

Digital Transformation – #1 Beauty Retailer

ABOUT THE CLIENT

A leader in beauty retail, the client is an universally recognized ecommerce innovator, and the preferred destination for the newest and coolest skin care and cosmetics brands. A business spanning 2300+ stores worldwide, 430+ in USA generating over \$5B in revenues, the digital channel has grown 12X in the last 5 years.

BUSINESS CHALLENGE

The client's technology problems put its ecommerce business in jeopardy. Traffic surges following a promotion led to the site failing. Product teams could not change content without IT. Content change was code change. Search mostly didn't work. The client had twice tried to solve the above through an Oracle ATG upgrade. Both projects failed, due to the IT services vendors' insufficient knowledge of the platform.



LITMUS7 APPROACH

Litmus7 stepped in. The first task was to re-architect Oracle ATG BCC-based content management, enabling the workflow from staging and previews, through to publishing. Next was search, which was hard because the client's site had 65,000 SKUs, each with 200 attributes. Litmus7 fixed search through customisation of ATG's search feature. Third was stabilising site performance, which involved code and query optimisation. Litmus7 automated build and deploy processes and implemented rigorous quality toll gates to reduce human errors. The platform went live within 4 months. At its peak, the project involved 30 FTEs from Litmus7. Post system re-engineering call centre agents could quickly search customers and orders. Content now works independent of IT. Changing and adding marketing content on the web site is easier. We have been maintaining the channel since then with frequent feature enhancements and platform updates. The site - which handles 40,000 orders per-hour - operates largely without incident.

In 2017, the platform supported 2600+ customer orders & 7000+ visitors per minute on a peak day

Working with us, retailer achieved

Uptime with NO
break since 2011

99.99%

Architecting the
performance scaling to
support a YoY growth of over

25%
