



## ONEIDA RE-LAUNCHES WEB SITE ON LCG COMMERCE POWERED BY MAGENTO

Tabletop leader extends online shopping to Ten International markets through  
FiftyOne Global eCommerce

ONEIDA, NY, June 9, 2011 – Oneida, the #1 tabletop brand and leading direct seller of flatware in North America, relaunched its website (<http://www.oneida.com>) on the LCG Commerce platform powered by Magento, resulting in a thirty percent increase in fourth quarter traffic. The move stems from Oneida's ambitious goal to continue to outpace the market and increase its share of the market, and the Magento's Enterprise platform was chosen as the foundation to foster this growth in Oneida's direct-to-consumer business.

Oneida's partnership with Chicago-based Lyons Consulting Group allowed easy redesign and development of Oneida.com on LCG Commerce, based on Magento Enterprise, a popular open source e-commerce platform. Magento's ease and customization capabilities enabled Oneida to meet its planned Fall 2010 launch date, and its operational expertise bolstered Oneida's investment in its SAP ERP system. Lyons Consulting Group provided tight integration between Magento and Oneida's SAP system enabling seamless synchronization, including frequent updates, with the extensive Oneida product catalog.

Lyons Consulting Group added a variety of features and functionality to deliver a best-in-class online shopping experience to Oneida customers, including:

- Alternate image viewer/click-to-zoom for showcasing detail on Oneida's patterns and craftsmanship
- Pattern landing page with tabbed view to easily find and purchase individual products and sets by design, pattern, or product line
- PowerReviews integration
- Robust My Account features including Pattern Registration and multiple newsletter subscription options

"The Oneida implementation reflects so much of what our customers love about Magento Enterprise. Oneida products are now easy for customers to find and order, and the checkout process is simple and streamlined. The 'refine and compare' feature is instrumental in allowing users to make educated purchase decisions, and can ultimately help Oneida close more sales," said Scott Dahlgren, Sr. Director of World Wide Channels, Magento. "Magento is designed for flexibility and customization that reflects a merchant's goals and brand, and Lyons Consulting Group, streamlined execution ensuring that Oneida's needs were identified and met."

"The continued growth and innovation of the e-commerce marketplace made it essential that Oneida.com provide an industry leading experience for our consumers," said Ken Bausch, Vice President, Consumer Direct at Oneida. "By partnering with these innovative companies, we're able to provide additional functionality to both our US consumers and now to many international markets."

“Who doesn’t own and love Oneida products for dining and entertaining?” said Rich Lyons, CEO and president of Lyons Consulting Group. “We designed and built the site to represent the rich history of this well-loved household brand and to help Oneida meet its goals for expanding its direct-to-consumer business online.”

Following the successful launch of Oneida.com in September 2010, Oneida continued working with Lyons Consulting Group to integrate FiftyOne, the market leader in global e-commerce, to internationalize its eCommerce operations and reach online consumers in a number of key new markets. FiftyOne empowers leading U.S. retailers to utilize their existing eCommerce infrastructure and online shopping experience to market, sell, and fulfill merchandise to international shoppers with absolute cost certainty. “We are really pleased to be working with Oneida,” said Kris Green, Chief Strategy Officer & EVP, Sales, FiftyOne. “They are a highly-regarded U.S. brand with a reputation for quality. We are happy to have helped them launch their international channel and look forward to continuing our work helping them serve online consumers around the world.”

### **Oneida**

Oneida Ltd. is one of the world’s largest marketers of stainless steel and silver plated flatware for both the consumer and foodservice industries. It is also the largest supplier of dinnerware to the foodservice industry in North America. Its operations in the United States, Canada, Mexico & Latin America, Europe, and China market and distribute flatware products, dinnerware, crystal stemware, glassware and kitchen tools & gadgets. The company originated in the mid-nineteenth century and has since grown into one of the most recognized brands in the world. Driven by devotion to design, Oneida prides itself on the finest quality products for its modern, decorative and classic tableware collections.

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### **Lyons Consulting Group**

Lyons Consulting Group is the premier eCommerce design; development and support firm dedicated to help clients continually grow and succeed in their online business. With a proven track record to deliver creative, robust and most importantly, increasingly profitable eCommerce sites, our diverse group of experts are committed to customer satisfaction and project excellence.

As the leading Magento and Demandware partner in the US, lyonscg has years of experience in eCommerce creative design, platform customization, technical development, backend integration, quality assurance and support. lyonscg understands each of their client’s sites and needs are unique, yet are able to deliver each and every time. Bottom Line: Lyons Consulting Group will help your online business know more, do more, and sell more. Guaranteed. For more information about lyonscg or to see their extensive list of clients, visit [www.lyonscg.com](http://www.lyonscg.com) or call 312.564.3142.

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### **About Magento**

Magento is the fastest growing eCommerce platform with over 225 solution providers, 100,000 merchants and brands worldwide and a host of Industry Partners that create applications and extensions for the Magento platform. Magento is a feature-rich, professional Open Source eCommerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Based in

Los Angeles, Magento is a fast-paced, entrepreneurial organization dedicated to the mission of enabling the eCommerce ecosystem. [www.magentocommerce.com](http://www.magentocommerce.com)

**FiftyOne**

FiftyOne Global ECommerce empowers leading U.S. retailers to utilize their existing eCommerce infrastructure and online shopping experience to market, sell, and fulfill merchandise to international shoppers with cost certainty. FiftyOne manages all aspects of the international order life cycle, including multi-currency pricing and payment processing, landed cost calculation, customs clearance and brokerage, international fraud management, international logistics orchestration, and customer-experience parity. FiftyOne is powering international eCommerce for many leading U.S. retailers, including Brookstone, Crate and Barrel, Drugstore.com, Johnson & Murphy, Overstock.com, Sears, Shoes.com, SureSource, Tilly's, and True Religion. The company is headquartered in New York City. For more information, visit [www.fiftyone.com](http://www.fiftyone.com).

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