

**MERCHANT**

C2B International

**PROFILE**

Exclusive reseller for Birkenstock products in France

**CHALLENGE**

Integrate with many back-end applications and scale to meet growth projections

**SOLUTION PARTNER**

Synolia

**MARKETS SERVED**

France

**URL**

www.nos-sandaes.com

**The Challenge**

C2B is the exclusive reseller in France of the enormously popular Birkenstock products. To maximize their reach throughout France C2B decided to open an online store dedicated to the brand, NOS-SANDALES.COM. To support the enthusiasm and demand for the brand, a complete eCommerce platform was needed that could properly showcase the Birkenstock products. After a global request for proposal, C2B focused on Magento Partner, Synolia, because of the quality of their project pre-analysis, their expertise, strong business sense and experience with the Magento platform.

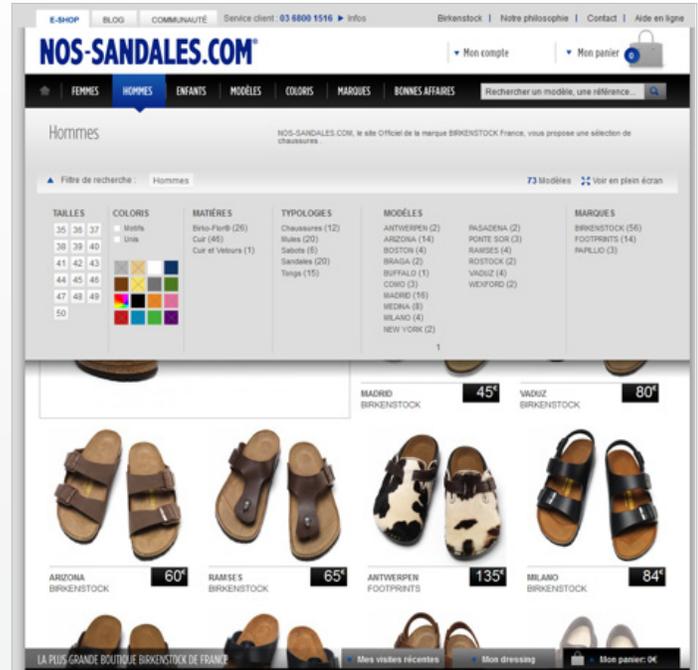
*With its great communication ability, strong architecture and scalability Magento Enterprise was the first choice for the project.*

**The Solution**

In addition to an eCommerce platform that provides the customization and flexibility required for NOS-SANDALES to fully support the Birkenstock brand, C2B also needed a solution that could easily integrate with their internal ERP software, a CRM solution dedicated to customer communications and order management as well as support for social media and many other back-end and front-end requirements. All of this added up to making NOS-SANDALES.COM a very ambitious project. Magento Enterprise was the only solution that could meet the requirements because of its great ability to integrate with other systems and its very scalable architecture.

**Integration, integration, integration**

During the course of the project, Synolia made a complete Magento integration with C2Bs internal ERP to synchronize inventory and transfer orders. Additionally, Synolia implemented a complete SugarCRM integration in order



to allow a call center to manage information requests from customers and prospects. This full SugarCRM integration also provided C2B with better knowledge about customers and orders, allowing them to create specific customer segmentation lists for targeted campaign management, forecasting, etc. Wordpress and Facebook were also integrated to build a community with single sign-on access and a content feed from Facebook. A Buddypress solution with a single sign-on access was also integrated with the Magento solution. Full Qlikview integration gives the management team of C2B valuable business intelligence about customer data with an easy-to-use dashboard.

From first analysis to the grand opening of the online store, this project took about eight months. The NOS-SANDALES.COM website is a spectacular showcase of Birkenstock products in France. The project was ambitious in terms of its goals to increase the number of site visits and conversions and to create an engaging site for customers. Magento was the ideal choice for

C2B International because Magento Enterprise not only has the features that helped them meet their goals but it is also easy to administer.

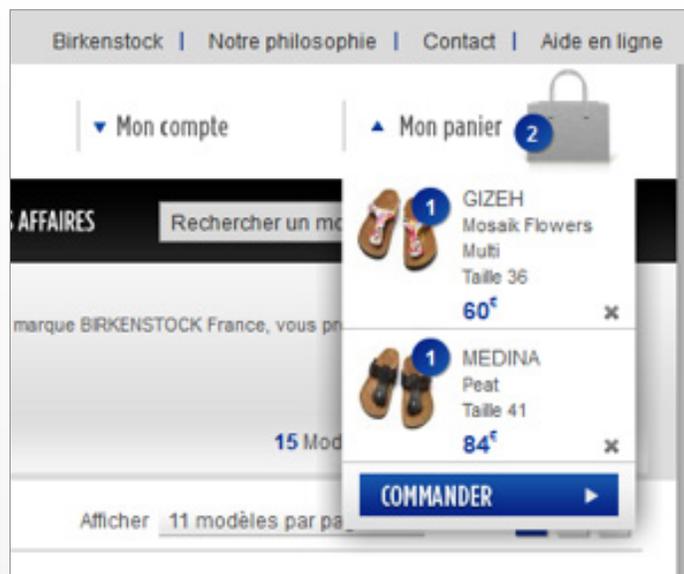
Synolia created an engaging user experience that includes an Ajax interface, search optimization modules and enhanced product pages that utilize some of the many marketing and merchandising tools available with Magento Enterprise.

**“Magento Enterprise is one of the best solutions available on the eCommerce market.”**

**-Pascal Brunel,  
E-business Division Manager at Synolia**

“In our mind, Magento Enterprise was the best solution for our customers’ needs. Thanks to its unique and powerful architecture, we were able to build a fully customized solution that is integrated with other systems. For us, Magento Enterprise is certainly the best solution available on the eCommerce market for mid-sized and high potential customers,” said Pascal Brunel, E-business Division Manager at Synolia.

Despite some very complex integration, Synolia was able to launch the website in the planned amount of time. NOS-SANDALES.COM customers are clearly pleased with the new web store as tens-of-thousands of new members were recruited within only a few days after the opening.



Synolia is an eCommerce and CRM Specialist. Synolia provides CRM and E-Business solutions for all types of businesses in the European market. SYNOLIA provides a wide range of services in e-business, CRM or BI projects, support and user training for these applications. With more than 450 customers all over Europe Synolia is based in Lyon and Paris, France.

NOS-SANDALES.COM is the eCommerce official distributor in France of various brands of the Birkenstock group and its network of stores under the banner of the French territory. NOS-SANDALES also distributes Birkenstock’s brands such as Papillio, Birki’s, Footprints and Tatami.

Magento is a feature-rich, open-source, enterprise-class platform that offers merchants a high degree of flexibility and control over the user experience, catalog, content and functionality of their online store. Magento Enterprise, the company’s premiere solution, enables mid- to large-sized merchants to build and run world-class online stores.