In August 2016, Corel, one of the world's top software companies, acquired MindManager, the industry's leading mind mapping and information visualization software. At the time of acquisition, MindManager software was sold online through an in-house ecommerce solution. One of Corel's first actions after adding MindManager to its product family was finding a replacement ecommerce solution able to support aggressive expansion goals.

Updating MindManager's homegrown ecommerce solution to handle Corel's worldwide footprint would have required significant development efforts. And Corel had decided that its resources were better spent building amazing products and delivering great customer experiences rather than developing and maintaining ecommerce functionality. To free its busy team to tackle more important matters, Corel needed to place the MindManager business in the hands of the right partner.

**A Foundation of Trust**

Corel's top priorities were ease of setup and the ability to quickly migrate MindManager products to the new ecommerce platform. Corel also prioritized global expertise and infrastructure to support the organizational goal of international expansion. Lastly, they wanted a partner with a dedicated client support team and a consultative approach. Because Corel had relied on cleverbridge's ecommerce platform for selling many of their other product lines for years, the choice was an easy one.
“We already had several lines of Corel’s business on cleverbridge’s platform, so we knew they could handle MindManager,” said Rob Charlebois, Corel’s EVP of Ecommerce & Digital Marketing. “Based on our history with cleverbridge, we were confident their team could execute quickly and get us up and running without interrupting existing MindManager customers – and we were not disappointed. We launched the new MindManager shopping cart in less than three weeks without skipping a beat.”

A Formula for Success

Corel looked to build on past successes when integrating MindManager into its product portfolio, and cleverbridge was happy to accommodate. The cleverbridge team replicated one of their high-converting cart designs for another Corel product as the foundation for the new MindManager shopping cart. The resulting shopping cart looked nothing like the previous cart, but it delivered exceptional results.

Once the MindManager products were migrated and its cart updated, cleverbridge began to optimize it for global customers. cleverbridge localized the MindManager cart by introducing new regional payment methods and foreign currencies to satisfy global customers and running multivariate tests to improve conversion rates. These efforts led to a marked increase in MindManager’s gross ecommerce revenues, as well as a significant boost in order volume.

Corel’s Needs

- A seamless integration of newly acquired MindManager into the Corel product offering
- A platform and international infrastructure capable of powering global expansion
- A dedicated, proactive team to guide the migration and provide ongoing expertise

Why cleverbridge?

- All-in-one ecommerce solution that’s easy to implement and built to handle future growth
- Unmatched global expertise and localization capabilities
- Long-standing relationship built on trust, responsiveness and results

Business Impact

- MindManager revenue grew significantly following migration to cleverbridge platform
- Strong increase in MindManager order volume
- Expanded global footprint for MindManager products
“Part of cleverbridge’s value is enabling companies, including ours, to go global more quickly and effectively. cleverbridge’s local payment methods and currencies lift conversion rates globally, as well as drive a better user experience. On the backend, the ability to easily configure localized marketing messages and product information helps our ecommerce teams operate more effectively. We’ve seen this over and over during years of working with cleverbridge – their swift migration of the MindManager line is just the most recent example.”

— Rob Charlebois, EVP Global Ecommerce & Digital Marketing, Corel

Build vs. Buy

With the addition of MindManager to the cleverbridge ecommerce platform, Corel now trusts cleverbridge with eight product lines in total. This centralization offers Corel a holistic view of its business, a competitive advantage which is critical to informing ecommerce strategies.

Corel continues to explore new ways to leverage cleverbridge’s ecommerce expertise in order to grow its online revenue. Drawing on its vast volume of customer transaction data, cleverbridge is working with Corel to design new shopping cart modules for business buyers. Corel is also considering adding managed email marketing services from cleverbridge to engage with more customers and prospects to drive more revenue.

According to Rob Charlebois, “To thrive in a competitive marketplace, you must understand what activities drive the highest returns for your business. For us, time spent on marketing programs and customer experience yields more revenue than laboring to build, maintain and refine an internal ecommerce platform. All the time you spend building, QA-ing and testing is time that your team is not spending to grow the business. cleverbridge gives us all of those tools right out of the box.”
cleverbridge provides flexible ecommerce solutions for monetizing digital goods, online services and SaaS. Our cloud-based ecommerce platform simplifies recurring billing, optimizes the customer experience and offers comprehensive global payment capabilities. Leveraging cleverbridge expertise, technology and services, clients effectively increase customer acquisition and retention while rapidly expanding into international markets for revenue growth. cleverbridge is headquartered in Cologne, Germany with offices in Chicago, San Francisco and Tokyo.

To learn more about cleverbridge, please contact inquiry@cleverbridge.com or visit www.cleverbridge.com.