Magento®
An Adobe Company

How They Did It.

Stories of businesses that embraced cross-border commerce and grew fast.

Consumers everywhere are considering cross-border brands when they shop online.

In most markets, more than half of all digital consumers will buy from cross-border sites.[1] Yet you may still be hesitant to go global. Perhaps you're worried about fraud or tax collection—or maybe you think shipping or creating a localized experience will be too expensive.

The good news is that cross-border commerce may not be as hard and risky as it seems. Today's consumers are used to shopping online, and they're often willing to pay for overnight shipping. Plus, businesses around the world are embracing cross-border sales and capturing new markets every day. And they're using Magento as a foundation for growth.

This eBook tells the stories of 5 different businesses that relied on Magento Commerce and complementary solutions to take their cross-border commerce to the next level.

[1] Survey of 34,000 online shoppers by PayPal and Ipsos, 2018.

Case study

From product information to cross-border competitive advantage.

Akeneo

How a 130-year-old flooring manufacturer centralized and transformed product data to attract new customers all over the world.

The challenge: reach new market segments with better product data.
This manufacturer offers floor coverings to businesses and individuals all over the world. To appeal to customers in so many different markets, they needed to:

- Make their product data clearer and more consistent

- Ensure that specific technical features were explained appropriately for each local market

- Enrich product information to make it more appealing and contextually relevant

The solution: Product Information Management (PIM) from Akeneo.
The company chose a PIM solution from Akeneo to manage their increasingly complex global product information, making it richer and more accessible for consumers and retail partners alike.

Business benefits: better information, faster cross-border growth.
With Akeneo, the manufacturer has been able to centralize a global product database and simplify product data maintenance. Benefits have included:

- Consistent, localized data—Business units use standardized global information as a starting point and then choose which products to make available locally, or even build their own product catalogs.

- Higher-quality data—The completeness criteria defined in Akeneo let the company verify that data is accurately enriched for every channel and location. Now global and local managers can be confident that measurements are shown in locally appropriate units, images comply with local standards, and copy appears in the local language.

- A better multichannel retail experience. Customers now have access to clear, precise, detailed information, making it easy to see if a product's technical features meet their specifications. The company can more quickly introduce customizable products with certain variable features. And the company's retail partners can now find specific product information quickly with an easy-to-use, multifaceted search engine.

Learn more >

Case study

High-quality fashions shipped from Hong Kong to everywhere in the world.

DHL

How online fashion brand Grana scaled from 8 cross-border markets to 70 in just 3 years.

The challenge: invent a lean eCommerce business model.
Grana.com founder Luke Grana had a mission: to sell fashionable clothing made of high-quality fabric at affordable prices. But making it happen wasn't easy:

- Multiple layers of fashion-industry middlemen made obtaining top-quality fabrics expensive and complicated.
- Customs duties promised to take a big bite out of profits.
- International shipping rates could make or break the customer experience.

The solution: Magento Commerce & DHL.
Grana chose Hong Kong—a global trade hub that charges no customs duties on imported goods—as the location of his global distribution center, Magento Commerce as his eCommerce platform, and DHL as his shipping partner.

Business benefits: a streamlined supply chain and reasonable costs.
With DHL, Grana developed a streamlined supply chain that used direct shipping strategies to manage costs. And using Magento Commerce, they created a digital shopping mall for their global customer base. Benefits include:

- **Lower costs—**By working directly with fabric manufacturers, which DHL made possible, Grana has kept overhead low and costs affordable.
- **Rapid growth—**The combination of DHL and Magento has allowed Grana to add new cross-border sites quickly and attract customers with fast shipping and reasonable prices.
- **A strong "last mile"—**DHL's high-quality shipping is also an important part of the Grana customer experience, which continues to help them convert and keep customers.

Company name: Grana

Industry: Cross-border eCommerce fashion brand specializing in classic pieces made from high-quality fabrics

Cross-border solution: DHL

In a nutshell: In a remarkable display of cross-border growth, Grana expanded from 8 to 70 cross-border markets in 3 years.

Quote: "We have the right partners in place, so now it's just about scaling up." – Luke Grana, Founder

Read the **full-length case study >**

Case study

More furniture transactions—and global expansion—with less fear of fraud.

Signifyd

How a modern furniture manufacturer grew sales, added markets—and lost less to digital fraud.

The challenge: add new markets without adding risk.

Founded in 1974, Structube offers striking modern furniture to discerning consumers around the world. But growing their digital commerce business was a challenge:

- Security features meant to discourage fraudsters also made the checkout experience frustrating for customers.
- The cumbersome checkout experience intended to stop fraud didn't actually reduce fraudulent transactions.
- Security concerns were slowing down plans to grow.

The solution: Magento Commerce & Signifyd.

Structube chose Signifyd to provide data-driven fraud detection without compromising the customer experience. And they chose Magento Commerce to provide a new, more engaging digital shopping experience.

Business benefits: more online growth, less fraud.

With Signifyd and Magento, Structube transformed the customer experience. Buyers found products and checked out faster. Structube grew more confident in the process, too. Benefits included:

- **More effortless sales—**Their new, data-driven approach to secure transactions allowed Structube to accept 5% more transactions—and reduce the number of suspicious cases checked for fraud by a whopping 95%.
- **Lots more customers—**Once Magento Commerce allowed them to offer "ship to store" delivery, orders tripled as buyers flocked to the omnichannel experience.
- **Rapid expansion—**Confident that fraud wouldn't affect their digital commerce margins, Structube expanded into new markets around the world.

Company name: Structube

Industry: Modern furniture designs for discerning consumers around the world

Cross-border solutions: Signifyd

In a nutshell: Cross-border sales are up, customers are happier, and fraud is way down.

Quote: "Signifyd was an easy choice. Protection was complete for us yet invisible to our customers, with no negative effect on conversion. We actually increased sales because we could accept more orders, since we no longer had to turn away or investigate legitimate customers we weren't sure about. All we needed was Signifyd's approval to ship the order."
–Tony Trew, Structube's Director of Marketing and E-commerce.

Read the **full-length case study** >

Case study

The gift of growth in more places.

How a gift shop specialist automated sales tax for online and in-store sales across 35 jurisdictions—and ignited productivity.

Vertex

The challenge: many jurisdictions, no automation.

Event Network is the leading operator of gift shops for cultural attractions like aquariums, museums, science centers, and botanical gardens in the US and Canada. But managing tax collection in more than 35 jurisdictions across two countries was a challenge:

- Manually executing transactions and developing documentation was extremely time-consuming.
- They spent even more time trying to keep track of changing rules, especially for eCommerce.
- They were spending so much time on taxes that it was beginning to interfere with their plans to grow.

The solution: Magento Commerce & Vertex.

Event Network chose to automate tax collection and management with

Vertex, which works seamlessly with the Magento Commerce platform.

Business benefits: more time, more freedom.

With Magento Commerce and Vertex, Event Network can spend less time on taxes and routine record-keeping—and more time planning their next move. Benefits include:

- **Increased productivity—**Having eliminated manual tax collection and record-keeping, Event Network's finance team can do a lot more in less time.
- **Faster growth—**Because Vertex covers more than 11,000 US and Canadian tax jurisdictions, Event Network can grow without concern that adding more stores will overwhelm their financial team.

- **Confident compliance—**Event Network can also feel confident that they are in compliance with tax collection rules in all 35 jurisdictions where they operate.

Company name: Event Network

Industry: Operator of gift shops for cultural attractions like aquariums, museums, science centers, and botanical gardens

Cross-border solutions: Vertex

Quote: "With Vertex, the company restored its confidence in accurate taxation on every transaction, eliminated the administrative burden of manually breaking out jurisdictions for tax reporting, and automated the preparation and filing of 35 returns each month."

Read the **full-length case study >**

Case study

International fashion—now even better with international payments.

Worldpay

How one global fashion retailer added new local payment options to delight customers and boost their own bottom line.

The challenge: make the payment experience better—and more profitable.

When this fashion company with $100 million annual revenues began working with Worldpay, they were growing fast. 35% of the e-tailer's business came from the US, and the balance came from 14 other countries, mostly in Europe.

By all measures, the company was doing well. But they wanted to do even better, especially in their highest-volume European countries—the UK, France, Germany, and the Netherlands:

- European credit card acceptance rates were good but not stellar.
- They didn't offer as many local payment options in Europe as some of their competitors.
- They were planning to add eCommerce for Asian markets—but they needed advice.

The solution: Magento Commerce & Worldpay

With Magento Commerce and Worldpay, the fashion company was able to give their customers more payment options, add new markets, and increase their cross-border business's overall profitability.

Business benefits: higher revenues, happier customers, and more growth.

New payment processing and local payment options have helped the company become more profitable and expand their international presence. Benefits have included:

- **Higher credit card acceptance rates—**Worldpay began routing the company's European credit card processing through their European entity rather than their US entity. As a result, acceptance rates increased by 2% and processing costs decreased by

1%—a total bottom-line improvement of just under $1.2 million.

- **Increased conversion rates—** Worldpay recommended that the e-tailer offer more local payment methods for their top three European markets. These payment options increased conversions by roughly 4%, which together have delivered an additional $480,000 in net income each year.

- **Faster growth—**One year after going live with Worldpay, the company achieved a net income improvement of almost $1.7 million. They have since expanded their relationship with Worldpay by offering more local payment options in other European markets. They've also opened an office in Singapore to optimize their Asia-Pacific card traffic.

Learn more >

ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the Magento Marketplace—the largest eCommerce marketplace for downloadable extensions. More information can be found at

www.magento.com