CASE STUDY

Boosting Global Reach and Efficiency:

Transforming E-Commerce Ops for a Multinational Household Appliances Company

Client

Founded on the principles of innovation, our client, a multinational technology company, designs and manufactures innovative household and beauty appliances. From advanced vacuum cleaners and air purifiers to high-fidelity headphones and hair stylers, their products enhance everyday life with exceptional quality and performance.

The Challenge

Our client aimed to transition from the traditional B2B2C model to a D2C approach. The key driver for this shift was the need for a streamlined e-commerce platform that enhances product understanding and provides a seamless, enjoyable purchasing experience.

Their existing legacy system, with 19 code bases and 19 production instances, made the release process complex and hindered automation efforts. Additionally, operating over 168 servers resulted in high operational costs. These complexities delayed market onboarding, the release of new features, and platform upgrades.

The client needed a standardized platform to efficiently onboard new e-commerce markets, including several distributor-led unique markets, and reduce the time to launch. They aimed to utilize digital optimization to enhance the capabilities of cloud-based e-commerce platforms for future readiness and expansion.
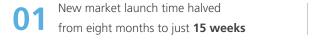
LTIMindtree Solution

01 | Leveraging LTIMindtree's digital expertise, we developed and implemented a unified global template that is market agnostic, standardizing and enhancing support across all commerce markets. By seamlessly integrating with platform delivery aggregators and marketplaces, we designed and launched new purchasing experiences to expand customer reach and enhance their satisfaction.

02 | A unified code base ensured the website's versatility across direct, and distributor-led markets while prioritizing accessibility to meet Web Content Accessibility Guidelines (WCAG) 2.1 AA standards. Additionally, LTIMindtree optimized SDLC processes.

03 | We balanced standardization with market flexibility through effective collaboration, ensuring timely responses to market-specific needs. We introduced various new payment methods across markets and streamlined checkout processes, ensuring a frictionless digital journey. Our digital optimization solution, tailored to the client's objectives, decreased time to market, improved cost efficiency, and enhanced their market presence.

Business Benefits

Our standardized global multisite template has facilitated rapid expansion into over 26 e-commerce markets, with continued growth. This approach enables us to efficiently onboard new markets, reducing time and costs by 70%.

01 New market launch time halved from eight months to just **15 weeks**

02 New market launch **costs reduced** from GBP 400K to GBP **90K per market**

03 **Reduction** of virtual machines used for production from 167 to just **three**

04 New feature rollout time **reduced by 40%** - from 12 weeks to eight weeks

05 Powering a single code base, we have achieved over **50% reduction** in Total Cost of Ownership