

CLARINS

deckers
OUTDOOR CORPORATION



LABELUX

TOP RETAILERS TAKE ECOMMERCE GLOBAL

Retailers are Driving Global Ecommerce Success

THE GLOBAL ECOMMERCE MARKET CONTINUES TO GROW AT A RAPID PACE. AND DEMANDWARE CUSTOMERS ARE SEIZING THE OPPORTUNITY.

Opportunity by the Numbers

1/3

The percentage of B2C digital purchases in 2014 accounted for by U.S. and Canadian consumer spending alone.¹

\$1.4 trillion

The projected reach of 2014 B2C ecommerce sales, escalating to \$2.3 trillion by 2018.²

\$532.6 billion

The estimated amount Chinese shoppers will spend online in 2016.³

Retailers are Uncertain their Platform can Grow with Them

The reality is 37% of retailers regard global expansion as a critical factor in their overall business strategies. However, 78% express major concerns about their current ecommerce platform's ability to support the global goals of the business.⁴

The Key Features Needed to Go Global



Global Delivery:

An ecommerce solution must be supported by a global network of data centers that provides a secure and scalable infrastructure capable of delivering services to all customers, regardless of location.



Multi-Site Management:

A multi-site framework allows organizations to create distinct sites and easily syndicate content for use either "as is" or translated for international audiences.



Multi-Currency Support:

An ecommerce platform must comply with international pricing requirements, such as region-specific currencies and tax systems.



Content Syndication Management:

A web interface and process flow controls and synchronizes data across multiple digital channels, enabling retailers to improve the accuracy and speed of managing product information.



Multi-Language Support:

Leveraging a platform that delivers a customized, localized experience using local currency, language and cultural expectations means better customer experiences and stronger brand affinity.

¹eMarketer. "Worldwide Ecommerce Sales to Increase Nearly 20% in 2014." July 23, 2014.

³Forrester Research, Inc. "China Online Retail Forecast, 2013 to 2018." January 8, 2014.

²Ibid.

⁴From a commissioned study conducted by Forrester Consulting on behalf of Demandware, November 2012.

Powering Global Ecommerce



The Demandware cloud model solves many expansion challenges, putting retailers in a unique position to quickly and efficiently take advantage of new global opportunities.

As the stories on the following pages illustrate, retailers using Demandware Commerce are expanding globally with ease and quickly launching sites with fully localized and highly differentiated experiences across multiple countries.

“With Demandware, it took only four months to launch an ecommerce site, and then only six weeks to add individual countries.”

— Head of Ecommerce, German household goods retailer

See how Scotch & Soda, a fashion lifestyle brand based in Amsterdam, used Demandware Commerce to launch new ecommerce sites in 13 countries around the globe.



SUCCESS ON A GLOBAL SCALE:

CLARINS

The Challenge

Best known for luxury skin care products, CLARINS sells cosmetics in every country around the world through major department stores, specialty retail stores and spas, as well as via several country-specific commerce sites.

Driving digital commerce in different countries around the world is a key growth area for CLARINS, including in one of the world's fastest growing markets, China. The complexity of entering the Chinese market, particularly in establishing an online presence that balanced a localized approach with CLARINS' desire to maintain a global brand identity, represented CLARINS' key challenge in entering this lucrative market.

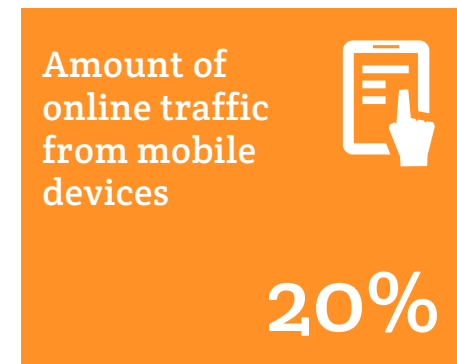
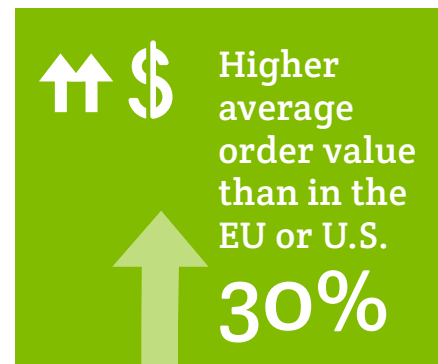
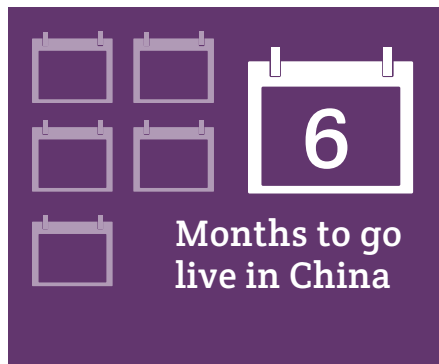


The Solution

CLARINS sought a technology solution that would allow it to quickly establish its online presence in Mainland China despite the complexities this market presents, including the country's technology infrastructure and issues around legal and regulatory compliance.

Demandware's cloud platform includes an Asia Pacific Point of Delivery (POD) and a specialized Site Acceleration Service (SAS) that meets CLARINS' needs in the region. CLARINS worked with Demandware and its implementation partner eCommera, which was instrumental in simplifying many of the business licensing issues around operating a Mainland China commerce site. >>

The Results*



“Working with Demandware has allowed us to grow faster in China. We experienced 500% growth in one year in our online business in China with Demandware.”

— Julien Chiavassa, China Ecommerce Manager and Head of Digital Strategy, Asia-Pacific Region, CLARINS

*From October 2012 to March 2013.
Source: [CLARINS case study](#).

SUCCESS ON A GLOBAL SCALE:

Deckers Outdoor Corporation

The Challenge

The holding company for footwear brands such as UGG Australia, Teva, Sanuk, Mozo, Anhu and Tsubo, Deckers Outdoor Corporation prides itself on maintaining a portfolio that delivers comfort and variety while capturing a uniquely unconventional culture.

In order to bring the spirit of its brands to a wider audience, Deckers wanted to expand its online business globally by supporting the move from a predominantly wholesale business to a more consumer-centric operation.

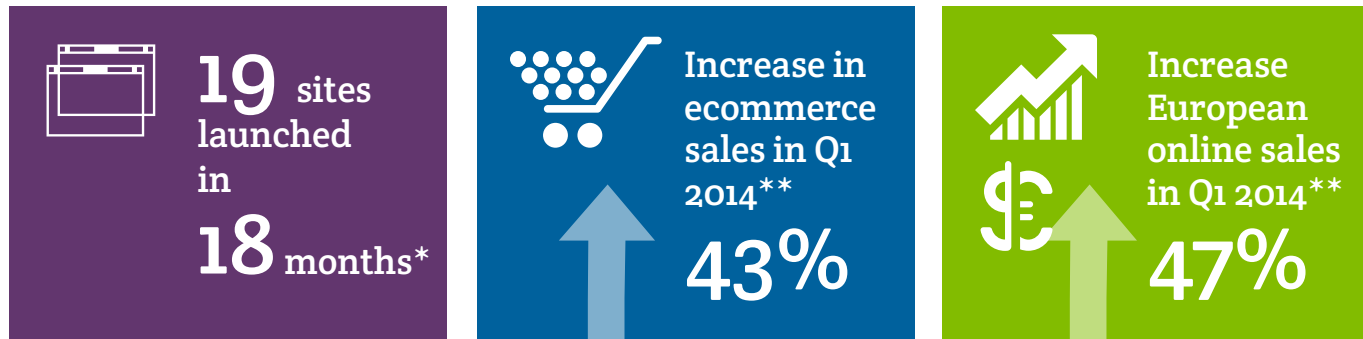


The Solution

Deckers tapped into the power and flexibility of Demandware Commerce to increase the reach of its portfolio. With the help of Demandware's global capabilities, Deckers established localized, user-friendly online shops across the U.S. and Canada, as well as the U.K., France and the Netherlands. In addition, the company launched a pan-European site that enables it to serve other countries throughout the continent, exposing its portfolio to even more potential customers.

What's more, each site was localized to reflect regional languages and currency, as well as local addresses, merchandising, marketing, payment and delivery methods, providing all shoppers with a familiar, trustworthy experience. Mobile-optimized versions of each site helped the company cater to the growing number of consumers who use smartphones and tablets as their primary shopping tool. >>

The Results



“The cloud model means we don’t have to worry about updates or upgrades, and there are no hardware costs to take into account. This is particularly important as we expand into additional countries and need to focus on quickly localizing and innovating to meet local consumer expectations rather than managing infrastructure.”

— David Williams, Director of Online EMEA, Deckers Outdoor Corporation

* Deckers Outdoor Corporation case study.

** Compared to the same time period in 2013.

SUCCESS ON A GLOBAL SCALE:

Labelux

The Challenge

Home to a number of high-end luxury brands, including Bally, Belstaff, Jimmy Choo and Zagliani, Labelux knows that a strong ecommerce presence is not only an effective complement to its 180-plus retail stores – it’s also a key way to expose a greater number of consumers to the products it offers.

Moreover, the company understands the crucial role a solid technology foundation plays in supporting this goal. So in order to continuously advance the ecommerce maturity of its brands, Labelux knew it needed to centralize them on a single platform that could effectively drive simultaneous growth.



The Solution

Labelux took the first step toward making this vision a reality when it chose to work with Demandware in July of 2012. The company quickly standardized the ecommerce sites for Belstaff, Jimmy Choo and Zagliani on Demandware Commerce, helping it unify processes and technology and create shared best practices across product lines.

The Belstaff sites were the first to launch in 2012. Timed to coincide with the opening of new flagship stores in Milan and New York, the company introduced sites for the U.S., U.K., Germany and the rest of Europe in a four-month period. Region-specific sites for Jimmy Choo followed in 2013. Zagliani and Bally launched in 2014, giving all four brands a significant global presence. >>

The Results*



**4 sites
launched in
4 months**



**5 more sites
launched the
next year**



**3 currencies
and 3 languages
supported**



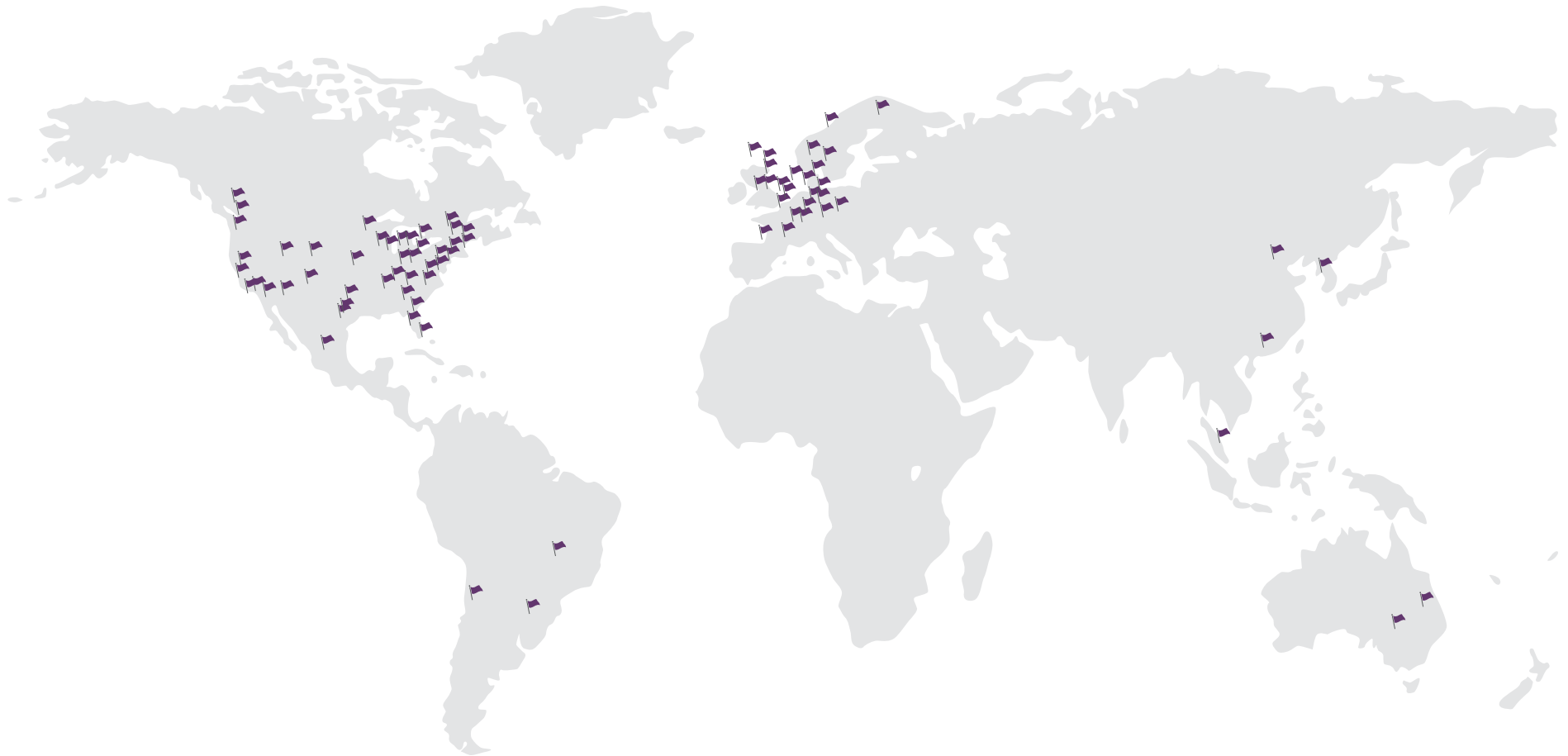
**33% of visits
from mobile
devices**

“Demandware enabled us to establish a strong foundation for international growth, in some cases from nothing, in a relatively short time.”

— Harriet Williams, Group Multichannel Director, Labelux

* From December 2013 to May 2014.
Source: [Labelux case study](#).

Supporting Customers Around the World



49

countries in which Demandware powers digital commerce*

42%

of Demandware clients operate sites in multiple countries*

4

major regions where Demandware clients maintain sites: North America, Europe, Asia and Australasia*

* All statistics stated above are as of November 2013.

About Demandware

Demandware, the category defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in our complex, consumer-driven world. Demandware's open cloud platform provides unique benefits including seamless innovation, the LINK ecosystem of integrated best-of-breed partners and community insight to optimize customer experiences. These advantages enable Demandware customers to lead their markets and grow faster. For more information, visit <http://www.demandware.com>, call +1-888-553-9216 or email info@demandware.com.

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