

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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THE **ART** OF **COMMERCE**

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.

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

C O R R A



Why Are We Here?





Magento[®]

eCommerce Platform for Growth

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“Do I really need Magento Enterprise.”



An aerial photograph of a winding asphalt road that curves through a lush, green, hilly landscape. The road has a double yellow line in the center and a white line on the edge. The surrounding terrain is covered in dense green vegetation, including trees and shrubs. The road leads the eye from the bottom left towards the top right of the frame.

All roads lead to Magento

A photograph of a road with a double yellow line curving through a forest. The trees have autumn foliage in shades of green, yellow, and red. The road is paved and has a double yellow line down the center. The text "Bumps in the road" is overlaid on the image in white.

Bumps in the road



Specialty Retailer

www.ima-usa.com

Alex Cranmer

Vice President
International Military Antiques

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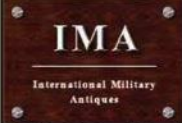
THE **ART** OF COMMERCE

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...



HOME » Catalog » "Untouched" Guns » N600768

My Account | Cart Contents | Checkout | Call Us: 908-903-1200 | Contact Us

New Products | eBay Store | Get a FREE Print Catalog

Search

Categories

- By Country
 - » Belgian Militaria
 - » British Empire Guns
 - » British Militaria
 - » Czech Militaria
 - » French Militaria
 - » German Militaria
 - » Japanese Militaria
 - » Russian Militaria
 - » Scottish Militaria
 - » Spanish Militaria
 - » Swedish Militaria
 - » U.S. Militaria
- General
 - » "Untouched" Guns
 - » Airsoft
 - » One-of-a-Kind
 - » Ammunition

M-1878 Martini-Henry Francotte Pattern Short Lever Infantry Rifle: Untouched

[N600768]

~~\$275.00~~
\$189.95


Shopping Cart
0 Items

Manufacturer Info
- Other products

Tell A Friend
Tell someone you know about this product.

Reviews
Makes a nice companion piece to the Gahendra, and will proba ..
★★★★

Original Item: In 1878 the **Francotte patent** Martini System was granted utilizing a detachable mechanism fitted without the Cocking Indicator. Revolutionary at the time by compartmentalizing the mechanism for quick disassembly, it only lasted 10 years as the latest technology. It was replaced in 1888 by the .303 cal Lee Metford bolt action Rifle's introduction into the British Military System. Although the British never embraced this European improvement, these "Improved System Rifles" saw much service on frontiers all over the World. These Gurkha made examples were found in Military Storage in their homeland of Nepal. Each Rifle is **offered totally AS FOUND, or in AS IS condition**, completely un-cleaned and un-refurbished. The only service performed has been to ensure none are still loaded! Totally covered and caked with dried on grease, dirt and rust, these can be displayed as found or be the subject of winter nights of TLC to restore them to their former glory. All appear to be complete but no guarantees as to what use or damage may be found after more than 100 years of neglect and storage. These are the typical detailed photographs but no two will be alike. The Martini Short Lever Rifle saw tremendous and valiant service in the British Army worldwide. It's most famous appearance being in the ZULU WARS of 1879 memorialized



enlarge

...Magento looked Great

The image shows a screenshot of the International Military Antiques (IMA) website. The top navigation bar includes the IMA logo, contact information (CALL US (908) 903-1200), and security badges for McAfee SECURE and Norton. The main navigation menu lists categories: NATION, MILITARIA, ERA, DISCOUNTS, FAMILY GUNS, and NEW ITEMS. A search bar is also present.

The product page features a large image of the rifle with a "Rollover to Zoom" and "Click to view Larger" prompt. The product title is "ORIGINAL BRITISH FLINTLOCK BRASS BARREL BLUNDERBUSS MARKED TOWER & CHATHAM DOCK NO.4". The price is listed as \$7,995.00. There is an "ADD TO CART" button and an "ADD TO WISHLIST" button. Below the product image, there are social media sharing options for Facebook, Twitter, and Email.

On the left side of the page, there is a "Categories" section with a "By Country" list including Belgian, British Empire, British, Czech, French, German, Japanese, Russian, Scottish, Spanish, Swedish, and U.S. Militaria. Below this is a "General" section with links for "Untouched" Guns, Airsoft, One-of-a-Kind, and Ammunition.

The main content area displays the product details for the M-1878 Martini-Henry Francotte Pattern Short Lever Infantry Rifle, including its item number (N600768) and a detailed description of its historical significance and condition.

At the bottom of the page, there are tabs for "Description", "Shipping Restrictions", "Payment Options", and "Legal Information". The "Description" tab is active, showing the text: "Original One-of-a-Kind Item. Acquired from the Strakaty Collection of Vienna, Austria."

FAMILY GUNS







Multi-Channel Furniture Retailer

www.lovesac.com

Darren Johnson

Director of e-commerce
Lovesac

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THE **ART** OF COMMERCE

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.”

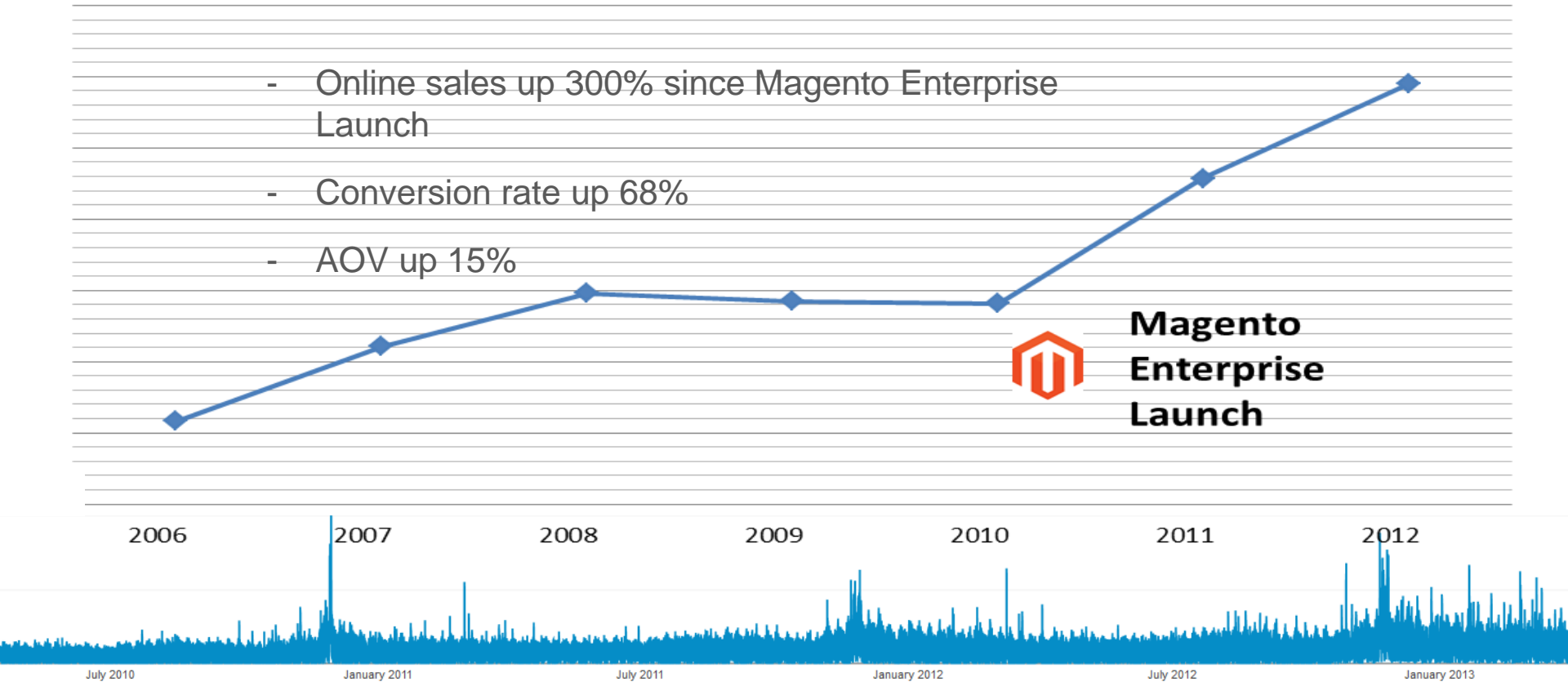
—Darren Johnson, Director e-commerce, Lovesac

Lovesac

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



**Magento
Enterprise
Launch**



Lovesac Ecosystem



Pinterest

aheadWorks
Magento Extension & Development

You Tube

NETSUITE

C O R R A



Girafe



LOVESAC
Magento[®]
eCommerce Platform for Growth

PayPal

Bazaarvoice
help customers build your business

LISTRAK

Optimizely
Without A/B testing you're actually not

LiquidPixels

Jobvite

WPROMOTE
ONLINE MARKETING

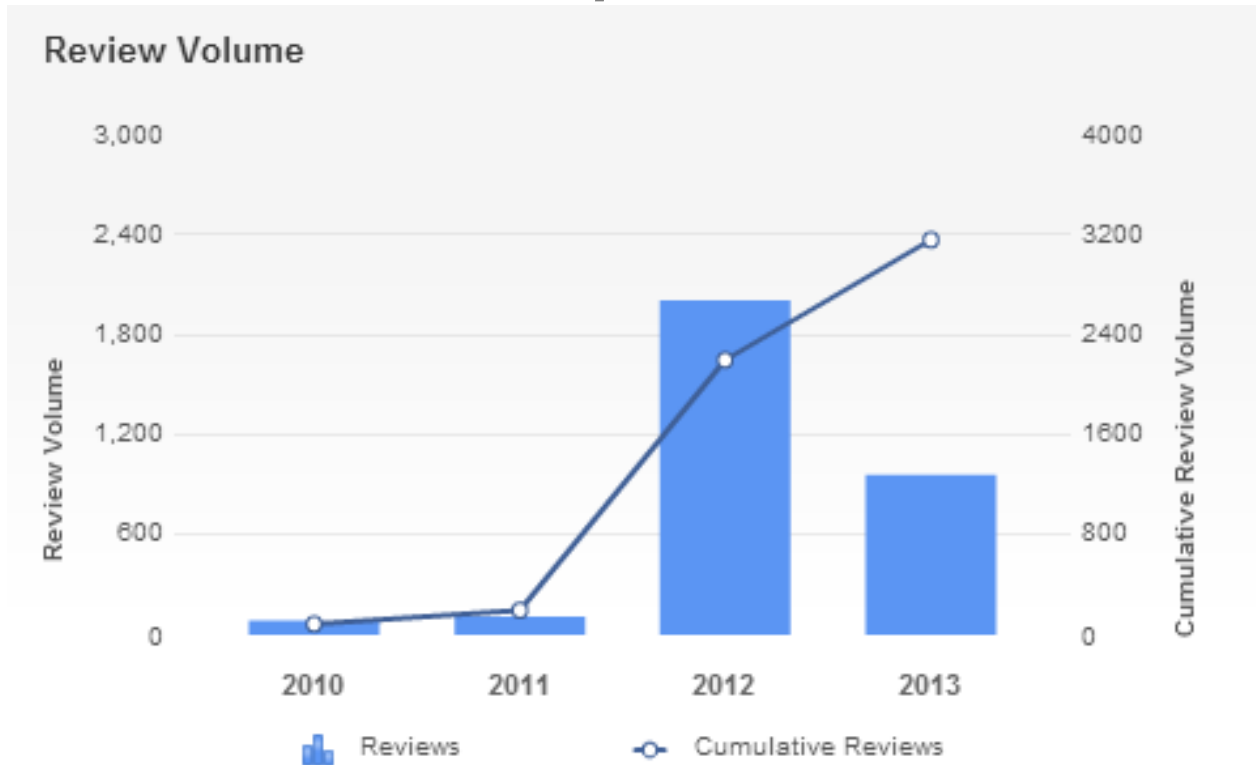


Google

bing

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Extension Example: Bazaar Voice





Lifestyle Brand

www.alexandani.com

Ryan Bonifacino

Vice President, Digital Strategy
Alex and Ani

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THE **ART** OF COMMERCE

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

FREE SHIPPING OVER \$100

Sign In

Shopping Bag (0)

SHOP

GIFTS

ALEX AND ANI

ABOUT

EXPERIENCE



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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THE **ART** OF COMMERCE

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





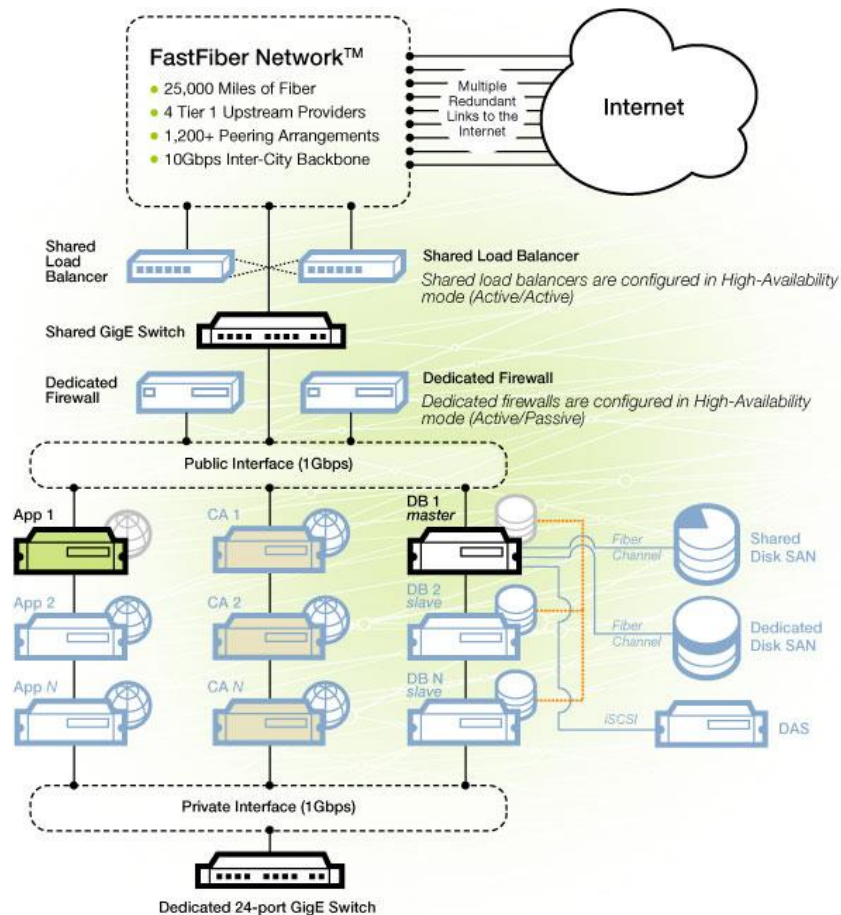




Kidde
Kokoon

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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COMMERCE

THANK YOU!

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