imagine 2013

Magento Conference

THE ART OF COMMERCE

Magento Enterprise Edition

A Serious Platform for Serious Business

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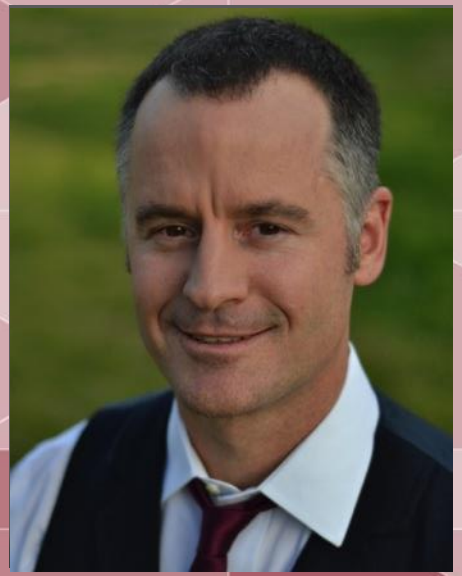

Solutions Partner

www.gocorra.com

Michael Harvey

COO

Corra (formerly CorraTech)

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CORRA is a New York and Los Angeles based eCommerce agency specializing in design, development, consulting and support. Founded in 2002, the agency has maintained a flawless customer satisfaction record by engineering robust and lucrative solutions for mid- to large-sized merchants.

Whether for online, in-store, or mobile, CORRA marries deep technological expertise with design elegance to produce digital solutions that are durable, alluring, and profitable and maintain the highest levels of brand integrity.

CORRA has been honored many times for its outstanding work in eCommerce— most recently with the Magento Partner Excellence Award, Most Innovative Website, and several Interactive Media Awards.

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Magento Enterprise

A Serious Platform for Serious Businesses

Michael Harvey COO, Corra

Alex Cranmer Vice President, International Military Antiques

Frank DiRocco Associate Product Manager, Peer 1 Hosting

Darren Johnson Director of e-commerce, Lovesac

Ryan Bonifacino VP Digital Strategy, Alex and Ani

CORRA LOVESAC TTI Alex and Ani peer1 hosting IMA INTERNATIONAL MILITARY ANTIQUES imagine 2013 Magento Conference

Why Are We Here?

Magento®

eCommerce Platform for Growth

“Do I really need Magento Enterprise.”

All roads lead to Magento

Bumps in the road

Specialty Retailer

www.ima-usa.com

Alex Cranmer

Vice President
International Military Antiques

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International Military Antiques is the world's largest retailer of military antiques and collectibles offering thousands of rare original pieces from the past five centuries as well as high quality reproductions. IMA customers include some of the world's foremost museums, Hollywood films (Saving Private Ryan, Band of Brothers), collectors and reenactors.

Most IMA customers are everyday people who share our passion for history. We keep history alive!

[EDITOR'S NOTE: So isn't it weird your show ended up on National Geographic rather than the History Channel?]

osCommerce looked Ugly…

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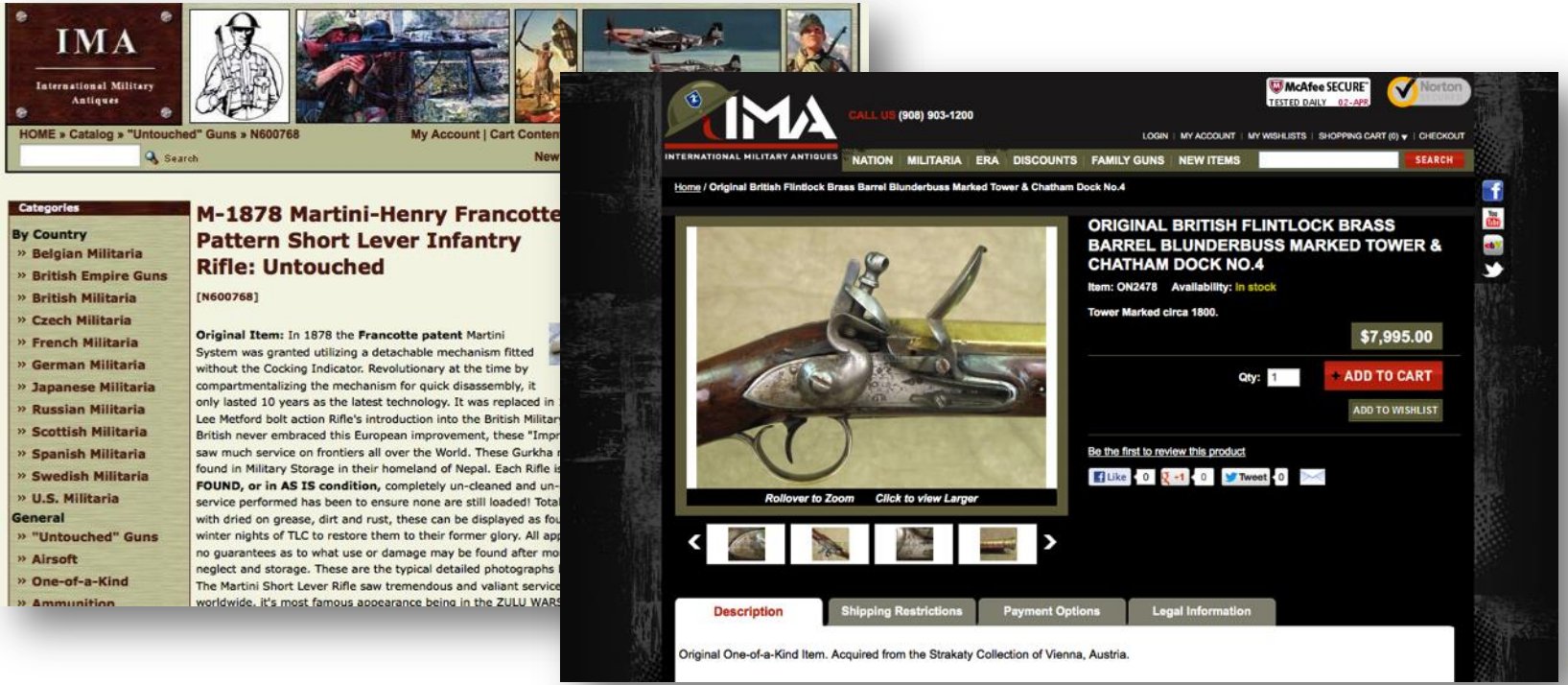
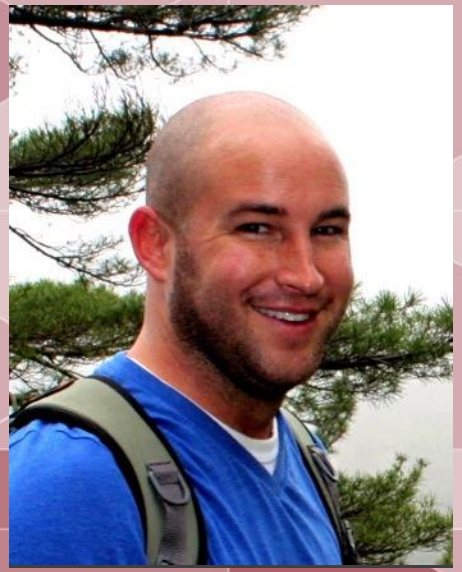
…Magento looked Great



FAMILY
GUNS



Multi-Channel Furniture Retailer

www.lovesac.com

Darren Johnson

Director of e-commerce
Lovesac

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LOVESAC sells unique patented furniture products, including the company's original foam-filled Sacs, their new extremely modular upholstered sectional furniture concept, Sactionals, and other comfortable and stylish home accessories.

LOVESAC is:

- A multi-channel retailer with 50 retail stores
- Among the top 100 fastest growing furniture companies in US
- A Magento Enterprise Edition customer since 2010

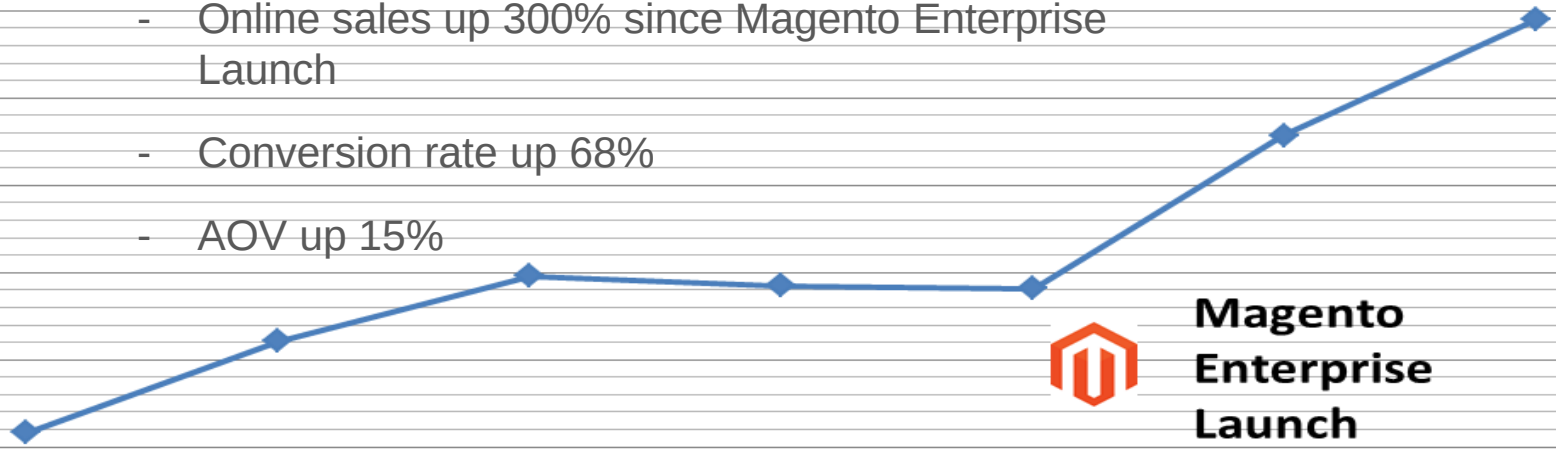
LOVESAC is opportunistic: Treat yourself to a 10% off discount for Imagine Attendees with Code: IMAGINE

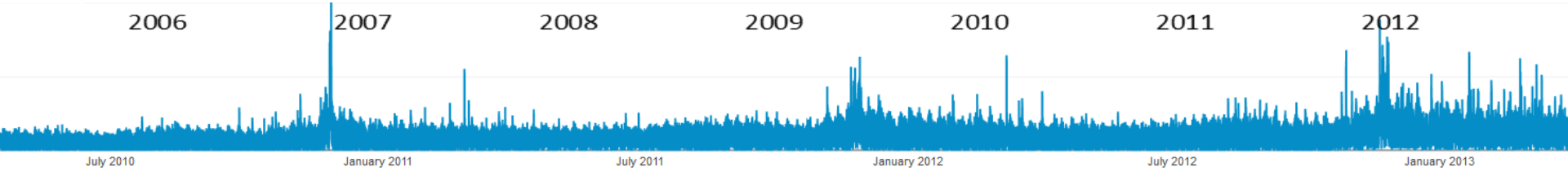
“Growth comes from having a platform that lets you implement best practices.”

—Darren Johnson, Director e-commerce, Lovesac

Lovesac

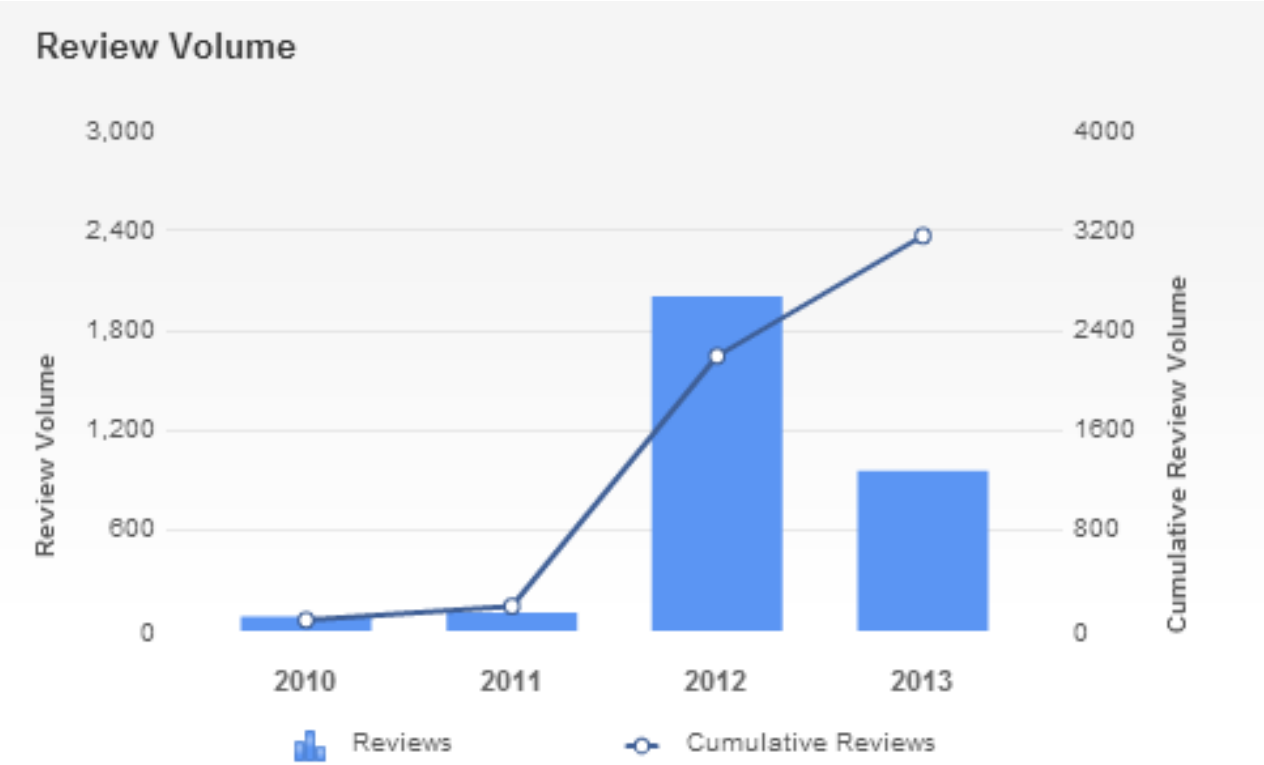
- Online sales up 300% since Magento Enterprise Launch
- Conversion rate up 68%
- AOV up 15%





Lovesac Ecosystem

Extension Example: Bazaar Voice



Lifestyle Brand

www.alexandani.com

Ryan Bonifacino

Vice President, Digital Strategy
Alex and Ani

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Alex and Ani offers eco-friendly, positive energy products that adorn the body, enlighten the mind, and empower the spirit. All of its products are made in America. Alex and Ani's unique creations provide a vehicle for the wearer to express their individuality in an organic, spiritual way.

Inspired by the wisdom of ancient thinkers, Alex and Ani researched the most effective methods of designing their products with the beneficial positive energy that scientists refer to as its vital force.

Never miss a thing! Sign up to receive exclusive offers and updates.

email address

Close

THERE'S POWER IN NUMBERS

SHOP BANGLE SETS

Merchandising

Landing Pages

Product Dev.

Seasonal Promotions

Integration

User-Content

Extensions

Gift Cards

Modal Pop-ups

Testing

Multi-Site/Multi-Lingual

SUPER BOWL
XLVII

Alex and Ani Super Bowl Spot

Infrastructure

www.peer1.com

Frank DiRocco

Associate Product Manager
Peer 1 Hosting

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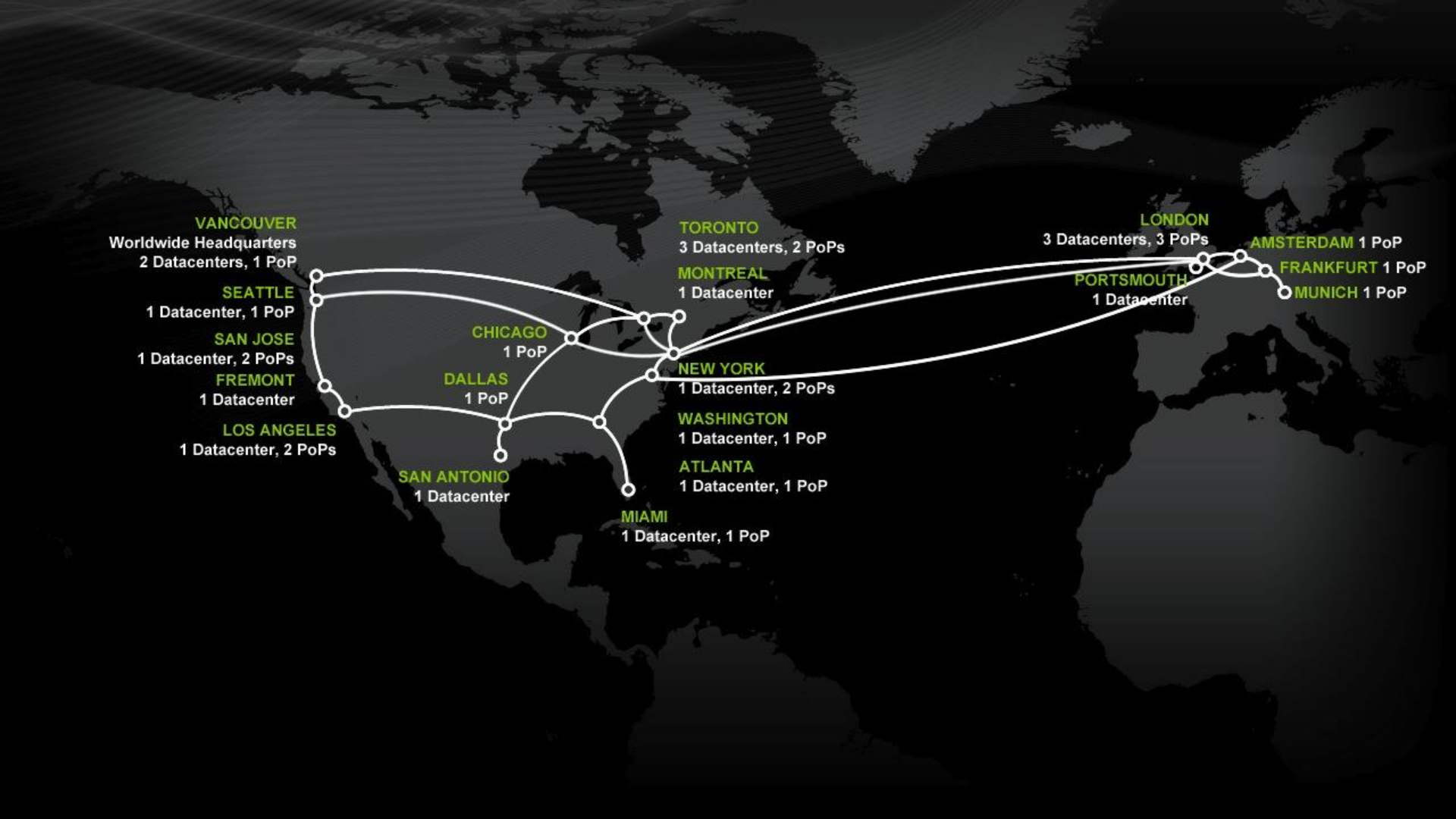
Peer1 delivers a turn-key optimized platform that enables Magento Solution Partners to quickly implement the infrastructure needed to deploy an optimized & scalable Magento store with a clear path toward high-availability as customer loyalty grows.

What makes a good hosting partner that enables a customer to scale?

A hosting partner needs to be familiar with Magento and it's underlying necessity for caching systems. These cache systems must be implemented in order to optimize the store's response times. The hosting partner should understand and emphasize the relationship between the Hosting Partner and Solution Partner as one that focuses on the Platform and Software needs of the Store Owner, so they can focus on the needs of their business

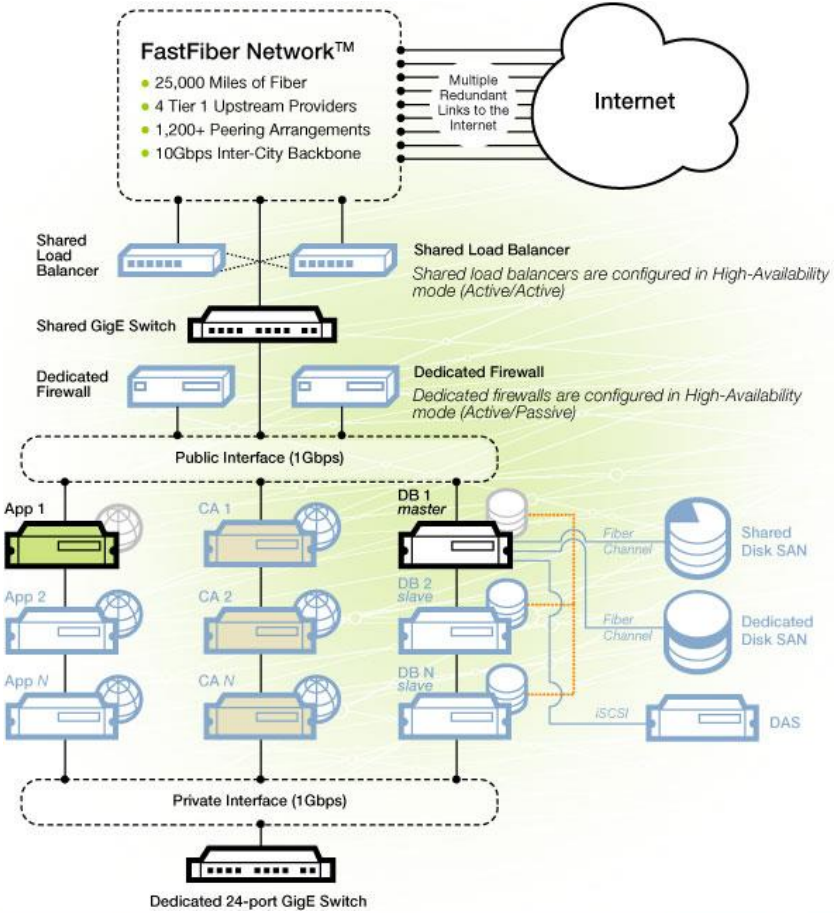
PING & PEOPLE

peer1 hosting


VANCOUVER
Worldwide Headquarters
2 Datacenters, 1 PoP
SEATTLE
1 Datacenter, 1 PoP
SAN JOSE
1 Datacenter, 2 PoPs
FREMONT
1 Datacenter
LOS ANGELES
1 Datacenter, 2 PoPs
SAN ANTONIO
1 Datacenter
CHICAGO
1 PoP
DALLAS
1 PoP
TORONTO
3 Datacenters, 2 PoPs
MONTREAL
1 Datacenter
NEW YORK
1 Datacenter, 2 PoPs
WASHINGTON
1 Datacenter, 1 PoP
ATLANTA
1 Datacenter, 1 PoP
MIAMI
1 Datacenter, 1 PoP
LONDON
3 Datacenters, 3 PoPs
PORTSMOUTH
1 Datacenter
AMSTERDAM 1 PoP
FRANKFURT 1 PoP
MUNICH 1 PoP

Kidde
Kokoon
CANNED FOOD

A house made out of bricks…



Key Takeaways

Architect for Growth

Use Extensions, but choose Wisely

Work with good Partners

And, Start on Enterprise Edition

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THANK YOU!

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