



PRESS RELEASE

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## **Lamp and lighting market leader drives internationalization and growth course forward together with PHOENIX MEDIA and Magento Commerce**

Based on Magento Commerce, PHOENIX MEDIA has successfully launched 15 B2C country stores throughout Europe for Lampenwelt GmbH, Europe's largest and leading online specialist for lamps and lighting, and thus supports the internationalization and growth strategy of the Online Pure Player. The convincing result: Across all markets, double-digit growth rates can be noted. In new markets, the numbers partly are even in the three-digit range.

The e-commerce history of Lampenwelt dates back to 1999. After the initial distribution of selected lights on eBay, sales on the first own Internet platform started in 2002. Due to the enormous growth and the increasing internationalization, followed by company and warehouse enlargements in the next years, Lampenwelt wanted to reorientate technically and with a new scalable concept in 2016. "With PHOENIX MEDIA, we found a very competent service provider that met our very high requirements with enormous readiness for action and creative solutions," Thomas Rebmann, CEO of Lampenwelt, says.

The basic requirement was the migration of the previous shop platform to Magento Commerce. The platform migration should be implemented in several iterations. "During the almost two-year migration, not only the grown shop infrastructure has been consolidated, but also numerous internal processes were rearranged. With PHOENIX MEDIA we had the perfect partner, on which we were always able to rely on - even in difficult situations", Markus Lorenz, Head of IT Development at Lampenwelt, emphasizes.

A key focus of the project was the development of a suitable multi-shop concept, which should consolidate the structures of the proprietary system and perfectly support the company's growth and internationalization course. With up to 5,000 daily orders in peak periods, it was also important to connect the customer's ERP system to Magento Commerce. „Due to the very complex data model and high performance requirements, we have extended and modified Magento. With the help of Elasticsearch and our comprehensive expertise both in performance hosting and performance optimization, we were able to meet the customer's high expectations", Dirk Schwarz, Director of Technology & Projects at PHOENIX MEDIA, explains.

Lasting performance optimizations and the integration of the Elasticsearch technology, which offers immense search and filtering capabilities across a wide variety of attributes, enable very fast load times and provide customers with a great user experience. An enhanced user interface combined with high functional comfort sets Lampenwelt apart from the competition and leads to an improved usability on all end devices. This enabled Lampenwelt to optimize mobile experience further and increase conversion rate by 20 %.

Based on Magento Commerce, Lampenwelt continues the enormous growth course together with PHOENIX MEDIA and 15 successful B2C country stores.

Lampenwelt is the largest and leading online specialist for lamps and lighting in Europe. With online shops in 15 different European countries, including France, Austria, Poland and Switzerland, the company has continuously developed the European market in the last years and is also one of the market leaders within the industry. With around 50,000 different products for every application area Lampenwelt offers its 1.5 million customers, including private customers as well as business customers, an unsurpassed product range. In 2016, the company generated annual sales of 61 million €. After investments by 3i Group and Project A in the three-digit million euro range in 2017, the growth and internationalization course of Lampenwelt is to be pushed even more. In 2018, the online Pure Player expects a strong growth concerning sales and results.

For more than ten years, PHOENIX MEDIA has been developing comprehensive solutions in the e-commerce sector. The Enterprise Solution Partner for Magento in Germany and Austria realizes tailored solutions for every e-commerce challenge. Well known as being a specialist for online shop systems, quality and success for customers take top priority. Thus, strategic consulting as well as efficient technologies and partners are integral components of every project. PHOENIX MEDIA has been able to position itself in the market as a leading partner: Renowned retailers confide in its all-in-one solutions for a prosperous application of e-commerce platforms.

More information: [www.phoenix-media.eu](http://www.phoenix-media.eu)

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