CASE STUDY Amoena

SOLUTION Global Ecommerce

amoena

Established in 1975, Amoena is the originator of the silicone breast form. Its mission is to improve women's quality of life after breast surgery, and to be a companion throughout their life's journey. Not just through innovative products and fashion, but through support, advice and the transfer of knowledge. Their global ecommerce sites are a key tool on this mission.

Project Highlights

Global ecommerce

15 localised international DTC sites for UK, USA, France, Denmark, Norway, Sweden, Germany, Netherlands, Poland, Spain, Belgium, Canada, Italy, Australia & ROW including different languages on different channels.

Integrations

Integration with 3 installs of MS NAV ERP including exports of customers, orders, shipping, users, returns, and stock, plus imports of prices, tax rates, packing slips, order statuses, stores, stock, users, category relationships & companies.

Retailer services

Built-in stockist locator featuring both physical and online retailers, with click & reserve for some geographic locations. Addition of white labels sites, branded for some retailers too.

Multiple sites

All sites are managed from a single instance of tradeit with the capability to edit content locally with the required permissions.

Promotions

Advanced promotions and offers capabilities to drive up conversions and average order value.

Advanced search

Advanced search configured to improve speed and accuracy of search results.

Digital storefront

Sites built using tradeit's Digital Storefront meaning they were quick and easy to deploy.

Personalisation

Sophisticated personalisation engine meaning users can be individually targeted with relevant content and offers.

Retail & B2B ecommerce

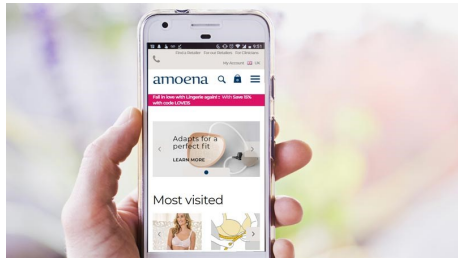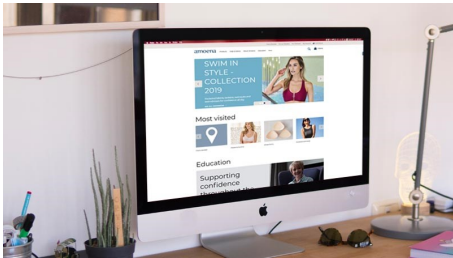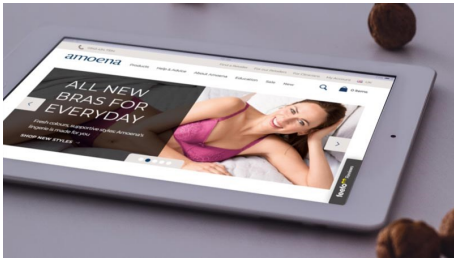9 global B2B sites running from the same installation of tradeit as their retail sites.

Project Overview

Having undertaken an extensive search of prospective new platform providers, Red Technology and the tradeit ecommerce platform were chosen due to their knowledge and experience of implementing global ecommerce projects

across both DTC and B2B environments, and tradeit being a platform that was extremely flexible and able to adapt to the majority of situations.

The sites combine sophisticated international ecommerce stores - selling breast forms, lingerie, swimwear, clothing and accessories - alongside Amoena Life & Club Amoena, their online community which is full of content aimed at supporting and educating users through their monthly newsletter, blog and online magazine.

Thanks to the international and multi-site capabilities of the platform, Amoena can deliver fully localised content across all global sites from a single tradeit installation. This includes different languages (across domains or on the same domain), currencies, warehouses, taxation rules (e.g. VAT-free eligibility in the UK for certain medical products), promotions, adverts, and more. The platform also allows them to disable purchasing in specific countries while keeping it live elsewhere. Additionally, tradeit's built-in permissions system enables local administrators to update their own site content without accessing or altering other channels.

The multi-site capabilities of tradeit don't just extend to being able to manage numerous international channels from the same installation, but also provide the ability to manage separate DTC and B2B sites too. This includes providing extended functionality to each (for instance, payment on account for B2B users).
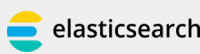
With this in mind Amoena has also launched nine international B2B sites using tradeit, giving them one platform for DTC, B2B and international ecommerce. This will deliver significant cost and time savings by sharing resources between the sites, whilst still providing the flexibility to deliver unique content and functionality to each, if, when and where required. Amoena also manage their US and UK Amazon channels though their integration to tradeit.

The project also includes integration with three separate installations of Microsoft Dynamics Navision.

> " *Red have great knowledge & experience of implementing global ecommerce projects and tradeit as a platform is not rigid and can adapt to the majority of situations. We love working with an experienced partner that wants to help grow our business.*
> **Global Ecommerce Manager, Amoena**

Project Integrations