

Case Study



- Nikon
- Founded in 1917 through the merger of Japan's three leading optical manufacturers who formed a comprehensive fully integrated optical company – Nippon Kogaku K.K.
- In 1988 the corporate name changed to Nikon Corporation
- The company focuses on three main product areas: digital imaging, precision optics, and photo imaging technology
- Europe (26%) and United States (23%) are the company's two main market sectors
- There are nearly 24,000 worldwide employees
- Nikon has maintained an unwavering commitment to the study of light with the corporate philosophy, "Trustworthiness and Creativity"

End-to-end eCommerce platform enhancement

As with the United States re-platforming project, the launch of a hybrid solution in Brazil not only allows Nikon control over its data and customers, but also introduced the opportunity for in-house customer care and content management.

Initial Situation Brazil continues to be one of the world's fastest growing economies and presents global and domestic companies and brands with attractive commercial and consumer business opportunities.

In 2013, Nikon contracted with arvato Systems to re-platform and consolidate their US eCommerce sites. The solution was an end-to-end hybrid platform, built with scalability and extensibility in mind.

Naturally, Nikon BR decided to leverage the features of arvato's hybrid solution. By using the existing US eShops template, Nikon BR was able to quickly and efficiently customize functionality and features and launch a world-class consumer experience for Brazil's rapidly growing consumer marketplace.

The Nikon BR launch demonstrates the benefits of a scalable and extendible eCommerce platform.

The total cost of ownership for both the Nikon US and Brazil sites is lower because of the shared model, while quality and performance are not sacrificed in the process.



Business Benefits Leveraging the US implementation allowed arvato to accelerate its development and to re-use existing Nikon-specific customizations and key business processes. By combining the Brazilian code-base with the US, the unified site also allows Nikon not only to save on current development costs, but also to save on future implementation and hosting costs across all the Nikon e-Commerce sites.

arvato Systems

arvato Systems, a [hybris Platinum partner](#) with a solid reputation, over eight years of hybris implementation and product development expertise (B2B module, B2B Accelerator, Telco Accelerator, Digital Module, OMS), has 2,700 dedicated employees at 25 sites throughout the world. As part of the [arvato network](#), a leading global BPO provider with 65,000 employees, we have the unique capability to create entire value chains and combine IT with other arvato services to deliver an integrated service offer from one source.

Any question? Please contact us.

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Technical Solution Using the Nikon US imaging site as a template, the arvato Systems project team implemented a solution using hybris 5.0.

Our teams, based in New York and Montevideo, Uruguay, created new front-end and back-end customizations, allowing seamless integration into Nikon BR's systems.

On the site itself, the project had some key technical considerations:

- Localize by providing site content in Brazilian Portuguese
- Conform to Brazilian business customs and best practices
- Make the site compliant with Brazilian laws and consumer policies
- Customize the site for unique Nikon BR business practices and Integrate with LATAM and US back-end processes
- Create custom interfaces for the specific payment types, service providers, delivery options, and other business processes unique to Brazil

<http://www.us.arvato-systems.com>