

Multi-site, multi-lingual solution for global luxury speaker brand Bowers & Wilkins

Bowers & Wilkins



Project Objectives:

- Using a powerful multi-site CMS and ecommerce platform, develop a total of 11 sites that provide a seamless branding experience for users, showcasing the companies high-end product range.
- Fully multi-lingual platform to deliver completely internationalised sites for rich user experiences around the globe.
- Ecommerce allowing multiple currencies to be accepted for users purchasing subscriptions to the Society of Sound, Bowers & Wilkins online music community.
- To use the latest In-site editing content management functionality to aid and empower content managers and site administrators.

“Red’s excellent project management and willingness to rise to the challenges posed by the site’s rich design and user experience has meant that we have had a smooth implementation, and the end solution is stunning. We have achieved an exceptional result across the board and the site functions fantastically”

Danny Haikin
Brand Director
Bowers & Wilkins



Since the 1960s Bowers & Wilkins have been the definitive name in high end performance, luxury loudspeakers, Hi Fi and Home Cinema. Bowers and Wilkins are a truly innovative company who have always placed research and development at the very heart of their business.

Leading UK ecommerce & content management solutions provider, Red Technology was chosen by Bowers & Wilkins to deliver ‘best in class’ multi-site CMS and ecommerce solution. Red are beginning an initial roll out of 4 multi-lingual, multi-currency sites serving markets across Europe, the US and Asia. Bowers & Wilkins and Red will launch a further 7 sites during winter 2010 and spring 2011.

Red Technology’s tradeIT CMS and ecommerce platform enables Bowers & Wilkins to deliver a rich cross-border user experience that truly has the wow factor. “Bowers & Wilkins have a considerable amount of brand content and we required a CMS that was able to showcase and deliver this content in the best possible way whilst still providing all of the benefits of a strong ecommerce CMS solution”, explained Guy Knight, Bowers & Wilkins’ Web Manager. “Red were therefore chosen as they could meet the demands of both and provide a very strong CMS that is flexible enough to evolve over time as the brand requires.”

A fully Internationalised content management & ecommerce platform

The new global online offering is a key part of Bowers & Wilkins strategy going forward, with the impressive new network of sites building a significant competitive advantage for the business. Red’s tradeIT™ CMS and ecommerce platform has provided Bowers & Wilkins with a highly powerful, flexible and scalable solution that allows the company to connect directly with their customers. The new websites will offer an immersive online experience through highly detailed product information, rich media content, blogs, social sharing and the Society of Sound music community.

Seamless data and system integrations

The solution delivered by Red Technology includes a number of seamless integrations of data and systems, including two way integrations with SAP and Lyrus email marketing. The fully integrated solution provides a smooth and efficient workflow which complements Bowers & Wilkins’ existing business processes. Very flexible organisation that has a great technical understanding to offer bespoke solutions for all requirements

Leading in-site editing content management functionality

Bowers & Wilkins are using the latest version of Red’s tradeIT™ CMS and ecommerce platform, benefiting from it’s new in-site editing content management functionality, enabling site administrators and content managers to edit the sites in a faster, easier and more natural way.

Red Technology has been a leading UK CMS & e-commerce solution provider since 1998. Their web specialists have built more than 400 CMS & e-commerce solutions selling products and services online, to both businesses and consumers.





Our partnership with Red and their tradeIT CMS and ecommerce platform gives us the perfect mix of powerful features and flexibility that we need to move forward with our online strategy and succeed."

Danny Haikin
Brand Director, Bowers & Wilkins

Solution:

- Full translations across product data, navigation, literature and images.
- Multi-faceted site wide search, aggregated results from products, news, blogs and society of sound.
- Store finder with Google Maps integration including dynamic directions and route finder.
- Highly optimised platform for search engines. With custom meta data, breadcrumb trails, page titles, on page tags, search engine friendly URLs & URL structure, Canonical tagging, auto updated XML site map.
- In-site editing allows for extremely easy and efficient management of content across all sites.
- Hosted in Red's data centres using state of the art HP equipment running Windows 2008 R2, with dedicated application server, dedicated database, daily backups, disaster recovery and comprehensive layer 7 application monitoring.

Benefits:

- Ability to sell Society of Sound subscriptions globally online in the local currency. Expose target audiences to Bowers & Wilkins brand and product range.
- Seamless cross-border user experience delivering multi-lingual and multi-currency options to global markets across a network of 4 growing to 11 sites.
- Rapid recovery procedures in the event of critical data loss on dedicated servers.
- Integrated with social share for products and content with send to a friend, Facebook like this, share on twitter and other AddThis social bookmark sites.
- Protecting and portraying a consistent brand image across all sites.
- Multifaceted and aggregated search spanning the entire site content pages, products and blogs, helping users find exactly what they want, fast.

Red Technology has been a leading UK CMS and e-commerce solution provider since 1998 and has delivered over 400 CMS and e-commerce solutions to organisations of all sizes across the UK. Our e-commerce solutions include e-commerce platforms, website design, e-commerce development, online marketing and e-commerce hosting. To find out how our e-commerce expertise can transform your business, contact us on +44 1865 880 800 or email us at info@redtechnology.com

