



AT-A-GLANCE

CUSTOMER'S BUSINESS:

Librerías Gandhi, a leader in the distribution of culture and entertainment in Mexico, had the need to evolve its online store to give their customers an easy, fast and secure experience for book purchase.

CHALLENGES:

Renew their online website; establish a flexible and robust strategy to offer more than 320,000 titles without sacrificing a good shopping experience.

RACKSPACE® SOLUTION:

Magento implementation designed by Pengo Stores, with a dedicated hosting solution and **Fanatical Support®** from RackSpace.

RESULT:

Gandhi.com.mx successfully processes about 18,000 orders per month, receives about 1.5 million visits, and enjoys a robust and flexible platform. Pengo Stores managing their website supported by Fanatical Support from RackSpace, ensures an experience of excellence to customers, and flexibility for escalation on Gandhi's top traffic moments.



Librerías Gandhi Relies on the Ecommerce Solutions Offered by Pengo Stores and in RackSpace's Fanatical Support® to provide Mexico's Largest Online Bookstore

RackSpace and Pengo Stores make equipment to offer a complete solution for a leading company with high availability requirements.

Established in 1971 in a 150 square meter business space, Librerías Gandhi currently has over 29 bookstores throughout Mexico. The company, an industry leader, needed to develop its online store to provide its customers with an easy, quick and safe book purchasing experience. It needed an e-commerce channel to sell over three hundred and twenty thousand books (ninety thousand of them e-books). The size of the challenge: 1.5 million visits and over eighteen thousand orders a month.

Pengo Stores is a young Mexican company whose mission is to satisfy a market that has not yet been covered in Mexico: e-commerce. Its philosophy is listen to and learn the needs of each client to develop an end-to-end solution related to electronic media.

It was thus that Pengo Stores and Gandhi began working on the implementation toward creating the best solution, and to this end, they analyzed proposals together

"With RackSpace there's always someone to look after you until your problem is solved. This is very important in e-commerce, where you lose money with every moment offline."

Marco Penhos
Pengo Stores CEO

and decided on RackSpace as the store's hosting solutions vendor.

BUILDING GANDHI.COM.MX

Although Gandhi had been implementing e-commerce for over 15 years, it required a new flexible platform that would allow its operations to grow. To do this, Pengo designed the strategy for Librerías Gandhi. "It is not a page, but rather a sales channel with solid equipment and a strategy," notes Marcos Penhos, CEO of Pengo Stores.

In this case, the greatest challenges faced by a client are related to the technology to be employed, the ideal platforms, the structure that will support it, as well as

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Efrén Tapia

Director of e-Commerce, Librerías Gandhi

the profile of the people who will develop and operate it. Equally important are the services required.

According to the people at Pengo Stores, the peace of mind offered by Rackspace’s Fanatical Support is priceless. They say the main difference is the level of service – regardless of the time of day, there is a person who picks up the phone and deals with any incident until the problem is solved and the client is at ease. “That workflow is priceless,” relates Penhos, adding that “there are thousands who will rent you a server, but few who will provide configuration, tuning and support services like those of Rackspace.”

Pengo Stores brought Rackspace to the Gandhi.com.mx project because where e-commerce is concerned, “each second offline means money lost. Any good implementer knows this and must not skimp on the hosting. You can have a Ferrari, but if you put a [sedan] engine in it, it’s just as likely not to run, and it would be a shame to have a great chassis without a great engine,” notes the CEO of Pengo Stores.

THE PERFECT TRIANGLE

For a market leader such as Librerías Gandhi, having the best services is critical. “We selected a platform – Magento – and tried to find the

best vendors and the experts. It wasn’t easy, but we reached Pengo and Rackspace, software, strategy and hosting,” says Efrén Tapia, Director of e-commerce for Librerías Gandhi, adding: “Pengo is a very valuable partner on account of its knowledge and professionalism and by being able to grow together in the measure that the market demands.”

A complete triangle is needed by any company wishing to develop a new sales channel: a good infrastructure (Rackspace), a good platform (Magento) and a good vendor to bring them together, like Pengo does. “Thanks to the combination of these three, we achieved a success story with Gandhi, which has optimized work processes and increased its sales. To us, this is a great opportunity to work with a leader in the Mexican bookselling market,” says Penhos.

Librerías Gandhi has benefitted from the synergy generated with Pengo Stores and Rackspace.

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FANATICAL SUPPORT.

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