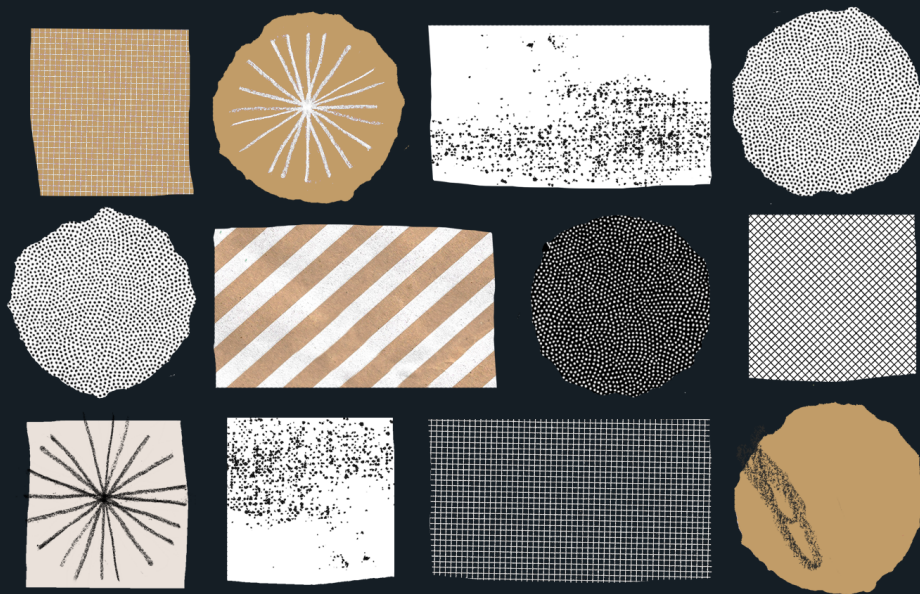# Launching a global ecommerce platform for OKdo

Technology company OKdo turned to WordPress VIP and our Silver agency partner Box UK to power a new revenue-generating business line in less than a year.

OKdo is a global technology company and one of six brands owned by Electrocomponents Group (FTSE 250). Launched in 2019, they are laser-focused on single board computing (think Raspberry Pi) and the internet of things (IoT), two of the fastest-growing markets in the technology space. Today, OKdo brings the latest innovations to customers all over the world, from hobbyists and entrepreneurs to industrial designers and resellers.

OKdo needed a holistic technology solution to launch a new business line—fast.

Looking to reach new customers in such a fast-paced industry, OKdo needed to get their proposition in front of customers as quickly as possible. In order to go to market, OKdo required a technology platform that could power ecommerce sites in seven markets across three continents and six languages, supporting multiple currencies and complying with global trade and tax regulations. Their core aim was to deliver an outstanding, engaging, and seamless customer experience. After a three-month bid process, OKdo selected WordPress VIP agency partner Box UK to build the technology ecosystem that would underpin its new business offering.

Box UK and WordPress VIP teamed up to build OKdo an intricate global ecommerce platform from scratch.

With its proven enterprise use cases, unparalleled flexibility, and noted ease-of-use, WordPress VIP was the perfect fit to power OKdo's underlying development platform. OKdo also needed an ecommerce service with the ability to serve various markets, languages, and currencies. Enter WooCommerce, which currently powers 20% of the world's top 1 million online stores—and integrates beautifully with WordPress VIP to deliver a seamless shopping experience. Finally, Box UK identified and integrated additional third party applications (like payment mechanisms, tax and compliance solutions, and ERP system NetSuite) into the platform to provide everything OKdo needed to manage the end-to-end ecommerce lifecycle. This modular approach not only facilitated rapid development and delivery, but it also helped future-proof the solution, as individual elements of the ecosystem can be scaled, swapped, or added as needed.

As a result, OKdo became a revenue-generating business unit in less than eight months.

Now, OKdo has a powerful, flexible, and cohesive system that integrates content, projects, products, and accessories. Launched just eight months after kickoff, this new business unit has been able to start generating revenue without delay. And OKdo is able to run its different regional variations from a single installation, which makes it easy for administrators to effectively manage their international presence. Notably, OKdo's launch represents a milestone for the open source WordPress and WooCommerce software, as they power a rich ecosystem of advanced scale, sophistication, and complexity.

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"Certainly from my perspective, WordPress has been a great success—with WordPress VIP giving us that enterprise-level of assured quality on top."

— ADRIAN GOODMAN
GLOBAL DIGITAL PRODUCT OWNER, OKDO.COM

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Key Results

- Launched a new product line in eight months

- Multisite installation powering sites in 6 languages

- Modular architecture with third-party integrations

- Enterprise ecommerce using WooCommerce

- Compliance with global trade and tax regulations

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WordPress VIP is the leading provider of enterprise WordPress. We make it simple to create and deliver modern customer experiences at scale. Why is simplicity so important? The simpler your tools are, the more likely your team is to actually use them. And because WordPress VIP's solutions are completely customizable, you'll get everything you need without paying for anything you don't. Learn more about the work we do with customers like Facebook, Microsoft, and Spotify at wpvip.com.