



# Multiple Brands, Multiple Languages, Multiple Channels: Binda Group Gets Closer to Its Customers With Intershop

## About Binda Group

Binda Group is a watchmaking Company since 1906 ([www.bindagroup.com](http://www.bindagroup.com)). After the acquisition of US Geneva Watch Group in 2008, Binda Group owns Breil, Hip Hop, Freestyle and Vetta and has a 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 brands Seiko and Lorus.

## Overview

Italian watchmaking company Binda Group has been selling watches for over one hundred years. Established in 1906, the company owns brands including Breil, Hip Hop, Chronotech and Freestyle, which are distributed in 10,000 shops around the world, along with other licensed brands. Binda's products are sold through authorised dealers in Italy and worldwide via Binda's own branches, production units and distributors.

When Binda Group decided to add a new channel and start selling online, the company needed a powerful platform that would allow it to complement its vast global distribution network with international, multi-brand sites. Getting closer to its customers is a key pillar of Binda's strategy, so the new platform had to support a unique, memorable and personal customer experience. Binda also had an objective to keep the financial risk low and minimise initial investment, so the company decided to run its e-commerce platform on a transaction based license model.

## Finding the right solution

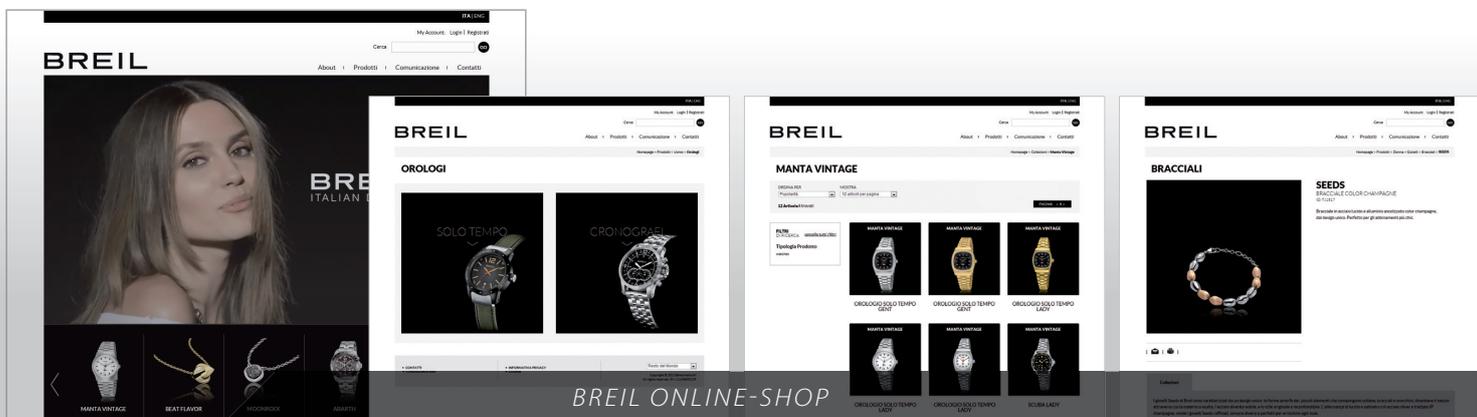
After a detailed evaluation of several vendors offering transaction based revenue models, Binda Group selected Intershop, a flexible, scalable solution that allows Binda to manage multiple brands and local sites centrally, while staying in control of the

associated costs. It also allowed easy configuration and integration with existing IT systems, which meant less administrative hassle and faster, more consistent global rollouts. Responsive web design was another crucial requirement to make the shop as user friendly as possible, and seamlessly accessible both from desktop and mobile devices.

## Implementation

Implementation of Binda's own shopping platform on the web began in 2013. The objective was to create a unique B2C platform for all Binda Group brands, starting with the two most important brands, Breil and Hip Hop in Italy. The platform would then be able to support the extension of Binda's new e-commerce business to other European countries in quick succession, including France, Spain, Germany and the UK and then to USA and other extra European countries.

Intershop and its implementation partner, SMC Consulting, started by defining a functional model that could provide an efficient integration level between the new e-commerce platform and the back-office systems, but at the same time guarantee the platform's independence and full availability 24 hours a day. The platform proved to not only be extremely flexible in how it managed information and business processes, but also helped simplify the



BREIL ONLINE-SHOP

complexity that came with catering for multiple brands, languages, currencies, and local payment and delivery options.

The first part of the project only took three months, from the kick-off to the first shopping site going live. The first website, **Breil.com**, went online just in time for 2013 Christmas period. Other brands and countries will follow throughout 2014.

### Outcomes

The new multi-channel strategy allows Binda to get closer to its customers - both existing and new. The websites are designed to make the entire product ranges easily accessible, and will include features to build customised Hip Hop products. They also feature relevant content such as the latest product news, multimedia content, and options for customers such as adding extended warranty, gift packaging, or personalised messages to be included with the product. 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.

*» 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, Binda Group

## ABOUT INTERSHOP

**Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.**

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

**For more information on our solutions and services, visit [www.intershop.com](http://www.intershop.com).**

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