



THE UK'S LEADING DIRECT SUPPLIER FOR INDUSTRIAL FLOORING AND BUILDING MAINTENANCE

 

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**WATCO**

In business since 1927  
Headquartered  
United Kingdom  
www.watco.co.uk

**Industry**

Building Maintenance  
Floor Coatings  
Anti-slip Products

**Commerce**

Sales in 10 countries  
eCommerce stores  
for the U.K., France,  
Germany and Ireland

**eCommerce Platform**

- Magento Enterprise  
Implemented by Crimsonwing

## Background

Watco is the leading direct supplier for building maintenance, floor coatings and anti-slip products in the United Kingdom. Watco's continued investment in innovative new products, supported by a dedicated technical support team, has enabled Watco to consistently meet the needs of their customers worldwide.

The international eCommerce specialist Crimsonwing implemented an eCommerce solution for Watco using Magento Enterprise in January 2010. This single platform solution streamlined internal processes, increased sales and made significant improvements to the customer experience.

## The Challenge

Watco operates in four countries – the United Kingdom, France, Germany and Ireland. With their legacy eCommerce system each country operated as a standalone silo, with no integration to the central Watco ERP system. All site specific product information was stored offline and managed separately causing a duplication of information and effort. Watco wanted a solution with features to support their marketing efforts and sales growth while also centralizing operations for their multi-country business.

## Solution

Following an extensive evaluation process, Watco selected Crimsonwing to develop their new online sales channel using the Magento Enterprise eCommerce platform. Time to delivery was a key driver for Watco and Crimsonwing delivered the new Watco UK eCommerce solution in six weeks. Three additional sites were subsequently released for France, Germany and Ireland.

*"The re-launch of our three main websites has been probably the biggest marketing project that Watco has ever dealt with. We needed a platform that was completely scalable and could be used in different languages for various countries. Therefore, Magento Enterprise was the best solution. And we could not have been more satisfied with the way that Crimsonwing managed it." - Alex Barbier, Marketing Manager, Watco.*

The single multi-lingual / multi-store Magento Enterprise

system allows each country's marketing team and web administrators to update the sites with content, imagery and promotions that are relevant to their specific customer bases. The new Magento-based online store supports search engine optimization (SEO) as well as numerous marketing, merchandising and customer education tools.

Magento enabled Watco to introduce a business process change that collates and centralizes product information which increased accuracy and productivity. By providing seamless integration with Watco's current ERP system, Microsoft Dynamics NAV, Crimsonwing facilitated customer-specific advantages like viewing order history which were not previously available.

*"Having had many years of experience working with eCommerce platforms, we were immediately impressed with the Magento platform. Its functionality, flexibility and inherent low cost appealed to Crimsonwing, as we specialize in providing highly customized packages to meet client needs. Magento allows organizations such as Watco to achieve an excellent return on investment." - David Simonds, eBusiness Solutions Manager, Crimsonwing*

## Benefits of the Magento Enterprise Solution

Watco chose Magento Enterprise because it provides organizations with rich functionality, a rapidly growing feature set, access to numerous add-ons that extend functionality and excellent support.

After the implementation of the new online store, Watco received 68% more unique visits than in the same period one year earlier. Overall visits to the site also increased by 95% and page views increased 116% from the previous year. The time visitors spend on the new website doubled and the number of pages viewed improved by more than 11%. This helped double the number of online orders per day. The Magento Enterprise solution vastly increased web analytics, giving Watco's marketers more intelligence about what their customers are doing online and allows for continuous improvement of the site's offering, resulting in increased sales and better business performance.

## About Crimsonwing

Crimsonwing is an international IT solutions provider developing and implementing leading-edge solutions to help European companies to gain a competitive advantage. Crimsonwing offers flexible, cost-effective and proven industry solutions for eCommerce, ERP and fully bespoke applications and integration to meet a client's unique business needs. Whether it involves training or consultancy, design or development, implementation or hosting (SaaS/ASP): Crimsonwing provides flexible services and support across the entire range of activity. Crimsonwing is a growing, profitable and publicly listed company, employing 230 people.  
[www.crimsonwing.com](http://www.crimsonwing.com)

## About Magento

Magento is enabling the worldwide eCommerce ecosystem by leveraging the power of Open Source technology to create powerful, flexible eCommerce development platforms as well as feature-rich and production-ready enterprise solutions. With Magento, online merchants can more easily fulfill their business goals and developers and partners are able to expertly serve the online retail community.  
[www.magentocommerce.com](http://www.magentocommerce.com)

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