



Rapid International eCommerce

A proven approach to deploying international ecommerce websites in around six months



We have found that de-coupling the international ecommerce solution from the domestic platform can significantly accelerate a retailer's international expansion. This approach has now been adopted by many leading retailers.

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Many retailers who are stepping up their international ecommerce have found that exploiting their core ecommerce platform is not necessarily the best approach. Javelin Group's long experience in helping retailers to prioritise markets and then select and develop the necessary technical solutions suggests that, for many, developing a separate ecommerce solution can be faster.

THE NEED FOR SPEED

For retailers entering new markets, adapting the existing domestic ecommerce platform for international use can be a time-consuming project, often taking 12-18 months. For many, this simply does not meet the need for speed.

Our experience shows that an effective way to get around this is to deploy an on-demand, SaaS or Cloud-based solution alongside the domestic ecommerce platform. With this approach new country websites can be launched within months. As the market's most sophisticated SaaS ecommerce solution, Demandware is often the platform of choice.

RE-USING INTEGRATION IS FASTER

The Cloud-based Demandware solution re-uses the integration links employed by the domestic ecommerce platform, as well as eliminating the need for implementing any infrastructure. This makes it faster and easier to deploy across many countries.

EXAMPLES

Marks & Spencer recently launched its first French website on Demandware having realised that this could not be done quickly enough on its core platform. **Lands' End**, whose core platform is developed in-house, also chose Demandware to support its new EU country websites with a view to making it the global platform in due course. A leading Danish retailer recently launched a multi-country, multi-language, multi-currency solution across Europe on Demandware that was developed by Javelin Group. The solution included 10 brands in six languages and seven currencies. As well as enabling rapid entry into new geographies, this approach also enables the development of new lines of business. When **Asda** wanted a solution for its non-food range it also turned to Javelin Group to implement a Demandware solution, rather than submitting to the cost, risk and delay of developing this on the core platform.

