

MERCHANT

KAISER + KRAFT (China & Japan)

SOLUTION PARTNER

BysoftChina

PROFILE

A world-class online supplier of office, workshop and warehouse equipment

MARKETS SERVED

China, Japan

CHALLENGE

A new localized eCommerce site with advanced levels of data synchronization and security

The Challenge

KAISER + KRAFT is one of the leading suppliers of office, workshop and warehouse equipment in the world with 44 subsidiaries in 27 countries throughout Europe, North America and Asia. KAISER + KRAFT China and KAISER + KRAFT Japan entrusted BysoftChina, a Magento Professional Partner, to deploy a new eCommerce system that supports their business goals in Asia-Pacific. This project required servers in Hong Kong, China Mainland and Japan, all of which demand a rigorous level of data synchronization and data security.

With multiple servers and multiple instances of Enterprise, KAISER + KRAFT takes full advantage of the Magento Enterprise content staging feature.

The Solution

BysoftChina introduced the idea of applying three separate Magento Enterprise systems into each server with data synchronization among the different servers using the Magento API. A backend tool allows the administrator to automatically synchronize product pricing and inventory data with the information on KAISER + KRAFT's AS400 ERP system. With multiple servers and multiple instances of Enterprise, KAISER + KRAFT takes full advantage of the Magento Enterprise content staging feature. KAISER + KRAFT China and KAISER + KRAFT Japan are able to share a common backend with different administrators who are able to manage data on the Chinese and Japanese websites.

Managing Thousands & Thousands of Products

BysoftChina developed a complete and reliable data import module which saved significantly on data entry. With so many products (and sub-categories of products), Bysoft developed



a grouped product structure for KAISER + KRAFT that allows the administrators to quickly and easily create and manage products at all levels. Bysoft and Magento made it easy for users to find any product among thousands of choices with intelligent search functionality and a multi-option filter in the product category page that helps direct users to requested product pages. Products are clearly displayed in tables that make it very intuitive for consumers to understand the product choices. The administrator can easily define which property to use in the filter and the order to display the products on the frontend.

Bysoft designed the KAISER + KRAFT websites so that their completely localized online stores match the color scheme of their popular print catalogs, making adoption of the online stores easy and seamless for even the most loyal of catalog customers. Additional functional such as the ability to input a six digit product code to directly add the product into the shopping cart makes the shopping and purchasing process easier for consumers.

Bysoft and Magento made it easy for users to find any product among thousands of choices with intelligent search functionality and a multi-option filter.



system administrators happy,” said Liu Yang, Chief Marketing Office, KAISER + KRAFT China. With such a large product catalog, performance is critical to help ensure consumer satisfaction. Bysoft implemented the full-page caching and Solr search capabilities of Magento along with Layered Navigation Pro from Aitoc for the product list page.

“The flexibility of Magento Enterprise was a very large benefit for this implementation,” said Cyril Drouin, CEO of BysoftChina. “KAISER + KRAFT has around 100 attributes for each attribute set. This could have been very problematic, but not with Magento. The multi-store capabilities of Magento allowed us to code once and implement twice (for China and Japan), saving time and money.”

“We are happy that we chose BysoftChina as our partner because of their detailed planning, high quality standards and outstanding service. We are very pleased that Bysoft used Magento because we now have localized online stores with all of the functionality we need and backend integration that makes our

Although a very complex implementation, Bysoft was able to launch both the China and Japan sites within a four month time frame. KAISER + KRAFT were pleased with the speed and quality of the implementation as well as the user friendly frontend and enriched backend features.



BysoftChina is a professional web agency based in Shanghai, Guangzhou and Wuhan. BysoftChina is the only Magento Professional Partner in China and the most expert PHP development service provider in Asia. With over 100 business and technical professionals, we take pride in providing comprehensive eCommerce solutions and Open Source Web Development expertise to the global world of online business.

BysoftChina is a wholly owned subsidiary of Bysoft International Group, a French Web Engineering Group established in Paris since 1991.

WWW.BYSOFTCHINA.COM



KAISER + KRAFT is one of the leading suppliers of office, workshop and warehouse equipment in the world. It is represented by forty four subsidiaries in twenty seven countries throughout Europe, North America and Asia, and offers its customers a various product selection, a reliable quality and service, and a rapid delivery.

WWW.KAISERKRAFT.CN

WWW.KAISERKRAFT.JP



Magento is the fastest growing eCommerce platform with over 225 solution providers, 80,000 merchants and brands worldwide and a host of Industry Partners that create applications and extensions for the Magento platform. Magento is a feature-rich, professional Open Source eCommerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Based in Los Angeles, Magento is a fast-paced, entrepreneurial organization dedicated to the mission of enabling the eCommerce ecosystem.

WWW.MAGENTOCOMMERCE.COM