QUICK LAUNCH
ACCELERATOR

VAIMO
CORE OF COMMERCE

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Launch Early, Create Continuous Value
MVP approach with a strong foundation for further development

DNA from Award Winning Solutions
+10 years of eCommerce experience combined into best practices

Technology and Digital Transformation Accelerators
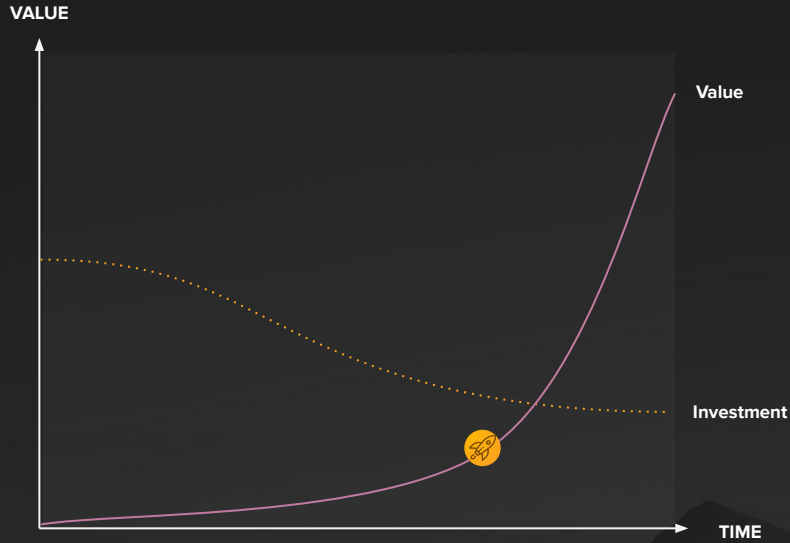Fast track your organisation and commerce launch

Built on the Leading Commerce Experience Suite
Best-in-class commerce platform and tools at your disposal

Adobe

Launch Early, Create Continuous Value
MVP approach with a strong foundation for further development

VALUE

Value

Investment

TIME
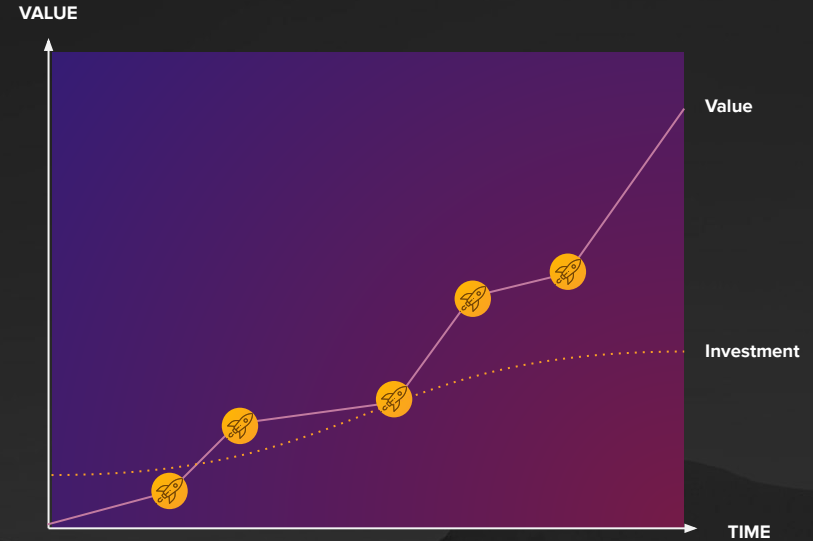
VALUE

Value

Investment

TIME

CLASSIC PROJECT
APPROACH

Customising towards the majority of business requirements

Focus on launch with a high level of functionality

Value and ROI with a longer time horisont

QUICK LAUNCH
APPROACH

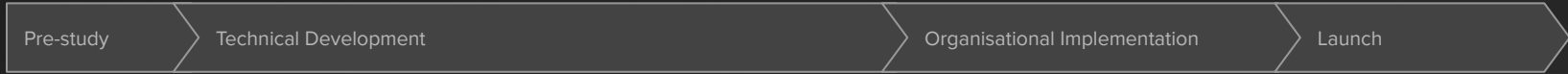Using best practices and out-of-the-box approach

Limited complexity in the beginning

Continuous value and ROI in phases

Launch Early, Create Continuous Value
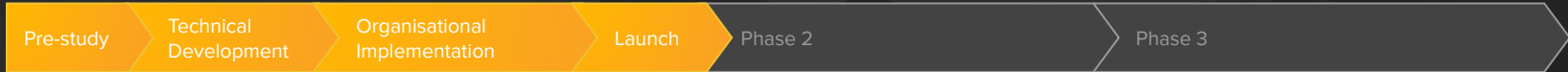MVP approach with a strong foundation for further development

CLASSIC PROJECT TIMELINE

Pre-study	Technical Development	Organisational Implementation	Launch

Addressing all business requirements with individual solutions.
Typical launch time 6-12 months.

QUICK LAUNCH TIMELINE

Pre-study	Technical Development	Organisational Implementation	Launch	Phase 2	Phase 3

MVP approach with UX and functionality accelerators.
Launch within 12 weeks.

LAUNCH QUICKLY
BUILD MOMENTUM

The majority of eCommerce tactics, procedures, challenges, and opportunities carry over from your storefront to the digital arena.

Why should you recreate the wheel? Our use of best practices saves you time and money.

With our Quick Launch framework, we can apply best practices from UX, development, and business consulting to take you to market **fast** and **efficiently**, and **drive value** in a continuous cycle.

12 weeks

MVP QUICK LAUNCH

PHASE 1

PHASE 2

LANDING PAGES

Start
3 months ago

Men Skis Landing
3 months ago

Serie
3 months ago

PLP Skis
2 months ago

Header
4 months ago

Header Cart Item
4 months ago

Search Open
3 months ago

Menu Open Me
4 months ago

PDP
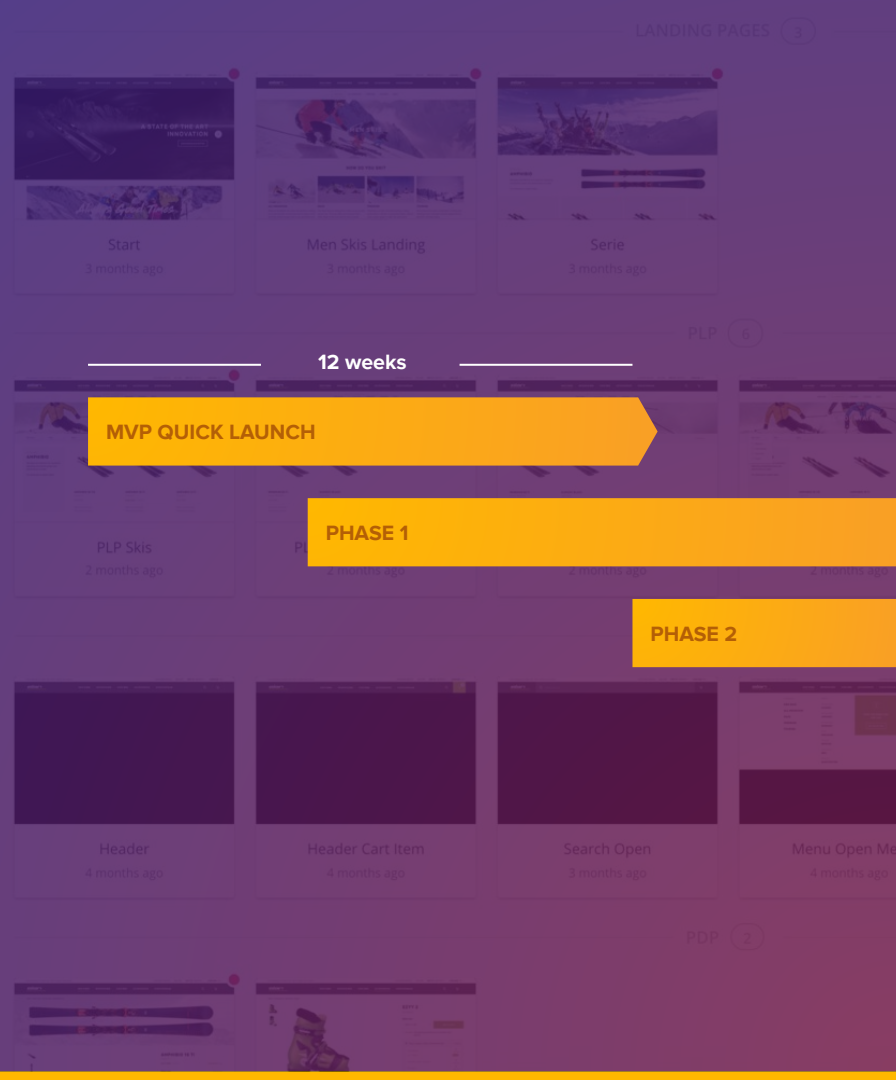
DNA from Award Winning Solutions
+10 years of experience combined into best practices

MAGENTO IMAGINE B2B GROWTH FINALIST

Perfecting unified commerce and last-mile delivery.

ADOBE EXPERIENCE MAKER AWARDS WINNER

Integrating content and commerce into personalised experiences across the end-to-end purchase journey.

MAGENTO IMAGINE DIGITAL EXCELLENCE FINALIST

Reinventing the business model for traditional hypermarket with market-leading online shopping and delivery.

CUTTING EDGE
COMMERCE TECHNOLOGY

Get the benefits of a front-end microservice based architecture, delivering incredible **performance** and **customer experience**.

Vaimo's technical accelerators reduce development time and improve technical quality.

At the core, you find **Magento**, a part of the **Adobe Commerce Cloud** and a leader in the **Gartner Digital Commerce Quadrant** for three consecutive years.
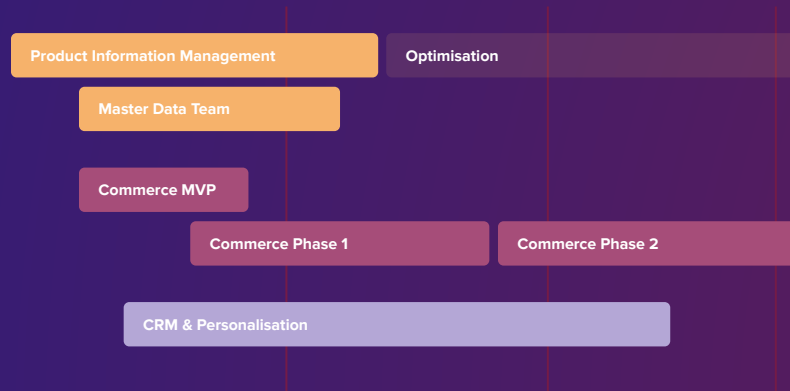
A **DIGITAL** COMMERCE ROADMAP

The operational, tactical, and strategic experience from +10 years of eCommerce projects will help you plan for your digital commerce success.

Digital Commerce Roadmap

| Product Information Management | Optimisation |
| Master Data Team |
| Commerce MVP |
| Commerce Phase 1 | Commerce Phase 2 |
| CRM & Personalisation |

Digital Readiness Assessment

- Pragmatic assessment on the current digital readiness for commerce

- The 12 areas of B2C or B2B digital commerce excellence

- Part self-assessment, part interview

- Highlighted gaps for each area to fulfill the roadmap

- Strategic recommendations

Brand Quick Launch Accelerator
Connect and sell to your brand followers

ACCELERATE YOUR
BRAND COMMERCE TRANSFORMATION

Launching eCommerce for a single product, category or independent brand.

Our Accelerator speed up your go-to-market speed, while establishing the foundation for a long-term eCommerce strategy.

Our Fast Launch framework makes it possible for us to apply best practices from UX, development and business consulting, taking you to market **fast** and **efficient**.

Sell Online
Pre-integrated payment and delivery services

Product Management
Improve your product management with the pre-integrated PIM

Personalisation
AI-driven commerce experience

Integration Ready
Ready to integrate to back office systems

Lightning Fast
Mobile optimised with PWA architecture

Commerce Roadmap
Launch fast, improve and grow in phases

QUICK LAUNCH EXAMPLE PHASES
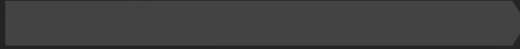
Quick Launch

Launching quick with a our B2C accelerators.

Avoid heavy technical customisations.

Start content and product information population.

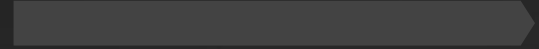Start digital marketing activities.

Expand

Integrate & automate processes.

Start optimising the Customer Experience based on data and insights.

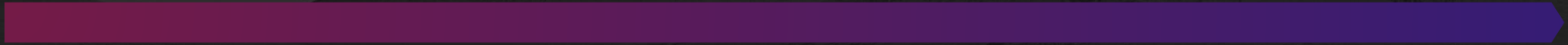Data-driven optimisation of marketing tactics and activities.

Scale

Up-cale the digital commerce team, moving from external to internal on key positions and areas.

Scale and improve fulfilment efficiency.

Centralise customer data for better personalisation and experiences.

Digital Enablement

QUICK LAUNCH SCOPE

Ecommerce Website

Launch eCommerce within **12-weeks**.

Pave the ground for further eCommerce integration, such as order history, invoices and business process support.

Robust starting point with a "building block" approach.

Enterprise grade platform.

Ready for internationalisation.

Built on +10 years commerce experience.

UX & Customer Experience

- PWA - Headless frontend
- Engage across all devices
- UX accelerator baseline design
- Onsite Search
- GDPR modules

Marketing tools

- Content Management
- Customer Segmentation
- AI-driven Product Recommendation
- Behaviour triggered pop-ups for campaign or email signups
- Abandoned basket email
- Re-targeting campaign integration with facebook

Catalogue & Products

- Catalogue and product navigation
- Filtering and sorting
- Product attributes
- Product badges
- Manual data-upload

Checkout

- Payment integration
- Rate-based shipping option

Commerce Engine
Magento Commerce

Product Information Management
Akeneo PIM

Personalisation & Experience
Nosto

QUICK LAUNCH FEATURES

Ecommerce Website

Magento Commerce

Establish the eCommerce website with Magento Commerce. We configure, and implement a design aligned with your brand.

Including

- Pre-analysis
- Adjustment of design
- Implementation
- Configuration of Nosto
- Configuration of Magento
- Launch

PIM

Akeneo PIM

Manage your product data and experience with an intuitive PIM platform.

We setup and configure the PIM platform ready for you to import, centralise and enrich your product information.

Including

- Pre-analysis
- Configuration of PIM
- Integrated to Magento

Digital Enablement

Commerce Roadmap

We create clarity with a multi-phased eCommerce implementation roadmap.

Defined business objectives and KPI's with our Commerce Roadmap framework.

Including

- Commerce Goals & KPIs
- Commerce Roadmap

Commerce Strategy

Digital Readiness Assessment and gap analysis based on as-is and the Commerce roadmap.

Executive recommendations on organisational design and commerce operations.

Including

- Digital Readiness Assessment
- Gap Analysis
- 3-year commerce strategy

WANT TO HEAR MORE?

Contact us

VAIMO
CORE OF COMMERCE

Vaimo is one of the world's most respected experts in digital commerce on the Magento and Adobe Commerce Cloud platform. As a full-service omnichannel agency, we deliver strategy, design, development and managed services to brands, retailers and manufacturers all over the world.

Our 10+ years track record of technical excellence coupled with our proven results in helping our clients succeed with business development, digital strategy and customer experience design is proudly manifested in our status as a Adobe Platinum partner.

With local offices in 15+ markets across EMEA, APAC and North America and over 500 employees, we provide an international presence that allows us to cultivate close, long-term relationships with our clients.

Adobe
2020
MAGENTO COMMERCE: DIGITAL EXPERIENCE
SOLUTION PARTNER OF THE YEAR
COMMERCIAL | EMEA

X VAIMO
CORE OF COMMERCE

www.vaimo.com