

HTC launches ecommerce site in just 6 weeks



WITH THE HELP OF DIGITAL RIVER INTEGRATION SPECIALISTS



OVERVIEW

Headquartered in Bellevue, WA, HTC is a global leader in mobile innovation and design. The company built its reputation as the behind-the-scenes designer and manufacturer of many of the most popular OEM-branded mobile devices on the market.

The company is dedicated to creating a customized user experience and believes strongly that each mobile device should fit the style and functionality needs of its owner. HTC has strategic partnerships with other technology leaders, including Google, Microsoft and Qualcomm, to ensure that hardware, software, and content management and delivery systems are united, seamless and intuitive.

HTC is credited with creating the first Android smartphone, the first Microsoft-powered smartphone and one of the world's first touchscreen smartphones. In Fall 2014, HTC launched the RE Camera as their newest emerging device. It was available for purchase online from HTC just minutes after the launch.

CUSTOMER PROFILE

htc

INDUSTRY

Telecommunications Equipment
Manufacturing

COUNTRY

Worldwide

WEBSITE

www.htc.com

CHALLENGE

HTC needed a way to launch their highly anticipated RE Camera online just a few short months after beginning discussions with Digital River. Ed Kuhner, Vice President of Customer Experience, HTC Americas, considered building their ecommerce solution in-house. However, cost and time to develop the back-end components, along with the necessary commerce business infrastructure (CBI) services needed to sell direct to consumers—fraud management, tax collection and filing, legal aspects of merchant-of-record, and payment processing—proved to be too significant of an investment in time and capital for the short window needed for launch. In the competitive market of high-end electronics, speed-to-market is imperative and a best-in-class ecommerce experience is essential.

SOLUTIONS

Of all the outside partners Kuhner considered, Digital River was the only one able to provide all of the end-to-end ecommerce solutions needed, from a single point of contact. Digital River's turnkey, agile, SaaS-based Global Commerce solution provided the right tool for quick and easy development. The CBI services offered the necessary commerce infrastructure for legal and fraud protection. Digital River's Professional Services group delivered integration expertise and technical consulting to implement the right comprehensive system architecture solution. And the Commerce Operations team managed all merchandising and launch elements to ensure a flawless product launch.

"The main thing that set Digital River apart from other ecommerce solution providers is that it was a one-stop shop," Kuhner commented. "It was very simple and straightforward. With other vendors, we were working with third party solution providers who would come in and do all of the integration work and custom development which added cost, complexity and extra time that we could not afford."

RESULTS

Digital River Professional Services, Commerce Operations, and Account Management teams worked closely with HTC to deliver a fully integrated, direct-to-cart, HTC-branded ecommerce store in just six weeks. When the launch was announced, the store was ready and able to take preorders. The RE Camera was exclusive to the HTC store for the first few weeks and the site included a customized checkout experience specifically designed for the product. In addition to providing ongoing guidance around marketing promotions and performance insights, Digital River monitors and blocks fraudulent payment activity before processing orders, collects and remits sales tax, and ensures compliance with global commerce laws.

"HTC is primarily a manufacturer—we had never sold directly to end-user customers. Before opening our online store for North America, we never had to do any sales tax collecting, filing or reporting and had no experience processing credit cards from consumers and the complications that come with that. Putting all of the accounting, tax, and fraud monitoring capabilities and infrastructure in place would have been a lot of incremental work—and costly. The fact that Digital River did all of that for us made it possible for me to get up and running quickly, and made it a lot easier for the rest of my organization," said Kuhner.

Find out how Digital River can take you direct to consumer quickly and cost-effectively.

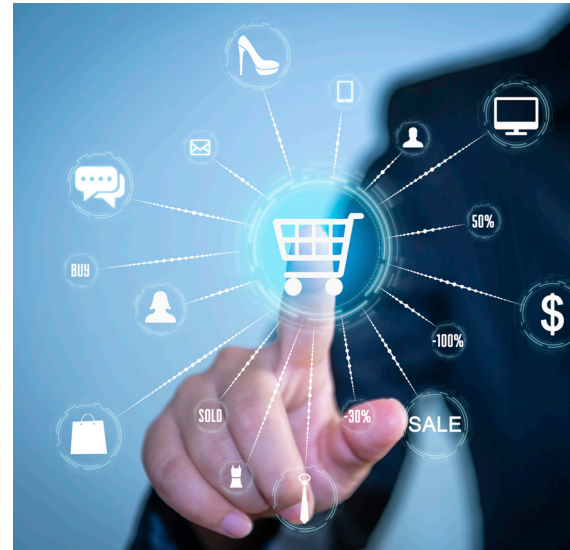
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