



**Case Study.**  
**SKINS.**

**Ampersand took the time to understand the scope and complexity of the SKINS business, creating bespoke add-ons within the Magento platform to handle multiple warehouses, price lists, languages and product display requirements.**

*Grant Bayley  
Chief Information Officer  
SKINS*

# SKINS.



Client since 2009  
[store.skins.net](http://store.skins.net)

SKINS produce compression clothing for athletes; established in Australia, this highly successful brand has now extended its reach to all corners of the globe and bases itself in Switzerland. We have worked with SKINS since 2009 and continue to work with them as they widen the scope of their offering across new markets, particularly in Asia.

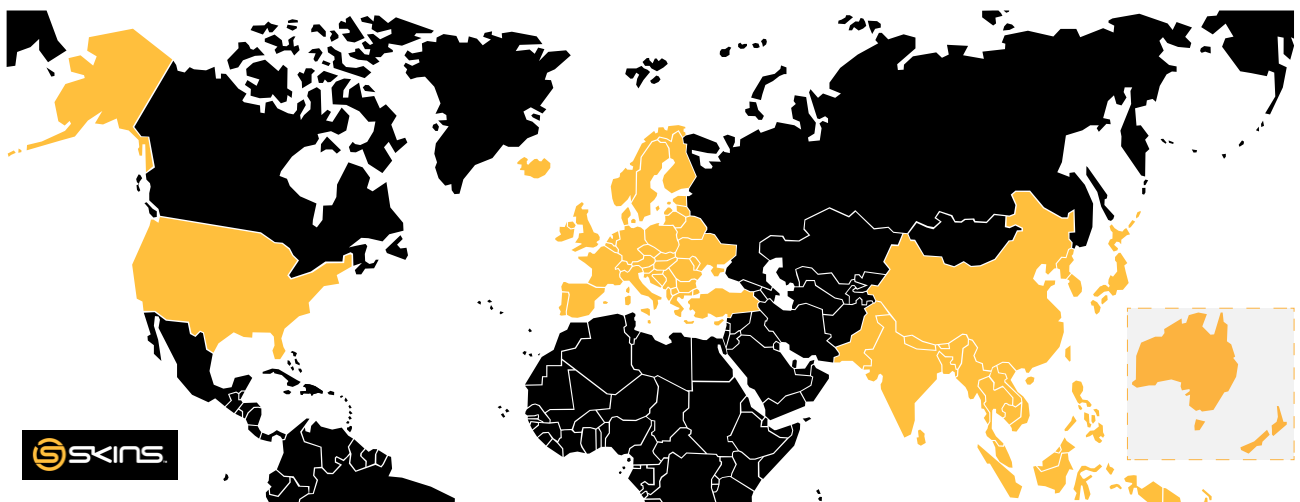
SKINS approached us requesting our developmental expertise to build a scalable Ecommerce platform that would integrate with their current business systems and process transactions across 8 different localities, fulfilled from 3 different distribution centres. They needed every store to be visually consistent and technically sound from browsing to purchase and delivery, whilst still responding to market-specific requirements. SKINS required a supplier that understood and could react quickly to complex business requirements with stakeholders based across various markets and disparate time zones.

With SKINS' rapid growth in mind, we used Magento's powerful and scalable Enterprise Edition. Working with teams in SKINS' Swiss and Australian offices, we built multi-lingual, multi-currency stores for all their core markets.

This includes working with multiple payment gateways and warehousing scenarios. The new SKINS site also integrated with the company's .NET CMS system, which has involved working with other agencies in Australia and the UK. In the end we produced a front end that was visually pleasing and a back end that was consistent and seamlessly integrated.

We have a fully managed support agreement with SKINS that covers mission critical issues, with coverage and support for operations and staff in Europe and Asia Pacific. Our preventative as well as reactive support and monitoring services have delivered consistently high uptime on mission critical processes and consistently exceeded SLA response and resolution times.

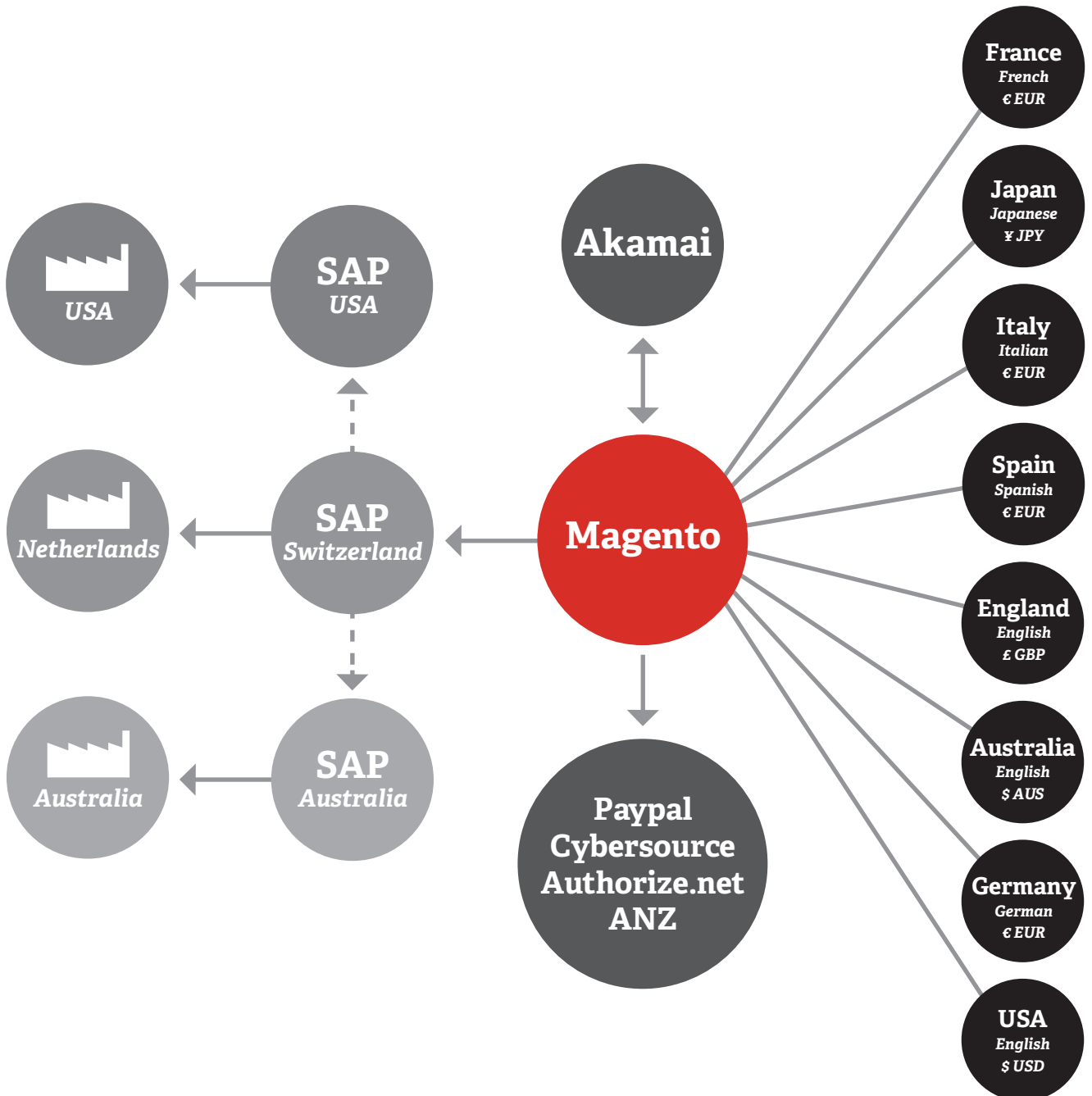
A client for almost 2 years, SKINS trusts us with their business. With 2010 delivering their best results through the ecommerce channel to date, we have helped build a solution that has delivered measurable results, as well as a customer experience that communicates the values of the SKINS brand. We continue to support and develop the SKINS offering and work with them as they move into new markets.



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*Say  
hello*

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