Delivering award-winning solutions since 1998

Magento 2
Going Global

Proven solution for international e-commerce

konstructive

Digital design & technology

Do you need help to increase revenue, grow internationally and realise your competitive advantage?

Cefinn did...

Konstructive helps clients like Cefinn and you to deliver online success through innovative ideas, engaging designs and customer-focused technology.

Whether it's strategy, website design or website development, we can help you increase your revenue, heighten brand loyalty and realise your competitive advantage.

We empower retailers to do more.

Magento Brightpearl ingenico Payment services MailChimp dotmailer

Proven solution for international e-commerce

The challenge of trading internationally

Trading internationally for the first time is a challenge for many retailers:

- Which payment methods are the preferred choices of customers in each country?
- How do I manage pricing and multi-currency in the store?
- How do I localise the language and experience for the local customer?
- Should I have a single warehouse or multiple warehouses?
- How do I manage returns?
- How do I report my sales and manage tax?

Before now, timescales for international website projects were measured in years due to the complexity of integrating many systems.

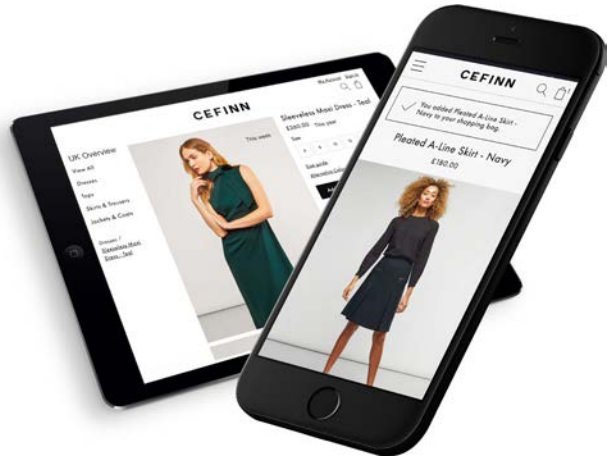
Brands that have gone global successfully have found new opportunities and seen substantial growth for their businesses.

The solution

A market first, Konstructive has developed a standardised platform based on Magento 2 Community Edition incorporating unique functionality and integrations with several 'best of breed' technology solutions that empower retailers to trade internationally. Magento 2 is the latest version of the world's number 1 e-commerce platform.

Depending upon your requirements, the solution can be configured with different core components, allowing you to expand or adapt the solution overtime to meet your changing needs. Best of all, it all works beautifully together. It's proven, scalable and empowering.

Projects can be delivered in as little as 8-12 weeks. We can also migrate Magento 1 clients to this new innovative platform.



Magento®

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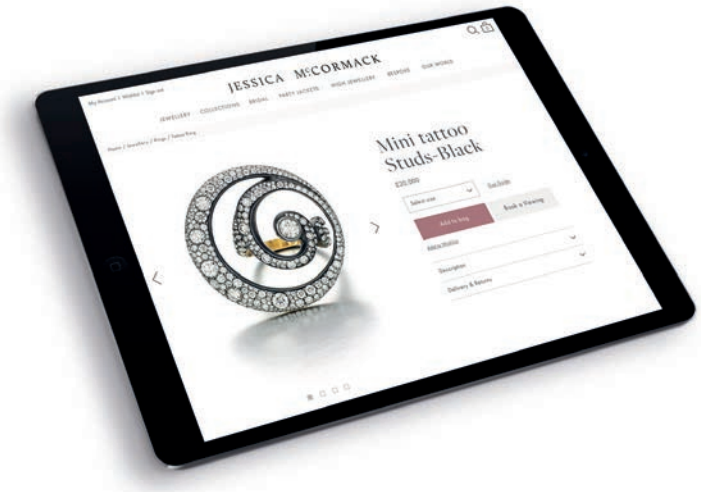
Why this solution?

1. Empowers retailers with a rich set of tools
2. Best-in-class technology integrated for the first time
3. Reduced total cost of ownership (TCO) through improved efficiency and reduction in costs due to tighter integrations
4. Boosts stock availability
5. Fast project delivery

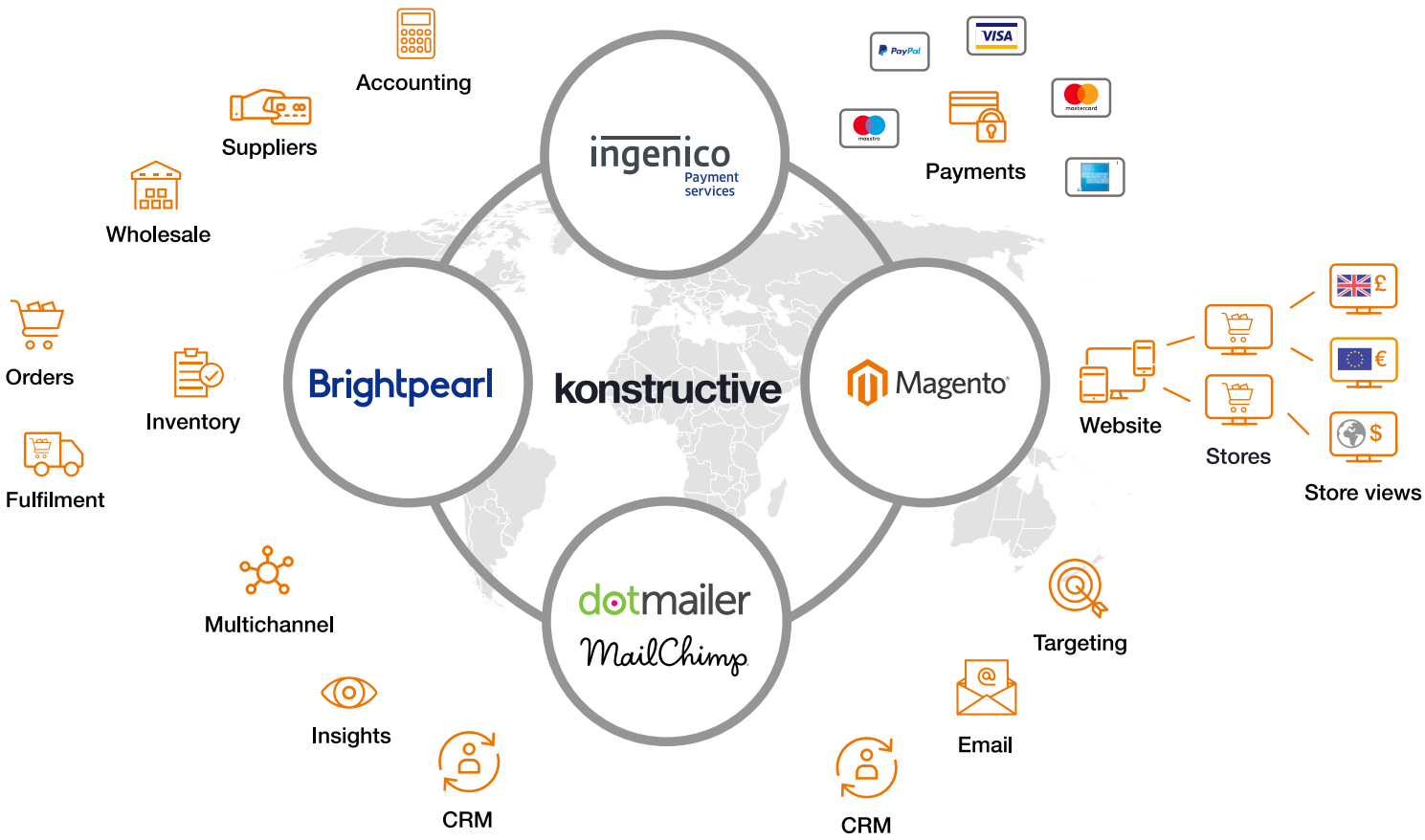


Who are Konstructive?

- Leading digital design & technology company
- Award-winning work since 1998
- Working in partnership with leading retailers growing their businesses internationally

Omni-channel commerce platform

The Going Global commerce platform has been carefully put together to provide all the components that an omni-channel retailer is likely to need to start trading globally and to boost their revenues and profit.



The right tools to showcase your products

All our e-commerce sites feature the Konstructive Includer. This clever piece of technology allows pages to be created from a selection of reusable templates and modules including page re-ordering. It's never been easier to visually merchandise your products and to boost your revenues and margin.

Beautifully responsive

We will design a beautiful and responsive website that works across desktop, tablet and mobile devices.

Individual storefronts for each geography

An individual storefront can be created for each geography that you wish to trade in, with GEO-IP technology automatically selecting the right storefront based on the geographical location of the shopper. The storefront can have localised content, language, tax rules, delivery options and currency.

Easily add additional payment methods

With the Ingenico payment gateway, additional currencies can be activated quickly and easily, without requiring additional development work. Providing the appropriate payment method for each country is an important consideration when going global.

Multiple warehouses

Using Brightpearl, you are empowered to have multiple physical and virtual warehouses with replenishment rules that allow you to have a single stock position across your retail stores, concessions and online presence.

Inventory management

Brightpearl provides full inventory management, and real-time inventory updates across all channels help to prevent oversell, reduce errors and saves your team time.

Retail accounting

Instantly see the profitability of your retail business across all channels, products and customers. Understand your financial position and make better decisions on price, channel, purchasing and discounts.

Omni-channel retail

Offer your customers the omni-channel experience they expect by consolidating your sales channels, inventory and CRM in a single system.

Email and marketing automation

Growing your database is key to many retailers marketing strategies. MailChimp is an excellent email and marketing automation platform for retailers with under 100k subscribers. For larger databases, Dotmailer provides additional power including advanced data-driven targeting and measurability.

Scalability and extendibility

The ability to scale a platform is vital both in terms of functionality and sales volumes. This solution has been designed from the ground up to be scalable. Magento 2 provides extensive additional functionality through its Magento Marketplace with hundreds of extensions available.

We provide secure, fast and scalable hosting in our private cloud. The hosting can be scaled to match your business requirements. With Magento 2 and Konstructive, you have a partnership that will grow with your business.

Wholesale concessions

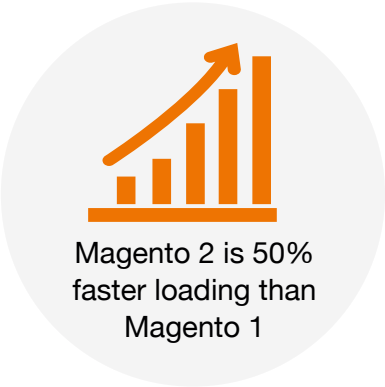
Brightpearl provides manufacturers and distributors with the ability to manage wholesale accounts, including separate trade pricing and virtual warehouses.

Why Magento 2?

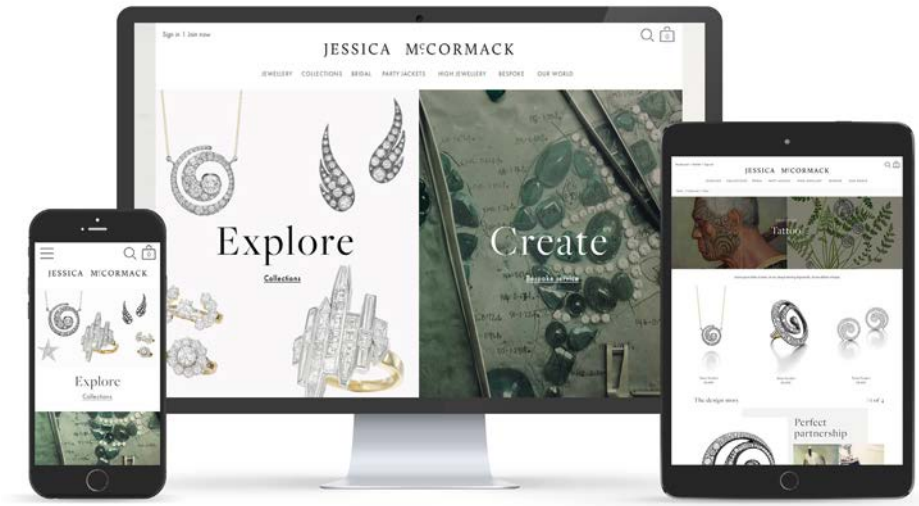
The world's biggest brands love Magento for its flexibility, and growing retailers love Magento for being agile, allowing you to adapt and thrive. No wonder Magento is the world's number 1 commerce platform.

Today's consumers and their buying patterns are changing by the minute, and Magento's global ecosystem provides the tools needed to stay ahead of customer trends. Magento businesses sell more at a lower TCO than on competitive commerce platforms. On average, merchants using Magento grow 3X faster than those on competitive platforms.

Magento 2 is the latest version of Magento, with vastly improved internal architecture and technology. Benefits of this major update include faster loading time due to new caching techniques with 50% faster page loading, cleaner and easier to use admin interface and a new more efficient customer checkout that is 38% faster than Magento 1.



Don't worry if you are on Magento 1, we can manage the transition to Magento 2 for you.



Going Global Platform features

Site

- A website design and UX that understands your brand
- A set of predefined in-page widgets that allow you to create attractive content rich pages
- Standard checkout functionality and layout of Magento 2 platform including
  - Wish list
  - Site search
  - Related products (editorially selected)
  - My Account with order history
- Fully responsive website optimised for standard mobile, iPad and desktop sizes
- Flexible shipping rates

International

- Latest version of Magento 2 Community Edition under one domain with one Store
- Multiple Store views by geography with separate currencies are configured e.g. USD for US store view, EUR for EU store view etc
- GEO-IP technology to direct customers to the correct store view for their country
- Multiple languages can be setup as standard

Payment

- Ingenico's Payment Gateway integrated with Magento 2:
- Over 40 payment types supported, with a focus on international payment methods as well as standards such as Visa, Mastercard and PayPal
- Easily add new payment types with minimal integration
- PCI compliant solution, all card data is transmitted directly to and stored by Ingenico. No card details are stored locally
- Either take payments immediately or authorise initially and take payment when ready to ship
- Support for Saved Customer cards in a PCI compliant way
- Fraud detection

Analytics & Search Engine Optimisation

- SEO friendly
- Site map with regular regeneration
- Google Tag Manager (GTM) setup
- Google Analytics (GA)
- Google webmaster tools setup

Performance & reliability

- Hosting provided within a scalable private cloud that scales with your business
- Caching to dramatically improve site performance and reduce load on servers
- Content Delivery Network (CDN) serves images and other assets from a location close to your customers.
- Regular automated monitoring of checkout process and server metrics
- Basic DDOS protection

Email marketing & marketing automation

- Choice of integrations with either MailChimp or Dotmailer

Magento Brightpearl ingenico Payment services MailChimp dotmailer

To find out more about Going Global, please contact us on **0207 292 2700** or email **info@konstructive.com**

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