

Case Study

Leveraging Salesforce Commerce Cloud for Digital Migration Initiative

Client:

International Omni-Channel Retailer

Client is an international omni-channel retailer with two popular but separate brands. Client operates more than 350 retail stores, 175 factories stores, and three web sites.

Challenges	CBTS Solutions	Results
<ul style="list-style-type: none"> Client migrating two distinct but complementary brands to a unified e-commerce platform that will offer a consistent experience across physical retail locations and digital platforms. Client needs IT partner to support its internal resources during this project, and ensure its third-party consultant is moving the project forward. 	<ul style="list-style-type: none"> CBTS sourced a Project Manager and two solutions engineers/architects to oversee the client's digital migration initiative. CBTS team has expertise in Salesforce Commerce Cloud, which enables retailers to provide seamless customer service in stores and online. 	<ul style="list-style-type: none"> A flexible cost model that allows the client to contract necessary IT resources instead of capitalizing those costs for projects. A leadership structure that creates clear lines of accountability for the client through the CBTS Project Lead, who is responsible for helping the client develop and meet roadmap objectives.

Business Challenge

Client built a loyal following with its flagship brand that sells apparel, shoes, and accessories for women, men, and children. Client launched a second brand in 2006 that specifically caters to women. The client has traditionally operated the two brands separately, but is now bringing them together to create a more holistic customer experience.

This strategy includes opening "shops-in-shops," and migrating to a unified e-commerce platform that will support both brands while giving customers a consistent experience across the company's footprint of physical retail locations and digital platforms.

The client retained a third-party consultant to work with its internal resources on the digital migration initiative using Salesforce Commerce Cloud (formerly Demandware). Salesforce Commerce Cloud enables retailers to provide seamless customer service in stores and online.

The client engaged CBTS to oversee the project and specifically focus on two high-level goals:

- Support its internal resources that are dedicated to the digital migration initiative.
- Ensure that the third-party consultant is moving the project forward in a timely and cost-efficient manner.

CBTS Solution

CBTS, through its Momentum Digital Solutions Team, proposed a hybrid solution that combines our on-demand and outsourced services capabilities. CBTS sourced a Project Manager and two solutions engineers/architects with Salesforce Commerce Cloud expertise to oversee the client's digital migration initiative.

The CBTS team is working closely with the client's IT Organization and is providing oversight of the third party that is managing the migration using Salesforce Commerce Cloud. The CBTS team's success has positioned CBTS to potentially win additional business and eventually become the managed application service provider for the client's new digital platform.

Additionally, the client has connected IT talent from other third-party vendors to CBTS, which reflects CBTS' growing reputation as a company that not only delivers business outcomes for clients, but provides an attractive workplace for IT talent.

CBTS Engineers and Consultants Deployed on the Project

- A Project Manager
- Two Solutions Engineers/Architects

Results

The CBTS Consulting Services practice is delivering the following outcomes for this client:

- A flexible cost model that allows the client to contract necessary IT resources instead of capitalizing those costs for projects.
- A leadership structure that creates clear lines of accountability for the client through the CBTS Project Lead, who is responsible for helping the client develop and meet roadmap objectives.