



Managing multiple brands and sales channels

12,000

retailers

90+

markets

1906

year of foundation



CHALLENGE

- Create a unique, memorable and personalized customer experience
- Increase brand recognition, e.g., with large-format video backgrounds
- Use a transaction-based licensing model to keep initial investment low and minimize financial risk
- Enable centralized management of multiple brands and websites

SOLUTION

- Intershop Commerce Platform as the core of the global e-commerce initiative
- Fast roll-out and centralized management of multiple branded stores in the respective local language and currency with all appropriate payment and shipping options
- Responsive design: all shop content seamlessly adapts for optimum display on mobile devices, such as smartphones and tablets
- Intershop solution requires minimal configuration and integrates easily with existing IT systems

ABOUT BINDA

An Italian watchmaking Company since 1906, Binda Group acquired US Geneva Watch Group in 2008 and currently owns Breil, Hip Hop, Freestyle and Vetta. Binda has licensing agreement for Love Moschino, BCBG MaxAzria, Kenneth Cole New York, Speedo, Ted Baker London, Tommy Bahama, Tommy Bahama Relax. In Italy, it distributes the Seiko and Lorus brands.

www.bindagroup.com

Overview

Binda Group has been selling watches for over 100 years, owning Breil, Hip Hop, Chronotech and Freestyle and other licensed brands. Binda's products are distributed to 10,000 shops and sold through authorized dealers in Italy via its own branches, production units and distributors worldwide. Before launching an online shop, Binda Group needed a powerful platform that would complement its vast global distribution network and international multi-brand sites. A key pillar of Binda's strategy is customer contact; this requires a platform that supports unique, memorable and personal customer experiences. Binda aims to maintain low financial risks and minimize initial investment factored into the decision to run its e-commerce platform on a transaction based license model.

Finding the right solution

Binda Group selected Intershop for a flexible and scalable solution that allows managing multiple brands and local sites centrally while controlling the associated costs. The Intershop Commerce Platform is easy to configure and integrates seamlessly with existing IT systems. A responsive web design was also one of Binda's key requirements for a user-friendly online store on both desktop and mobile devices.

Implementation

In 2013, Binda began implementing its online shopping objective to create a unique all brands

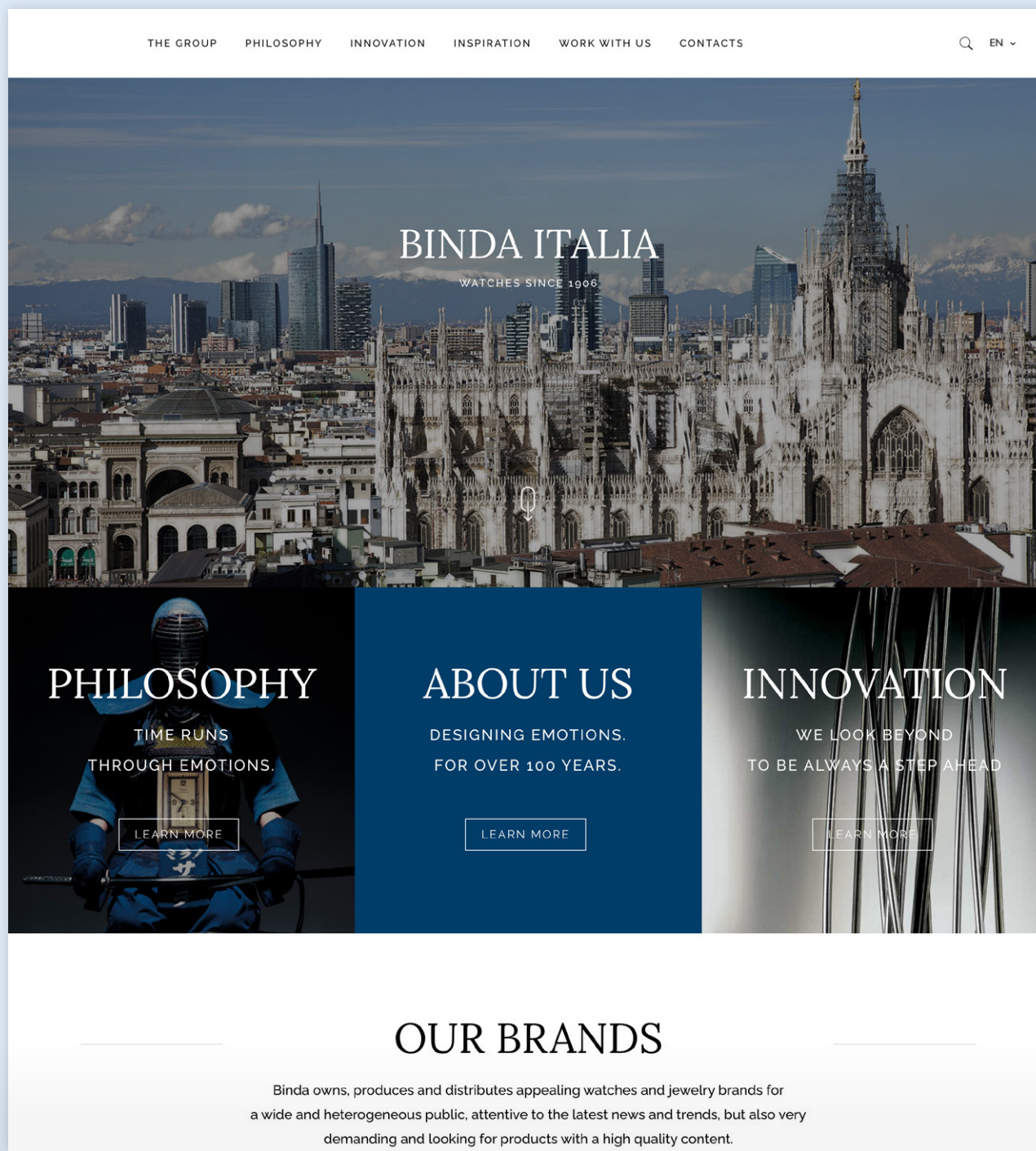
"Our new e-commerce platform is an exciting way to reach our customers, understand their needs and wishes, and provide them with the right and innovative products. Plus, it allows us to reach a wider market globally. With no previous experience in running an e-commerce business at Binda, we have really benefited from Intershop's and SMC's technical knowledge and skills. We now look forward to extending our platform to our other brands and markets."

Alberto Caprioli, ICT Director at Binda Group

platform starting with the two most important brands, Breil and Hip Hop. The platform was able to support the extension of Binda's new e-commerce business to other European countries in successions, including France, Spain, Germany, the UK and the USA. Intershop and its partner SMC Consulting defined a functional model to provide efficient integration between the new e-commerce platform and the back-office systems, while also providing a formidable platform. The platform proved extremely flexible in managing information and business processes while simplifying the complexity of catering to multiple brands, languages, currencies, local payment and delivery options. The first website, Breil.com went live just in time for 2013 Christmas period. Other brands and countries would follow throughout 2014.

Outcomes

The new multichannel strategy allows Binda's customers—both existing and new—access to the entire product ranges including features to build customized Hip Hop products. They also feature relevant content to the latest product news, multimedia content, and options for customers such as extended warranty, gift packaging, or personalized messages. Customers can browse the extensive product information on the website, share information on products they like with friends, and get directly in touch with Binda's customer service and sales representatives. In the future, Binda Group will add new features; a mobile shop is also planned.



ABOUT INTERSHOP

Always nearby

Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.

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