



Success Story:

iambic extends its international reach with the Handango Commerce Engine



Since 1994, iambic has been developing powerful and innovative Palm OS® and Symbian OS™ software for both business and personal use.

Its successful product line includes Agendus, an award-winning multi-platform application for schedule and contact management, other productivity-enhancing software, and entertaining games.

Challenge

iambic's products are available in four languages, giving the company a strong international following. In order to support its global customers, offer exciting promotions to new and existing customers, and continue to grow its presence around the world, iambic needed an e-commerce solution that:

- Supports multiple languages
- Accommodates many different currencies
- Allows for promotion creation, management, and tracking
- Provides for additional product recommendation and upselling

Solution

iambic chose the Handango Commerce Engine for its international support, robust promotion code system, and upselling capabilities.

International support

iambic now sells its software through an e-commerce system that supports the languages in which it does business: Japanese, French, German, and English. In addition, transactions are processed in the appropriate currency: Yen, Euro, GBP, and USD. From a customer standpoint, the experience is seamless. The Handango Commerce Engine supports up to six languages and four currencies.

Robust promotion code system

The Handango Commerce Engine enables iambic to create and manage promotion codes for its Web site, giving its marketing team the flexibility to design various promotional campaigns that best suit its customers. The Handango Commerce Engine features robust and versatile promotion code support that can be utilized by partners in real time.

Upselling capabilities

Additional software recommendations and special cross-selling discounts are simple to implement using the Handango Commerce Engine. iambic is now able to increase order totals by recommending software at the point of purchase. Software can be discounted at iambic's discretion with the easy-to-use upsell management tool.

Results and Future Plans

Effective

After launching the Handango Commerce Engine with international support, iambic experienced a quick 10% growth in international sales.

Versatile

By taking advantage of the Handango Commerce Engine's upselling features and robust promotions, iambic was able to customize product recommendations and increase the average order amount.

Looking forward

iambic plans to further tap into the international capabilities of the Handango Commerce Engine by launching additional localized baskets on their Web site in the near future.

"By choosing the Handango Commerce Engine, we were able to tap into its rich suite of features, including support for multiple languages and currencies; flexible and customizable promotion opportunities; and seamless integration with our existing Web site."

Sebastian Dijmarescu
Director of Marketing
iambic, Inc.