

# QUICK LAUNCH ACCELERATOR



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

# QUICK LAUNCH ACCELERATOR



## 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



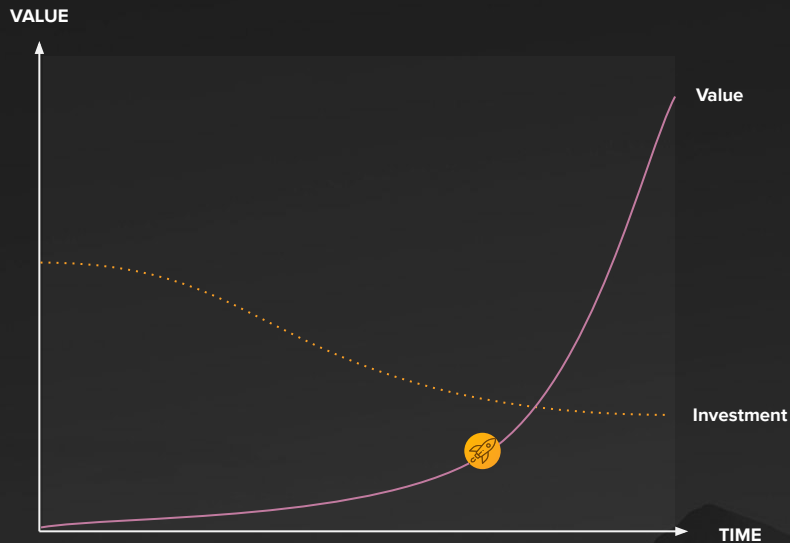
## Built on the Leading Commerce Experience Suite

Best-in-class commerce platform and tools at your disposal



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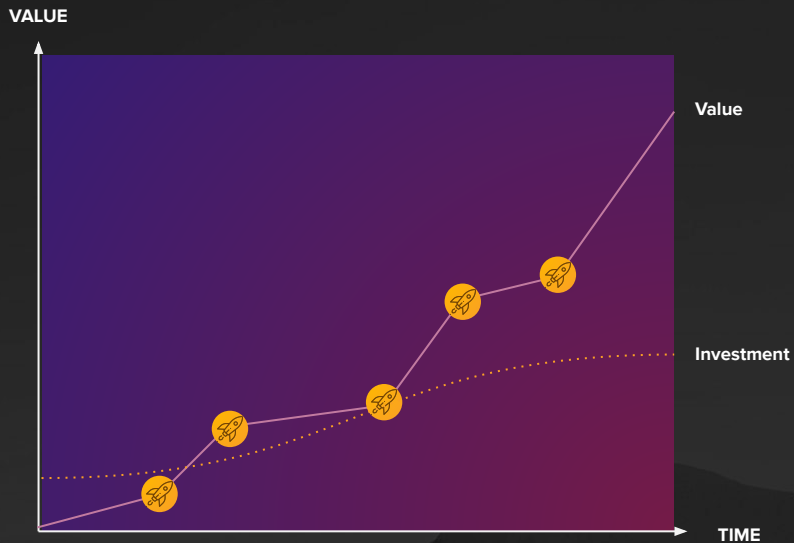


### CLASSIC PROJECT APPROACH

Customising towards the majority of business requirements

Focus on launch with a high level of functionality

Value and ROI with a longer time horizon



### QUICK LAUNCH APPROACH

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

Limited complexity in the beginning

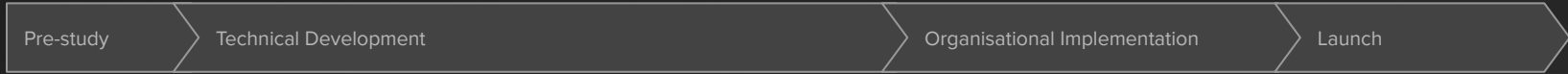
Continuous value and ROI in phases



## Launch Early, Create Continuous Value

MVP approach with a strong foundation for further development

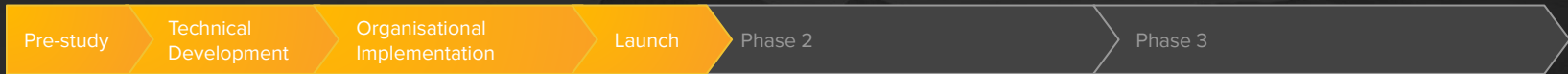
### CLASSIC PROJECT TIMELINE



Addressing all business requirements with individual solutions.

Typical launch time 6-12 months.

### QUICK LAUNCH TIMELINE



MVP approach with UX and functionality accelerators.

Launch within 12 weeks.





## Launch Early, Create Continuous Value

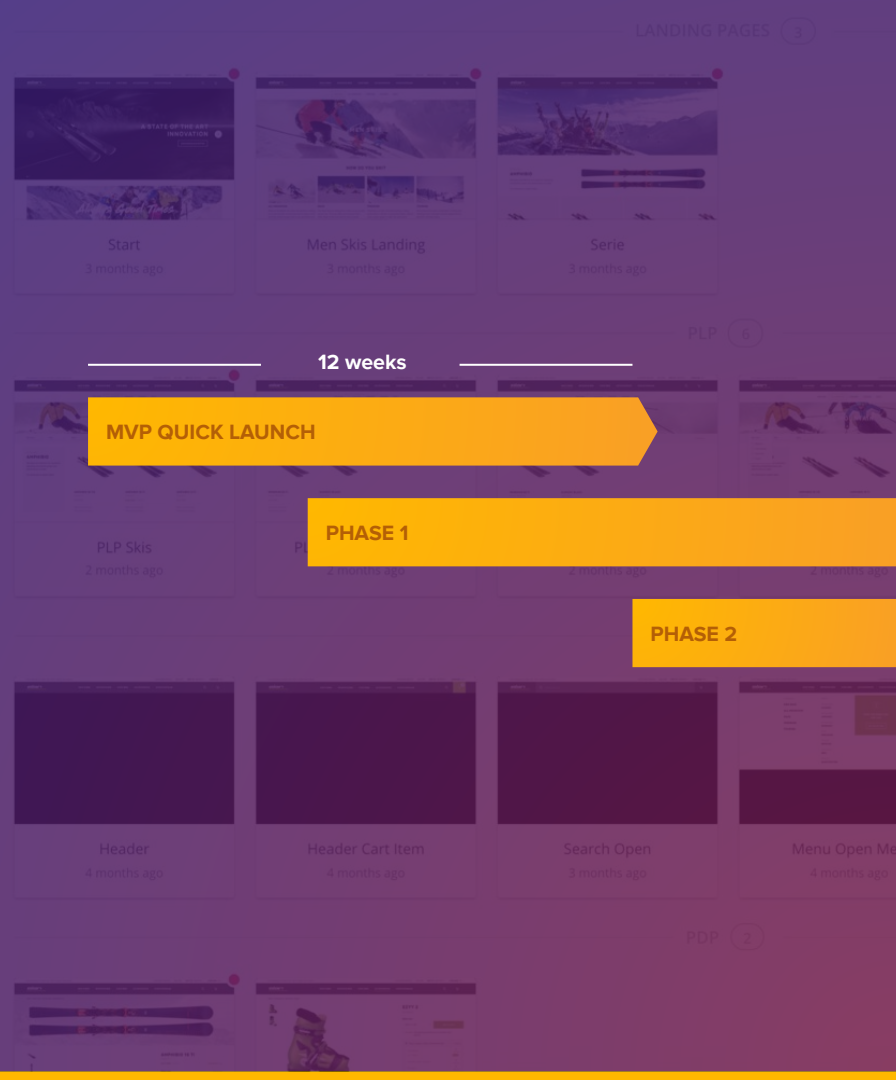
MVP approach with a strong foundation for further development

## 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.





**DNA from Award Winning Solutions**

+10 years of experience combined into best practices

## +10 YEARS OF DIGITAL COMMERCE EXPERIENCE

JDE

BAUHAUS

GANT

JACK DANIEL'S

lecot  
raedschelders

MYTHERESA

L'ORÉAL

W.E.G.  
WÜRTH GROUP

HH<sup>®</sup>  
HELLY HANSEN

CASIO

wolf  
THE TOTAL TOOL FACTORY

POLARN O. PYRET

dyson

LEROY MERLIN

BJÖRN BORG

Heineken

HYDROSCAND

JAGUAR





## 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.



## Technology and digital transformation accelerators

Fast track your organisation and commerce launch

### 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.



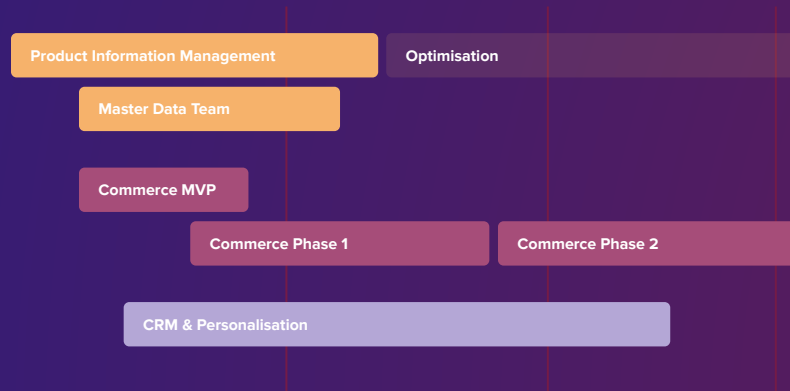




# A DIGITAL COMMERCE ROADMAP

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

## Digital Commerce Roadmap



## 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





## **FMCG Quick Launch Accelerator**

Accelerate your Direct to Consumer Strategy



## FMCG Quick Launch Accelerator

Accelerate your Direct to Consumer Strategy

# ACCELERATE YOUR DIRECT TO CONSUMER STRATEGY

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.

Onboard into eCommerce with our FMCG technology and consulting accelerators. Putting you on an eCommerce fast track, saving you years of implementation.



### Sell online

Pre-integrated payment and delivery services



### Product Management

Manage your full catalogue, or integrate with PIM



### Personalisation

AI driven commerce experience



### Integration ready

Ready to integrate to back office systems



### Lightning fast

Built on the latest technology, Progressive Web Apps



### Commerce Roadmap

Launch fast, improve and grow in phases



## QUICK LAUNCH EXAMPLE PHASES

### Quick Launch



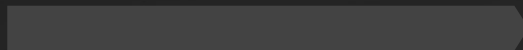
Launching quick with a our B2C accelerators.

Avoid heavy technical customisations.

Create small cross-organisational digital commerce team.

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

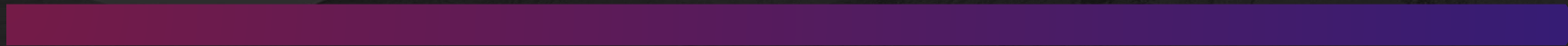


Up-scale the digital commerce team, moving from external to internal on key positions and areas.

Scale and improve fulfilment efficiency.

Expand assortment, launch more markets.

### 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



**Get started**

Your journey starts today

## WANT TO HEAR MORE?

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[Contact us](#)



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.



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CORE OF COMMERCE

[www.vaimo.com](http://www.vaimo.com)