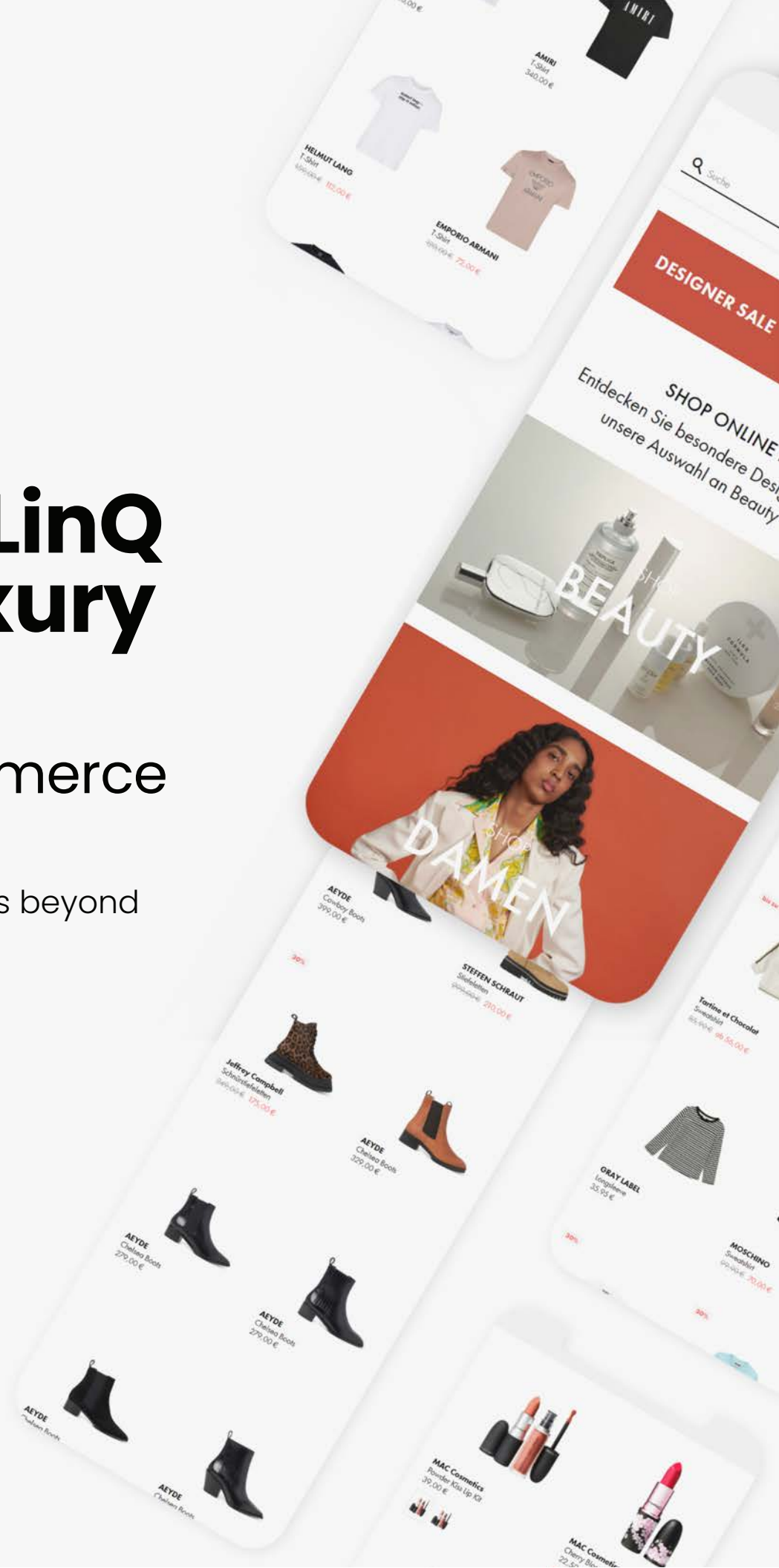


Case Study

PartnerLinQ for a Luxury Retailer

Rapid Ecommerce Deployment

Accelerating business beyond
the Great Disruption



The Company

Our Client is the owner of a luxury department store, based in Berlin, Germany. With over 60,000 square meters of retail space and more than 380,000 articles available, it is the second largest department store in Europe after Harrods in London, and attracts 40,000 to 50,000 visitors every day.

The store was founded in 1907 and is owned by a Thailand-based international department store conglomerate – since 2015.

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The Challenge

Need for Rapid Ecommerce Deployment

Amid the COVID-19 outbreak, all businesses prioritized the health and safety of its employees, consumers, and business partners. To ensure the implementation of necessary safety precautions, brick-and-mortar stores had to shut down, and luxury retail stores were no exception.

The Client went through it as well. This was a big setback for the company as its annual revenue was primarily dependent on its brick-and-mortar store. With curtailed face-to-face interactions with customers, it needed to quickly develop an eCommerce storefront.

A typical eCommerce implementation takes 5-8 months to accomplish and with no prior digital presence, the luxury department store was looking for a technology partner that could implement an end-to-end digital solution in just a few months.



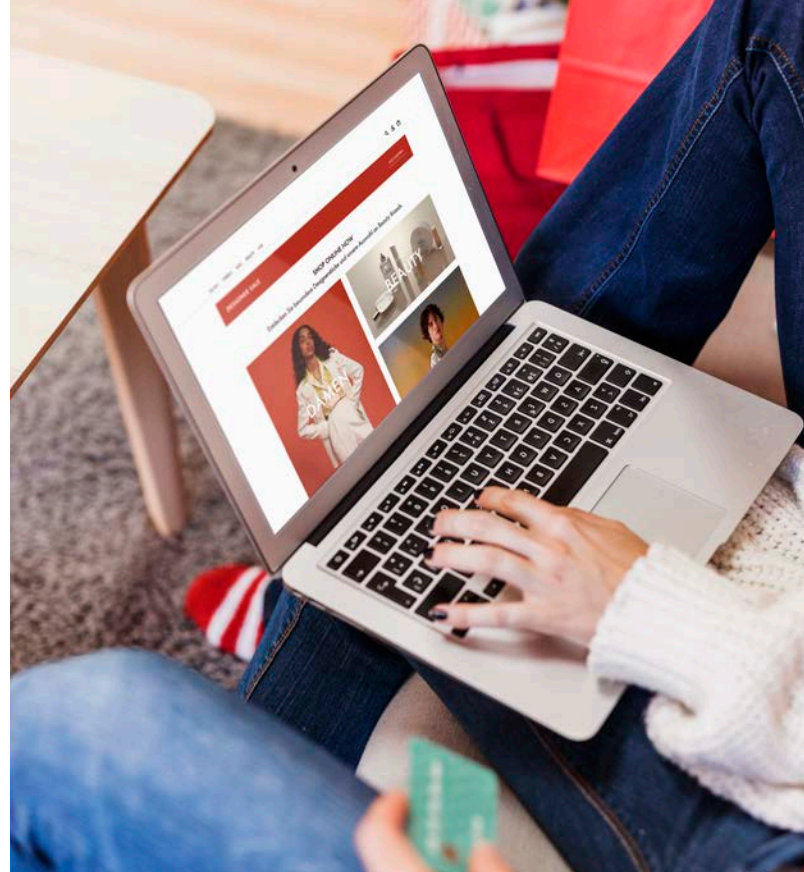
Implementation of
an end-to-end
digital solution
within 2 months.

The Solution

A Seamless Integrated Web Experience

The Client chose Visionet Systems to help launch the online store; the aim – to continue delivering engaging customer experiences and exceptional services in line with the expectations set by their physical store. Powered by its digital commerce expertise, the Visionet team set to work by leveraging the Salesforce Commerce Cloud. Visionet team deployed other Salesforce technologies alongside its own proprietary digital connectivity solution PartnerLinQ.

The Salesforce Commerce Cloud, integrated with the storefront capabilities of the Salesforce Storefront Reference Architecture (SFRA), was used to build the web experience. For rapid implementation, the team relied on prebuilt libraries and reusable templates. The eCommerce site included features such as homepage, PLP, PDP, shopping cart, checkout, transactional emails, customer account management, and customer service to deliver seamless experiences.



PartnerLinQ enabled swift and seamless integration between The Client storefront and its Order Management System (Dynamics AX), ensuring an end-to-end digital solution complimented by full technical support deployment.

The Results



Enhanced customer engagement

The Client is now offering a frictionless shopping experience to their customers without adding any operational overhead for the business.



Multi-channel growth

The Client ecommerce channel has gained significant momentum since it went live in mid-2020. The retail giant had to set up a new Digital department within the organization to enhance and expand its initial ecommerce offerings.



Continuous improvement

The Visionet team has continued to work closely with the Client to strategize short and long-term plans and execute them.



Business value

The company has witnessed a consistent upward trend in site traffic, conversions, average order value, and sales.





The Future

Embracing Omnichannel to be Resilient and Future-Ready

The Client was forced to be physically absent during the COVID-19 pandemic - the most challenging period in its history.. Yet, its ecommerce site has opened up a future-ready sales channel that offers seamless, enriched, connected, and personalized shopping experiences to its loyal customers while gaining new ones. Visionet's industry-leading expertise has proved that Salesforce Commerce Cloud, SFRA, and PartnerLinQ can deliver a successful and rapid ecommerce deployment with unprecedented speed, without sacrificing quality, security, and reliability.



Tools & Technologies

 PartnerLinQ Connect Possibilities.	 salesforce architects
 Microsoft Azure	 salesforce commerce cloud



About the Client

Our Client has been a destination for international and local customers for over 100 years. The department store in Berlin is one of the largest in Europe and offers international designers and niche labels as well as beauty, food, and living on more than 60,000 square meters. The Brand keeps reinventing itself and now boasts a new online shop as well as a curated selection of fashion and accessories for women, men, and children at home. The Client's brand portfolio includes international designers and contemporary brands and local brands and it hopes to add skin care, fragrances, and more beauty products in the near future.



PartnerLinQ - an Innovative, Cloud-Native Supply Chain Visibility Platform:

PartnerLinQ delivers resilience through simplifying visibility and connectivity. PartnerLinQ's Native App Ecosystem adds business context to traditional integrations, minimizing the impact of disruption. With capabilities for intelligent hyper-automation, multi-channel integration, and real-time analytics, PartnerLinQ seeks to seamlessly connect multi-tier supply chain networks, channels, marketplaces, and core systems worldwide to deliver unified connectivity for the future.

About PartnerLinQ

PartnerLinQ is a highly scalable cloud-native multi-tenant multi-geography hyper-scalable high-performance SaaS B2B API & EDI platform that integrates natively with partner ecosystem & e-commerce channels with native solutions for meeting B2B API & EDI challenges. Reimagine control, visibility, and transparency across your global supply chain and e-commerce. Unify channels, boost loyalty, gain visibility, and accelerate order fulfillment. Manage global supply chains, material planning, package sourcing, and omnichannel retail, drive growth powered by cutting-edge technologies, and unlock valuable insights with Visionet products.



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