



CASE STUDY

SALMON SUPPORTS ILLYCAFFÉ'S GLOBAL ECOMMERCE PLATFORM SERVING EUROPE, US AND APAC

Introduction

The world-renowned Italian coffee brand illycaffé (illy) employs over 1,000 people worldwide, and has a global distribution to 140 countries. More than 7 million cups are enjoyed every day in hotels, restaurants, cafes, at home, and on the go.

The challenge

Illy's global platform underpins its business. It needed a partner that could help it develop this further in key strategic markets, build its brand equity, and extend its global reach.

In July 2013, Salmon was selected by illy to support its global ecommerce platform. The platform serves illy's B2B and B2C customers in Europe, the US and APAC. It also handles its current and future ecommerce needs.

What Salmon delivered

Salmon is directly responsible for helping illy support its IBM WebSphere Application Suite, including Sales Center and several WebSphere Commerce V7 eShops including:



Italy



France



Belgium



Germany



Austria



Spain



Netherlands



United States



China

The complex platform supports illy at a global level. Along with 3rd party integrations, it uses a single physical infrastructure and web services.



It includes:

- IBM WebSphere Application Suite integrated with several applications (mainly web services)
- A portal
- Several WebSphere Commerce 7 eShops
- Single sign on (SSO)
- Web content manager
- Community
- Payment systems (Paymentech & Computop)
- Tax processing system (Vertex)
- Social web system (JanRain)
- Address validation system (Address Doctor)
- Content accelerator system
- Customer Contact database (Oracle)

All of these combine to support illy's digital marketing activities, including content delivery, ecommerce selling, community management, brand awareness, and brand identity.

In addition to supporting the platform, Salmon has been responsible for delivering a number of development projects.

“Salmon has helped us maintain and enhance illy’s ecommerce applications while contributing to our digital strategy and roadmap, and has developed some exciting improvements.”

Giovanni Niero, Digital Business Technology Manager & Global Web Platform Manager

Delivering on multiple mobile sites

In November 2013, Salmon delivered a new mobile commerce site for the US and Italy stores in less than 4 weeks. The aim was to leverage smartphone ubiquity to grow the illy prospect and customer base, boost pre-purchase considerations and increase both retail and online conversions. Supporting illy's multichannel strategy, the sites helped it to connect more successfully with customers, and led to an increase in orders.

In preparation for illy being the premier coffee partner at the World Expo in Milan, Salmon helped illy to launch 7 new European and US mobile sites in June 2015. Salmon also significantly improved the existing 2 sites. Giovanni continued: “Salmon did an amazing job helping us deliver these sites under exceptional circumstances and extremely tight deadlines. The whole team really showed us their commitment to illy”.

A global Go-to Area across the illy domain

Illy wanted to create one global go-to area across the illy domain, rather than an area within the online shop. This was a major focus for the project team. In August 2014, illy took its first steps to delivering a fully integrated and seamless experience across social engagement, consumer experience and the online shop. With Salmon's help, illy launched a new centralised My Account area, spanning all the different digital areas of the illy experience. Working closely with illy's partner Pluck, Salmon delivered a solution that contained a range of community aspects. This gave illy the stepping stones to move into gamification, and potential rollout across its Espresso House Coffee Houses.

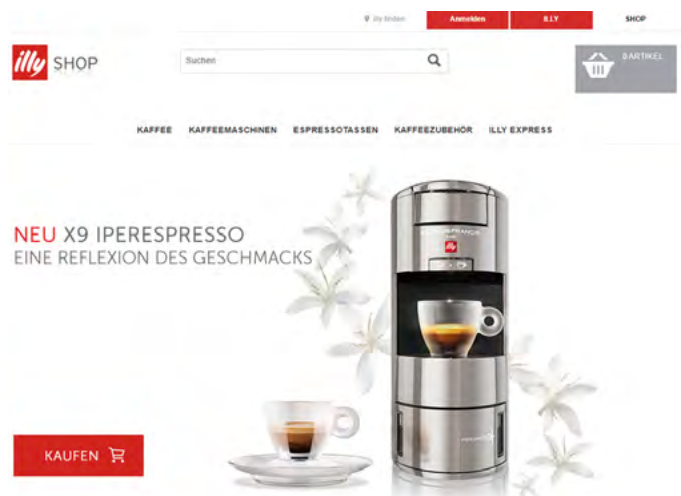


A redesign to transform the online experience

Illy went live with the site redesign in October 2014. Salmon used the functionality available within IBM WebSphere Commerce to deliver a more engaging omnichannel experience, making it easier for both B2B and B2C buyers to use the site.

The new site now uses:

- IBM Management Center (catalog asset store) – allowing illy to display assets differently across sites while sharing the same catalog asset store. This creates an efficient mechanism to manage and re-use the sales catalogue
- The attribute dictionary, to enable features such as facet navigation
- IBM Search (SOLR), helping customers find products more easily
- Product ratings and reviews (via Bazaarvoice)
- Product comparison, offering customers recommendations based on their browsing, shopping and purchase history
- Relational content, including related articles around regions and growers (particularly relevant for the more premium MonoArabica coffees), cross-sells and recommendations, tasting notes and generally a much richer experience



New site for Austria (November 2014)

Salmon helped illy identify Austria as a strategic European market. Salmon delivered a new Austrian storefront using IBM WebSphere Commerce's extended sites store functionality. Like the other sites, this site targets a different kind of customer with a bespoke site, but re-uses many data assets to minimise data management challenges. Salmon customised the site with illy's branding and business rules for this distinct location and unique legal and tax regulations.

New payment gateway

Salmon implemented a new payment gateway to align the US and European stores, offering a more straightforward checkout process for the customer.

Enhanced subscription model

Salmon has made continuous improvement updates to the massively popular illy subscription flow, creating a seamless user experience that can be accessed across multiple channels, online, mobile or by an illy-assisted sales representative.

Integration with customer service order management system

Illy's orders are managed using an Oracle order management system. As part of the project, Salmon integrated this with the ecommerce platform, allowing customer services staff to better manage the order fulfilment process throughout its lifecycle. This resulted in a smoother user experience, and measurable business gains.

Results

Overall, Salmon has helped illy to grow its prospect and customer base by boosting pre-purchase considerations. Transactions are up by 12% yearly and sessions by 9% yearly. As a result, illy has strengthened relationships with its customers. Salmon continues to provide post-sales support.

Giovanni concluded: "Salmon is an expert in delivering and supporting world-class ecommerce solutions. It is responsive, and the team delivers what they say, when they say. Salmon has helped us to adapt and enhance our platform to meet our changing business needs, and deliver an enhanced experience to our global customers."

ABOUT SALMON

Salmon is a global digital commerce consultancy that defines and delivers market-changing solutions and customer journeys for the world's leading brands.

Established in 1989, with operations in London, Amsterdam, New Delhi, Beijing and Melbourne, Salmon clients include Argos, Asian Paints, Audi UK, DFS, Halfords, Jumbo, LloydsPharmacy, Premier Farnell, Sainsbury's, Selfridges and Sligro Food Group.

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