

case**history**

WELEDA
Since  1921

CLIENT

Weleda

SECTOR

Manufacturing - Retail

NO. OF EMPLOYEES

2,400

TURNOVER

400 M Euro

WEBSITE

www.weleda.com

ZUCCHETTI SOLUTION:

Global eCommerce platform

KonaKart eCommerce platform for sustainable and ethical beauty and health products

Weleda is a world-leading manufacturer of certified natural and organic cosmetics and anthroposophic pharmaceuticals, sold in more than 50 countries on all continents. The company, headquartered in Switzerland, was founded by humanitarian and philosopher Rudolf Steiner in 1921, who also developed the principles of biodynamic farming and anthroposophical medicine. Today many of these principles are still used to create Weleda products. Sustainability is in fact of paramount importance to the Weleda corporate culture.

 **ZUCCHETTI**

www.zucchetti.com

CLIENT'S REQUIREMENTS

In 2012 Weleda started a long-term project to consolidate and relaunch all their websites using a common platform. The ambitious goal was to centrally manage a single platform that would cover all Weleda countries, giving a uniform vision of the Weleda brand to customers worldwide, while at the same time allowing the individual countries to continue to use their existing ERP systems, shipping providers and credit card payment gateways. It was also of fundamental importance for the chosen solution to be fully internationalised covering all languages and currencies and to have a promotions and pricing engine that could satisfy the demanding requests of the country specific marketing managers.

ACCOMPLISHED PROJECT

After a long period of evaluation, where Zucchetti's eCommerce platform KonaKart was compared against other popular eCommerce products, it came out on top by excelling in a variety of areas which were fundamental for the success of the project. For reasons of reliability, scalability and performance, the underlying Java technology on which KonaKart is built, was favoured over PHP competitors.

A cloud-based installation and simple licensing model allows Weleda to efficiently manage their resources and costs.

KonaKart's API based approach allowed Weleda to integrate with their chosen content management system and with a variety of ERP solutions being used by the various countries. The modular plugin architecture enabled a slot-in approach for country specific payment gateways and shipping modules, all while running in an efficient multi-store environment sharing common resources. The multiple international localizations of Zucchetti's eCommerce solutions perfectly met the needs of a multinational company such as Weleda.

Nowadays, almost 30 countries are online using the common platform and Weleda is thriving more than ever.

WHY ZUCCHETTI?

Jan Kunz,

Technical Online Specialist at Weleda

"Working with Zucchetti's staff has been a pleasure. The support we are receiving is well above that from other software vendors. The whole team is very flexible and helpful, which helps us very much to conduct our business. KonaKart integrates nicely into our web platform, it runs inconspicuously in the background and gets the job done reliably without failures."