

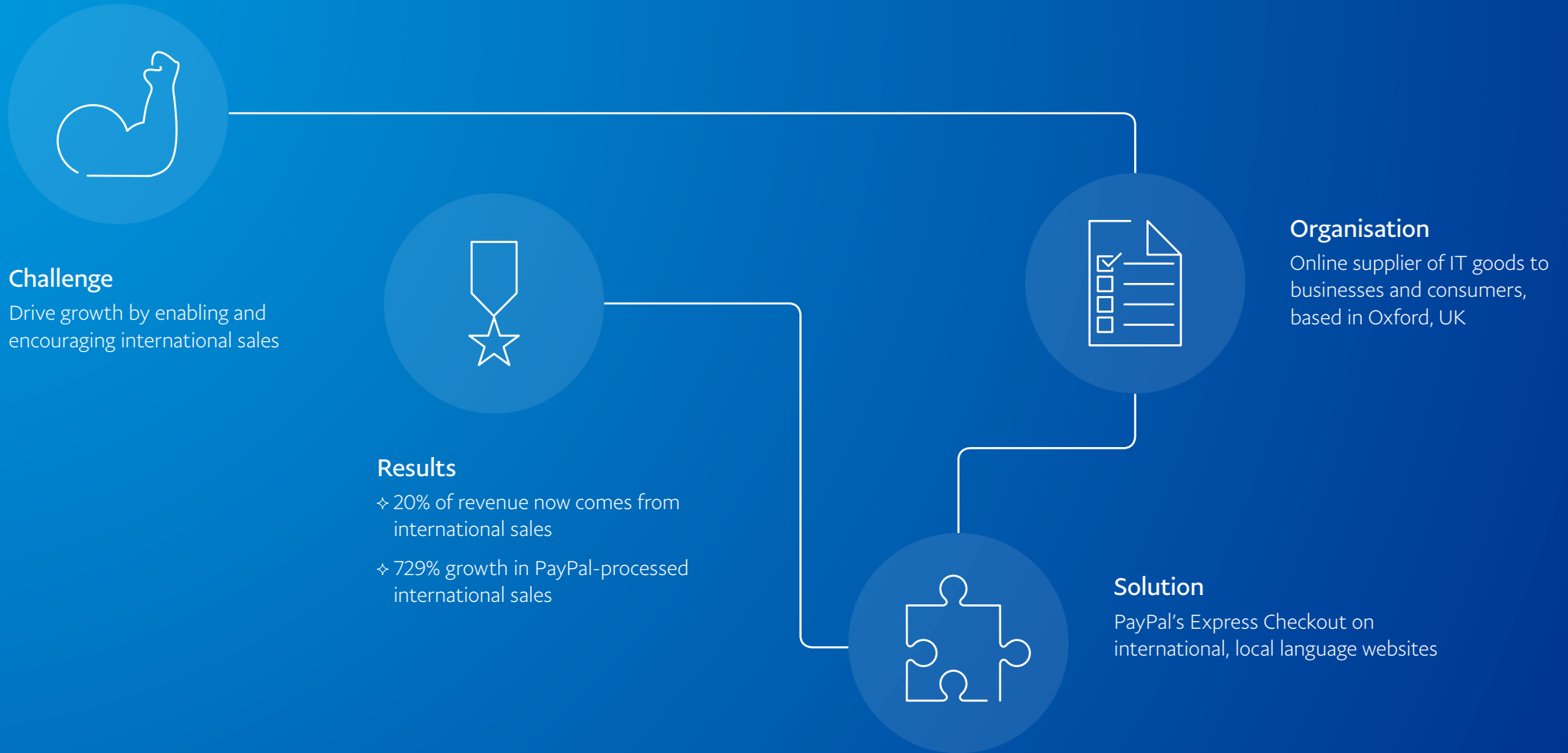


LambdaTek

CASE STUDY



Summary



LambdaTek

LambdaTek has built significant revenues from French and German markets, first using locally popular marketplaces, then upgrading its own website.

Founder and CEO Tom Felici started the company in 2005. Today, it has 20 employees and an annual turnover of £15 million. 75% of its online revenue comes from business customers.

When LambdaTek first started offering PayPal in the UK, its motivation was to offer customers a more convenient checkout process. With a few staff driving a large turnover, business agility has always been important. The company focuses on ensuring seamless system integration to create a slick service for customers and maximum efficiency for the business.

Having PayPal integrate completely with LambdaTek's back-office systems was essential. "Our systems are there to free people to do what they do best: talking to customers and solving their problems," explains Tom. "A major advantage of integrating PayPal is that processing of payments and refunds becomes automatic, reducing room for error."



The challenge

Born to Italian-British parents, and having lectured at the University of Nancy in France himself, Felici was eager to sell into European markets.

He saw an opportunity to expand into other countries by taking advantage of the UK's more mature market for IT components.

Leveraging LambdaTek's UK supplier relationships, the company could offer rare or exotic components not easily found in European markets.

The challenge facing LambdaTek was how to attract overseas customers, and how to encourage them to buy.

The solution

LambdaTek introduced local language websites using PayPal's Express Checkout.

LambdaTek started using locally popular marketplace sites to grow sales in its target countries of Italy, France, Germany and Spain. Then it upgraded its website so that it could easily be translated into additional languages for each new market. By introducing Express Checkout and including a PayPal button, the company now enables customers to check out quickly in just a few clicks. It also caters to any device shoppers use – whether that be desktop, tablet or mobile.

"Adding PayPal to our international sites was easy to do and we felt it was something that would encourage sales on those sites," Felici explains. With PayPal, LambdaTek gives its customers another way to pay, accepting payments in more than 200 countries and over 26 currencies, including euros.

Customers feel more confident and value the credibility that the PayPal brand brings. PayPal easily tracks payments in foreign currencies and holds separate balances for each nominated currency, making reconciliation easier.



The results

With LambdaTek's international sites live, the company continues to attract visitors from its existing presence on marketplace sites and shopping comparison sites like Google Shopping.

20% of LambdaTek's revenue now comes from international sales. As new sites came online, international payments processed by PayPal grew eightfold (by 729% year-on-year up to June 2013, compared with 90% growth in UK sales).

With LambdaTek attracting customers from all over the world, the decision to offer PayPal on its international sites has paid off, especially in Germany.

"German customers seem to be much more security conscious and they trust big brands more," observes Felici. "PayPal has proved to be indispensable in helping us enter our target international markets."



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