



OVERVIEW

Cape Union Mart - South Africa's favourite outdoor adventure store - has been equipping adventurers and outdoor enthusiasts since 1933. Cape Union Mart prides itself in stocking everything one needs for outdoor pursuits-including hiking, camping, trail running, mountain biking, snow sports, travel and more. Cape Union Mart is an essential first step in every adventure, with over 160 stores across South Africa, Namibia and Botswana.

KEY POINTS

Merchant: Cape Union Mart
 Industry: Apparel and Accessories
 Magento Edition: Enterprise
 Base Engine: Innovate
 Markets Served: South Africa, Namibia, Botswana
 Web site: www.capeunionmart.co.za
 Project Duration: 6 months of continuous development
 Project Budget: 1500 Hours

140%

INCREASE IN TRAFFIC

650%

INCREASE IN TRANSACTIONS

35%

MORE PAGE VIEWS

235%

INCREASE IN CONVERSION RATE

600%

INCREASE IN REVENUE

THE CHALLENGE

The overall project had five key objectives: to re-platform the Cape Union Mart website to Magento, enable attraction, to process and fulfill a significantly greater number of online transactions and to integrate Magento into the current environment. Augmenting Cape Union Mart's participation in various online environments and enhancing customer engagement, formed part of these key objectives. The main challenge Vaimo faced with the Cape Union Mart eCommerce project, were the numerous integration complications that were needed to successfully merge the Magento online store and their 160 retail stores. One of the biggest tasks was to re-categorize and re-attribute a large and complex assortment of SKUs. This project was fast-paced, due to Cape Union Mart's desire to enter the market timeously. With this came the challenge to continuously innovate further on a complex live-site.

THE SOLUTION

Vaimo has on two occasions facilitated an extensive re-design of Cape Union Mart's online store, with the second re-design introducing a fully responsive website. There have been multiple large-scale projects, such as the data transfer, getting the catalogue ready for the UX, continuous improvement of speed due to the fast growing number of transactions. To improve efficiency and to eliminate any re-capturing and repetition of data, Vaimo integrated Magento with Cape Union Mart's various in-house systems, including integration into ERP, merchandising systems, payment gateways, reward programs (eBucks and Discovery Miles), integrations of gift card and returns management. The final outcome was to ensure a streamlined omni-channel solution.

FEATURES IMPLEMENTED

- ✓ FULLY RESPONSIVE SITE
- ✓ MULTIPLE PAYMENT OPTIONS
- ✓ SOLR SEARCH
- ✓ WISH-LIST INTERFACE TO SOCIAL PLATFORMS
- ✓ SINGLE POINT OF DATA ENTRY AT THE BACKEND
- ✓ CROSS-CHANNEL E-GIFT CARD INTEGRATION-BI-DIRECTIONAL BETWEEN ONLINE AND OFFLINE STORES
- ✓ INTEGRATION TO EBUCKS AND DISCOVERY MILES REWARD PROGRAMS
- ✓ COMPLEX INTEGRATIONS BETWEEN DOLFIN (USED FOR MANAGING MERCHANDISE STOCK), MAGENTO AND SAGE X3 ERP SYSTEM
- ✓ RETURNS MANAGEMENT AUTHORISATION SOLUTION, FULLY INTEGRATED TO THE ERP SYSTEM

PROJECT DELIVERY

Vaimo has been working with Cape Union Mart on different eCommerce projects since 2012. During this time Vaimo has helped the brand to re-platform onto Magento Enterprise, go fully responsive and has also provided continuous help with site maintenance.

Some of the lessons to take away from the Cape Union Mart projects are: making sure to allocate enough resources to cover the unforeseen tasks; meticulous testing and QA is especially important with extremely complicated projects like this one; taking enough time to figure out the best solutions for fixes on a live site is critical for any eCommerce project.

FUTURE ECOMMERCE PLANS

The future is bright for Cape Union Mart in South Africa, where they are looking to continue to grow and expand. As one of the biggest innovations towards a smooth omni-channel approach, the brand is investing in in-store kiosks for easy online ordering and pickup - this way clients never have to worry about products being out of stock in the brick and mortar stores.

Cape Union Mart is also focusing new resources towards content marketing and are currently in the process of revamping their blog. They want to make their website the ultimate destination for clients to search for different products, learn about the products they are interested in and finally shop in the most convenient way desired.

“Vaimo spoke knowledgeably about the advantages and pitfalls of implementing a project the size of ours. Vaimo’s clear understanding of Magento and our ERP system gave us confidence that they have the expertise to deliver an excellent web store. We were definitely impressed by their laudable company track record, especially the amount of international case studies available which gave us the final push to pick them as our solution partners. Vaimo has been there for us and available almost 24/7. They have managed to stay within budgets even when facing unforeseen complexities.”

“We selected Magento because we were impressed with the platform’s functionality and flexibility. We needed a solution with the power to accommodate stock we sell online and offline. Magento seemed the best solution for us to make a “quantum leap” in our eCommerce offering. Looking back now, I can safely say that we have really benefited from the constant innovation and access to new upgrades and tools from around the globe. In the end, we are not a pure eCommerce company and our strength is being a retailer so the ability to leverage on Magento’s expertise has made the journey easier on us.”

ABOUT VAIMO

Vaimo helps companies all over the world to achieve eCommerce success on the Magento platform. Vaimo is one of the top Magento solution providers and has delivered tailored eCommerce solutions to more than 400 brands and merchants. We pride ourselves in being certified Magento experts and offering full service eCommerce solutions that our clients can trust. We have an in-house team of 170+ specialists with offices located in 8 countries. Businesses choose Vaimo for best practice eCommerce.

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