

## International multi-site ecommerce solution for Europe's number 1 sports nutrition company



### Project Objectives:

- Scalability. A system that could handle larger customer volumes, was highly scalable in terms of volumes and load, and could expand and grow across multiple servers in time with the business.
- Increase SEO friendliness to improve visibility and prominence on search engines.
- Provide a trading platform that could cope with multi-site e-commerce stores operating in multiple languages targeting different customer segments and nationalities.

***“Our old e-commerce store just wasn't allowing us the flexibility in terms of growth and scalability that we now needed. It was also becoming increasingly expensive to update and maintain. We had to plan for the future and invest in an e-commerce platform that could grow with us.”***

Leon Hughes  
Director, Maxinutrition

Europe's number one sports nutrition company, Maxinutrition has grown at a phenomenal rate by focusing on highly effective research-supported formulas that deliver what they promise. Their products are now available everywhere from specialised stores, gym chains across the country and the big chain-stores such as Argos, JJB and many more.

Their products are compliant with International Olympic Committee standards and they sponsor several Olympic athletes. If you're hungry from that last workout or need to fuel up for the next one, Maxinutrition products aren't hard to find. Indeed, one of their largest sales channels is the internet; selling direct to the UK public via their tradeIT enabled e-commerce site.

### Understanding the issues

Red Technology undertook a comprehensive consultation and design process for Maxinutrition, the first stage of which was a requirements gathering procedure, examining their business structure, customer purchasing habits and scoping out future requirements. This highlighted that there were several features key to the success of the project. At this early stage it is important to make sure you are happy with the proposed solution before fully committing resources. You have to take the time to ensure that you know exactly what to expect, how this will integrate into current systems and operational structure, what resources will be required and what you can realistically expect to achieve from your online store, now and in the future.

Maxinutrition decided that Red Technology's tradeIT™ e-commerce platform was ideally suited to their requirements and asked them to implement the new site for November 2006. This is a feature-rich e-commerce solution that can be easily customised to reflect the customers brand identity, attract new customers, and encourage repeat purchases. Importantly it also allowed their in-house team to fully manipulate and update the site content via a 'word' style interface. Multi-domain capability allows them to present different content and shared content across distinctly disparate web sites from a centralised database.

### Delivering our solution

Maxinutrition are delighted with the public response to their new e-commerce platform and its administrative functionality. Now achieving better visibility on search engines, visitor traffic and sales continue to grow strongly. Maxinutrition are confident that the site, database and administration functions are robust and flexible enough to grow with their business; effectively future proofing their investment.

Maxinutrition are now centrally managing over 20 international sites, presented in multiple languages and selling in multiple currencies.



*“Managing multi-national web sites centrally, with the capability of local content input, branding and pricing structures gives us the flexibility we need to push ahead into global markets. Selecting Red Technology and tradeIT is the best business decision I have ever made”.*

Leon Hughes  
Director, Maxinutrition

### Solution:

- Highly scalable both in terms of volumes and load, as well as expanding across multiple servers.
- Multi-site capabilities.
- Multi-language capabilities.
- Local and centralised administration for all websites.
- Integration provided between internal distribution systems and call centre operations.
- The system enables users across departments within Maxinutrition to update content without sending requests through IT.

### Benefits:

- The ability to centrally control different web sites, in different languages, on different URL's across multiple servers
- Group user permissions allow individual country operations to implement and update local content, while still maintaining a large degree central control.
- Flexibility to handle rapidly increasing traffic loads.
- Full integration with Maxinutrition's internal systems creating a seamless workflow enhancing customer service.

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](mailto:info@redtechnology.com)

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