

# vitec group manfrotto.com

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## Porting Magento 2 multi brand | 74 sites

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

A real international challenge with multiple brands, high-tech imaging products, multiple customer segments and differentiated price lists.

An advanced e-commerce strategy that allows to get in touch with wider customer segments into different pro & consumer markets.

[webformat.com](http://webformat.com)



The British Vitec Group, founded in 1909, with offices in 13 countries and 1,800 employees, is a leader in the supporting products for the "image capture" market. It produces and distributes 24 premium brands, including Manfrotto, Lowepro, Joby, Gitzo and National Geographic.

Vitec has a complex multi-channel retail & online distribution: it serves **3,000 photo specialty retailers** (integrated logistics and customer service platform) and manages about **100 multi-brand and multi-country e-commerce sites**.

*"The image -your- is what counts" is our brands promise. Conveying contents related to the philosophy of our products in an adequate way and guaranteeing an engaging and consistent e-commerce experience for our customers is fundamental for us.*

*In Webformat we found an expert and proactive partner, capable of performing a complex migration to the Magento 2 Commerce platform, which allows us to manage a multi-brand and multi-country catalog in cooperation with all our marketing & e-commerce teams at international level.*

### A complex international ecosystem

A migration & merging project: from **multiple Magento 1 installations, to a sole Magento 2 installation**, in a **complex company ecosystem**, implementing analysis and study of the processes, their re-engineering and specialization of functionalities for the various markets served.



#### Internationalization and integrated management

- Multi-brand
- Multi-currencies and multi-language
- Multi-nation
- Multi-warehouse

Manfrotto	\$ € ¥	7	24	
lowepro	\$ € ¥	3	13	
JOBY	\$ € ¥	3	13	
74	CITIZO	\$ € ¥	7	24



#### System integration

- PIM's (Product Information Management)
- ERP (Enterprise Resource Planning)
- OMS's (Order Management System)
- CMS (Content Management System)
- BI (Business Intelligence)



#### AWS Infrastructure

- Amazon in cloud with auto-scaling
- Zero down-time deployment
- CDN / Magento 2 integration
- MySQL Clustering 3 databases



#### Advanced CMS management

- Landing pages / product sheets managed by customer's distributed marketing teams



#### 24/7 Support