




# Bugaboo redesigns online brand experience

## About Bugaboo

Bugaboo stands for mobility. Bugaboo is a Dutch mobility company headquartered in Amsterdam with offices around the globe. Founded in 1999, the company now sells its strollers across the globe, and has built an unmistakable brand identity as a lifestyle brand for new parents. [www.bugaboo.com](http://www.bugaboo.com)

**While Bugaboo had a functioning e-commerce solution, possibilities to convey this brand image were limited. The company chose a powerful platform that would allow it to recreate the brand experience online, and engage more interactively with its customers.**

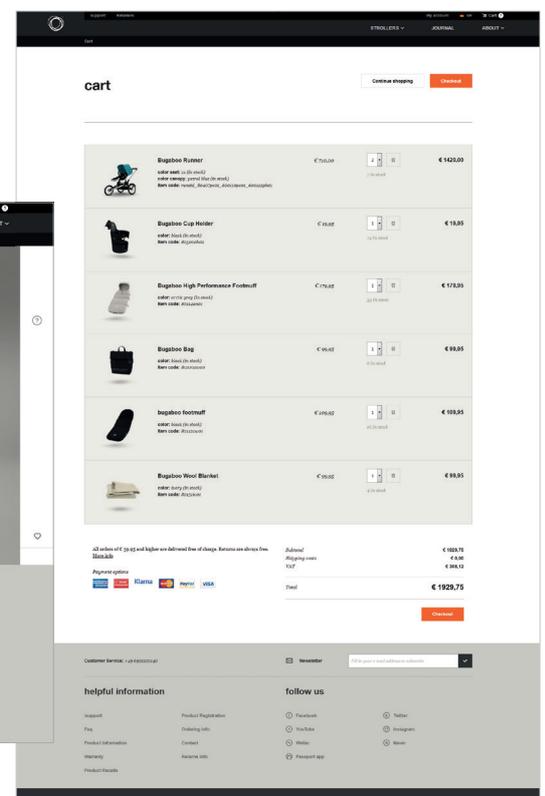
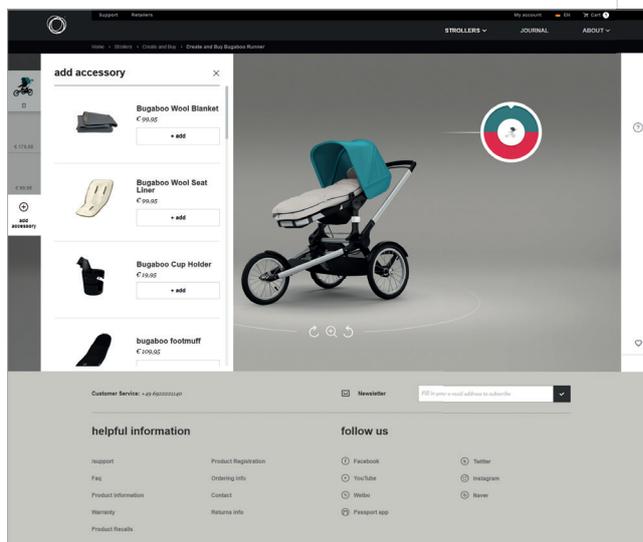
With a business that spans the globe, the ability to create the right experience in more than 50 countries was paramount. Bugaboo needed one centrally managed platform that would serve as the blueprint for all local web shops, with the flexibility to integrate with local fulfillment partners, localize product catalogues and implement targeted, country-specific marketing campaigns. Strong order, product and content management capabilities were also key, as Bugaboo has to manage content in around 70 different languages.

The Intershop platform was implemented to support ordering processes and the checkout. Therefore, Bugaboo worked closely together with Intershop and its long-time partner Fenego. The implementation included integrating Liferay storefront components, an API-based service layer, and a content management system in a best-of-breed approach to create a new web presence that would excite and inspire visitors.

The new e-commerce environment went live in 53 countries in September 2014, offering an informative and interactive brand experience to customers, who can browse their locally available range of strollers, parts and accessories. Shoppers can also use the product configurator to design their ideal stroller, choosing their favorite design, chassis, fabric colors and accessories.

While the new web presence includes an option to buy online in some countries, it serves as an interactive shop window in the other markets, with an easy to navigate map that helps shoppers find their nearest local retailer. Where users can buy online, a new, simplified checkout process with more intuitive navigation has improved the conversion rate. The new web presence has also boosted brand awareness overall.

**For maximum flexibility, availability and scalability, the solution is hosted in the cloud.**



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