



SUCCESS STORY E-COMMERCE

BRITISH COSMETICS COMPANY EXTENDS ITS DIGITAL REACH

Apexon helps expand its e-commerce,
mobile presence with test automation



In 1976, the company began in a little green shop selling cosmetics, skin care, and fragrance products in Brighton, England. In the 40+ years since, it has become an iconic global brand with an online presence that spans more than 15 languages.

Apexon has been an integral part of this company's strategic initiatives since 2005, a relationship that began with providing thought leadership in quality engineering. Our input has increased over the years, and includes migrating the company from legacy based home-grown systems to its current SAP ERP and e-commerce platforms.

The company also engaged Apexon to automate software testing, expand its e-commerce website reach to include more languages, and to create an engaging mobile presence for its customers.



1000+ products
online and in store



3000 stores in 65 countries



Previously owned by
L'Oréal (2006-2017)



Part of Natura since 2018

THE CUSTOMER JOURNEY

2005

- Launch of UK website
- US core upgrade and automation
- Quality Engineering

2008

- UK platform migration
- Loyalty program design
- US platform migration
- Launch of UK M-com

2011

- Site rebranding project delivered (BBB)
- Launch of Sweden E-com platform

2014

- Hybris Strategy Implementation
- Cybersource
- CRM Migration Platform

2017

- SAP order placement support
- Hybris Australia Catalogue Support
- Digital Implementation Management
- Jenkon Online Registration

2020

- Hybris CI CR5
- FrontEnd testing

THE RESULTS

KEY OUTCOMES



EXPANDED LANGUAGE TESTING

Support for more than 15 languages



MOBILE TESTING

Provided QE for more than 30 different devices



LOYALTY PROGRAM LAUNCH

Rolled out online Customer Loyalty program to multiple EMEA markets



INCREASED CUSTOMERS & REVENUE

Via new mobile, loyalty, and e-commerce initiatives reaching new markets and cultivating repeat customers

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

LAUNCH & EXPERIMENT



BE DIGITAL

AUTOMATE & ACCELERATE



EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner



Build digital infrastructure and foundation for enterprises to scale



Leverage data engineering to make strategic decisions and get digital right every time

Apexon helped this company deploy digital capabilities in support of its new loyalty program, mobile app, and e-commerce site.

Apexon automated the testing of the entire digital platform for components of the SAP Hybris-based e-commerce platform and its integration with SAP ERP system, CRM, personalization, recommendations engine, and payments capability.

With testing automation, company can launch globally within 3-5 days after code complete and execute ~1000 test scenarios in 6-8 hours.

THE CHALLENGE

TO ACCELERATE MOBILE & E-COMMERCE & DELIVER LOYALTY PROGRAM

This company looked to Apexon to help it accelerate its entry into mobile and e-commerce and accelerate the delivery of its new loyalty program.

The reasons for this request were:



The lack of e-commerce and mobile presence was limiting its reach in key markets.



No online membership loyalty system, or customer retention program in place, putting it at a disadvantage with new competitors.



There was no testing program in place to support the new initiatives, slowing delivery cycles and risking customer satisfaction.

THE SOLUTION

GLOBAL COMPREHENSIVE QUALITY ENGINEERING PLAN FOR NEW

Apexon laid out a strong mobile device testing strategy to cover leading devices based on geography, and an execution strategy to ensure broad device coverage for all releases.

The Apexon team also deployed a comprehensive quality engineering plan for company's new e-commerce platform across 30+ countries on both mobile and web. In addition to functional validation, Apexon also provided performance and security testing strategies at various layers of the stack to validate both individual components and the overall integration of the system and how well it met customer demands. The engagement included:



Complete e-commerce re-platforming Hybris omni-channel solution with emphasis on enhanced mobile capabilities, increased customer engagement and deeper analytics.



End-to-end testing of the implementation of SAP Hybris system incorporating online and in-store orders and connected supply chain – inbound, outbound, returns, transfers and warehouse management.



Coordinating with multiple vendors and contractors for smooth rollouts of e-commerce websites and software releases.



Launching a new online customer loyalty program in multiple EMEA markets.



Launching a new mobile app for the UK market, fully tested on a broad set of real mobile devices.

With Apexon's quality engineering and test automation solution in place, this company has elevated its digital presence in multiple markets and improved its ability to respond to demand for new digital services.



The ability to deploy global releases within 3-5 days of code complete.



A functional regression suite of ~1000 test scenarios which can be executed in 6-8 hours.



The integration of testing in the development stage — increasing early defect detection by more than 50%.



Enhanced device coverage and the ability to execute automated tests in multiple locales with the right test data — significantly reducing support tickets and calls.



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



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