

Sophisticated Global Commerce

How Orchestra gave Mary Kay's online presence a modern makeover, inside and out

MARY KAY

When it comes to looking beautiful, Mary Kay Cosmetics is a world leader with 3 million beauty consultants reselling Mary Kay products across 35 markets, on websites in 35 different countries. They operate a complex B2B2C model in over 20 languages with a dealer model that needs to support multi-country dealer chains, applicable tax and localized pricing models.

Mary Kay needed an integrated commerce platform that could adapt to their sophisticated global segmentation models and increase speed to market. They also wanted a fresh and modern online presence that offered improved customer and business user experiences.

ADAPT

From costly, disparate systems across 35 countries to one unified commerce platform accessible by all.

PERFORM

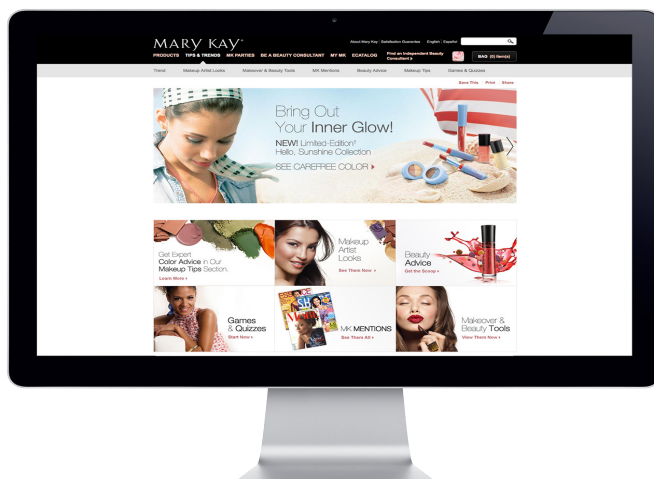
User experiences proven to be 5x faster and new markets being deployed in as little as 4 weeks.

INNOVATE

A scalable and intuitive omni-channel platform answering a multi-lingual, multi-market B2B2C business model.

THE SITUATION

The reality of the situation was that Mary Kay's dated and disparate technologies were drastically impacting sales and their ability to compete. Customers who were once loyal were shopping elsewhere.



Their commerce ecosystem consisted of a myriad of disconnected platforms across the world that were costly and difficult to manage and maintain. Marketing was severely impacted by the lack of automation and standardization of their content publication process. On top of that, their websites only enabled static HTML.

Furthermore, they did not have a global, unified product catalog or easy way to update and maintain product listings, nor could they create marketing campaigns without depending on IT, oftentimes IT being in a completely different country.

THE SOLUTION

Mary Kay teamed up with Orckestra to deploy an end-to-end e-commerce strategy based on the Overture Commerce platform. This approach has significantly reduced maintenance costs and time to market by unifying global operations and user experiences. Specific objectives included a simplified way to produce, exchange and reuse information and promotional content through an automated process accessible to all markets. Another key mandate was to provide their beauty consultants with a Personal Web Site, which would enable them to offer personalized experiences to their clients, resulting in boosted customer loyalty as well as a motivated sales force.

COMMERCE WEBSITE AND CMS

The solution developed by Orckestra is a modern e-commerce website based on an extremely scalable infrastructure with Overture Commerce at the core, equipped to handle global expansion and changing business needs. Orckestra also developed a highly

efficient, customized SharePoint solution specific to Mary Kay's requirements including the complexities that a brand spanning 35 countries with a sales force of 3 million beauty consultants could encounter.

UNIFIED ONLINE PRODUCT CATALOG

At the heart of Mary Kay's success is their vast catalog of beauty products ranging from makeup and sun care to skin care and fragrances for men and women. With the Overture Product Data Manager now driving their enhanced online catalog, product listings are accurate, accessible and sharable across markets in multi-languages, and easily managed and maintained. Mary Kay's new online presence is fresh, classy and modern, and offers a user-friendly, more personalized experience for customers and business users.

THE RESULTS

Mary Kay is benefitting from remarkable efficiencies. Business users confirmed that managing and merchandising their online product offering is 5 times faster.

Furthermore, new markets are being deployed in as little as 4 weeks. That enables Mary Kay to be significantly more competitive internationally and better respond to complex B2B2C demands in a timely manner, while supporting corporate global marketing initiatives.



Blending technology, innovation, strategy and creativity, Orckestra represents the new commerce generation of companies offering products, solutions and services that converge online with in-store experience. Passionate about our mission to enable great brands to adapt, perform and innovate in the digital economy, we have built an undisputed reputation for delivering excellence and ensuring client satisfaction.



Overture Commerce is a highly flexible, adaptable and cost-effective enterprise .NET commerce platform. Its scalability, extensibility and flexibility bring to market a unique approach named Commerce Orchestration™. Overture fuels next-generation commerce solutions geared for global deployments, multiple brands and multiple market scenarios, while providing the very best digital customer experiences. It is the fabric of agile businesses.

LEARN MORE AT
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