


JURA, INC Magento Development & Support



 **124%** increase in US Operations
in 2015 **With New B2C Digital Channel**

 **65%** revenue boost in 2016
With Redstage support & innovative marketing

 **56%** increase in sales projected in 2017
The team is already on track for another record year!

Our website was outdated, underachieving and needed a considerable overhaul. Redstage was the perfect partner to help us build our brand and drive home our corporate vision. It's been a pleasure working with the Redstage team now and in the future.

- Stephen Cracchiolo, Sr. Operations Manager, Jura Inc.

OVERVIEW

Jura, an industry leading Swiss coffee appliance manufacturer, came to Redstage with limited ecommerce capabilities, and two out of date sites, which did not appropriately represent their brand. Redstage designed and developed brand new custom, responsive Magento Enterprise stores for both the Jura and Capresso brands. The result was 124% growth in the entire US operation. The following year, the company boosted another 65% to \$5.12 million!

THE CHALLENGE

Stephen Cracchiolo, Sr. Operations Manager at JURA, inc., described the following as their main challenge:

"Prior to Magento, the company website was in need of being rescued. Our brand, image and our products were not showcased as a "Luxury" brand. The shopping cart being used was on 15yr old technology, and wasn't user friendly. More importantly, customers couldn't find the shopping cart to even place an order. Moving to Magento, was only the first step of our success. We needed a killer design, with beautiful imagery and big "Buy Now" buttons on all our products!

Of course, being the manufacturer requires us to always be at MAP. This is a challenge when competing with other retailers on the open internet. The second step to our success, was building our brand direct to the consumer. We used tools, such as Google advertising, email blast campaigns and directly integrating with rewards programs (i.e. Amex Membership Rewards, Beneplace), in order to increase our brand awareness and Sales!

The third step of our success, is to continually push to make JURA Inc. the leader in automatic coffee machines. This is why we are always updating and looking for new ways to reach our customer and make the customer experience on our website easy and engaging."

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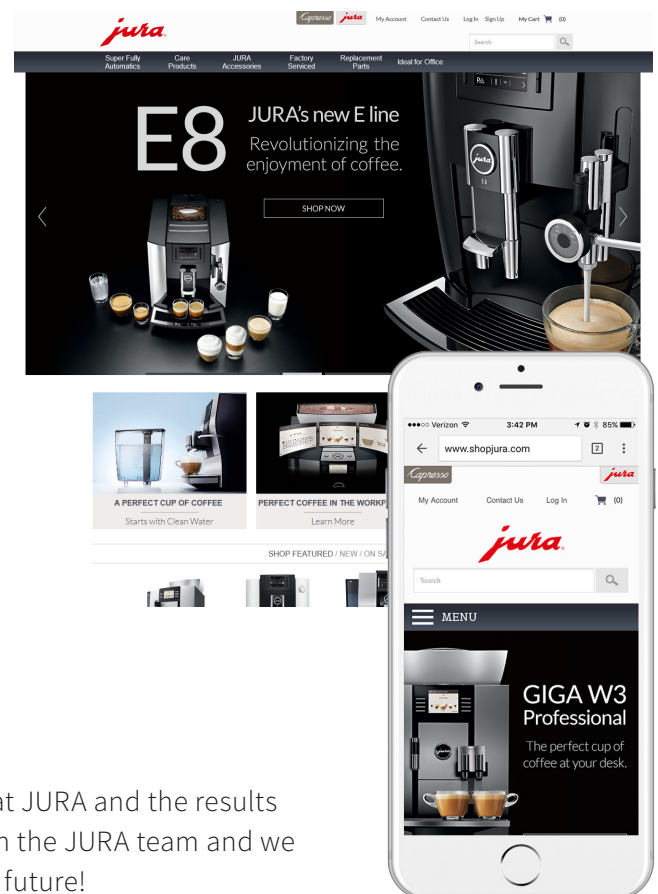
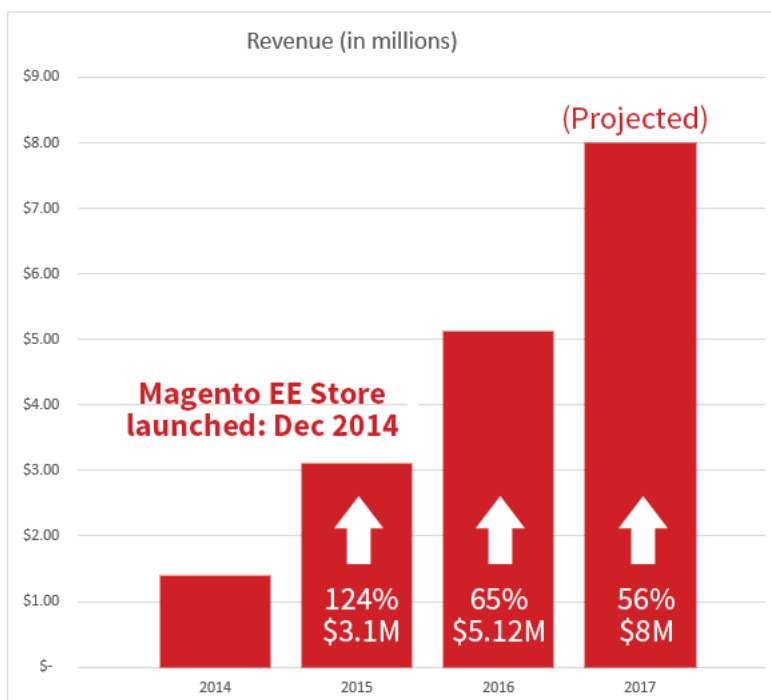
SOLUTION

Redstage redesigned the JURA, inc. store using fully responsive design principles to make the user experience mobile friendly across all devices. The new store was built using Magento Enterprise Edition to ensure the best technology was fueling the store from the start.

The Redstage and JURA teams worked closely together to launch ShopJura.com which has been rapidly exceeding targets across the board for years. This began with more than doubling their US operations within the first year of the site launch!

RESULTS

The initial result of the project was the launch of a beautiful, user friendly, Magento EE website. The JURA team, using the new store as a vehicle for growth, continued to increase their online sales by 65% in 2016 and plan on an additional 56% in 2017!!



Here at Redstage, we are extraordinarily proud of our partners at JURA and the results they have achieved so far. It has been our pleasure working with the JURA team and we are happy and excited to work with them now and long into the future!