a time consuming and expensive process that was open to errors."*
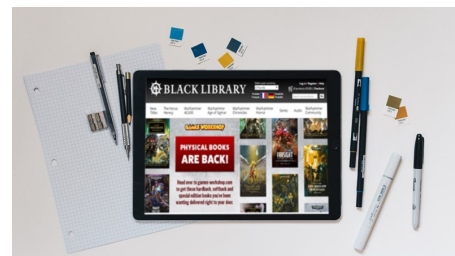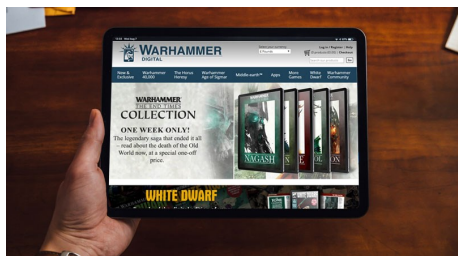
When Games Workshop announced its intention to update its corporate website, Black Library and Warhammer Digital realised this would give them the opportunity to implement a completely new, flexible and powerful ecommerce solution that would deliver the levels of service that customers wanted. It would also enable them to start selling their books in both digital (ebook) and audio (mp3) formats as unlike many other ecommerce platforms, tradeit supports not only physical products, but digital items too.

Their Direct Sales Manager approached a number of ecommerce solutions specialists and asked for proposals. *"We wanted a partner that would work with us to develop a solution that delivered the features and functionality that we needed, as well as helping us achieve economies of scale,"* he explained. *"Red Technology hit all the right buttons; they understood our business and proposed a solution that*

would allow us to implement a fully functioning ecommerce website quickly and easily."

Working closely together, teams from Red, Black Library and Warhammer Digital designed, developed and implemented an ecommerce site based around tradeit — their proven and highly successful ecommerce platform. Core to the success of the project was tight integration with Games Workshop's back office systems to streamline and automate the entire order process from purchase to delivery.

"The website has been extremely successful. Tight integration with our back office systems has taken the back breaking work out of fulfilling orders and allows our customer service team to focus on the customers. The website has been very well received and makes online ordering a smooth, intuitive and secure process."

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Red worked very closely with our internal teams to implement powerful, flexible and secure ecommerce solutions that deliver the services, features and capabilities that our customers expect.

Operations Manager, Games Workshop

Project Integrations

Microsoft Dynamics AX   CyberSource A Visa Solution   Google Analytics