The Path to Cloud with Commerce (BRKR1160)

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Mark Knisely, Director, Oracle Commerce Consulting, Oracle Retail
Agenda

• About Us
• Business goals & Catalyst for Change
• Selection Process
• Why Cloud? Why Oracle?
• Project Execution
• Benefits Realized
• Lessons Learned
• How we did it

About Lenox:
https://vimeo.com/user11921743/review/43270979/1c85c7a800
Ravi Kurumety
Chief Information Officer
Lenox Corporation
About Us

• 128 year old American company born out of passion and innovation from Walter Scott Lenox

• Market leader in quality tabletop, giftware and collectibles.

• **Sales Channels:** Online, Catalog, In Store and Department Stores

• **Brands:** The company markets its products under the Lenox, Dansk, Gorham, Reed & Barton and other brands

• **Designers:** kate spade new york, Marchesa, Donna Karan, DKNY, Gorham, Dansk, Gluckstein, The French Chefs and other
Business Goals & Catalyst for Change

At Lenox, our core mission is to innovate, create and execute. Innovation is the lifeblood of our businesses — it drives new products, expansion into new product categories and improvement of our business processes.

- **Catalyst for Change:** Aged eCommerce platform. Cumbersome online shopping experience. Limited ability to bolt on widgets, limitations with types of promotions, effort involved with content publication
- **Why Now:** 55% of business is during holiday season (Oct to Dec), Time to capitalize on the changing consumer shopping preference to online
- **How:** Empower the business user with a modern commerce solution that can leverage off the shelf widgets and is not cumbersome
- **Priority of Business:** Time + People + Resources + Potential for success
Selection Process: 12 Vendors & 19 Solution Options

• Evaluated a wide range of solutions
• Web front end solutions
  • Functional fit with Lenox needs
  • Product roadmap
  • Ability to empower the business users
• Order Management Systems & AR Systems
  • Functional fit
  • Probability for success within the timeline
• SI’s
  • Capability / Track record
  • Probability of success
  • Cost
New DTC Ecosystem

**Oracle OCC**
- Web Front End
- Promotions
- Shopping Cart

**Jagged Peak – EDGE OMS**
- Cust. Service Portal
- Catalog Orders
- Telemarketing
- Inventory allocation
- Shipping point
- Customer history

**Sage 300c**
- Billing
- AR
- Aging

**Lenox Systems**
- Data interface
- Inventory management
- Shipping system
- GL
Why Cloud? Why Oracle?

- Empowers business users
- Ease of use
- Ability to grow with platform
- Ability to leverage pre-built widgets
- Platform is ever green (frequent updates)
- Speed to market live in 6 months
- 50% less estimated implementation hours vs. on-prem
- Lower total cost of ownership
- Oracle Retail Consulting differentiation as deployment choice
- Access to Oracle Product Management
Getting Started

• April kickoff with goal to go live in October for Holidays
• Establish Program Governance
  • Executive & Steering committees
  • Regular meeting rhythm
  • Process for fast decisions
• Agreement on a sensible scope
• Defined roles and expectations
• Clarified Accountability
• Alignment of organizational priorities
Execution: Project Timeline

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<td>Design &amp; Build</td>
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29 week project – Go Live on Oct 26, 2016
Execution: Project Timeline

- Discovery meetings
- Created BRD Documents
- Data Design – catalog, profile
- Integration Design
- UI Design
- Project Planning

- UI Development
- Integration Batch development
- UI demonstrations
- Perform data loads
- SIT Test Execution
- Deliver Fit for Purpose Product

- Support Lenox UAT
- Support Cutover
- Enter Hyper-care
Execution: Program Governance

- CEO
- PE Sponsor

- Bob King (VP, Consulting)
- Ian Davis (Sr. Dir, Product)

- COO

- SVP of BU
- CFO
- CIO
- VP, eCommerce

- Chris Hogan (Sr. Director)
- Craig Gaydos (Program Mgr)
- Mark Knisely (Director)

- VP, Professional Serv.

- Program Mgr.
- Tech Architect

- Craig Gaydos (Program Mgr)
- Mark Knisely (Director)

- Project Mgr.
- Tech Architect

- Lenox Business Leads & SMEs
- Oracle Delivery Team
- Jagged Peak Delivery Team

Strong project management oversight at all levels.
Excellent engagement from all partners.
Mario Castano
Former Vice President, E-Commerce
Lenox Corporation
Understanding the Business Stakeholders...

- E-Commerce Operations – Site Administration & Content Publication
- Creative Services – Web Content Design
- Marketing – Catalog, eMail, Digital, & Social
- Product Sourcing and Merchandising - Multi-Brand Product Managers
- Call Center Operations – Customer Service (Inbound & Outbound)
- Warehouse Management– Logistics & Fulfillment
- Data Management – Reporting & Analytics
- Finance – Account Receivables & Fraud Management
- Legal - Compliance, Policies, Terms and Conditions
Understanding their Business Processes

Identify the process improvements each stakeholder is trying to realize:

- Fraud detection at order submission
- Electronic check acceptance capability (ACH)
- Streamlined returns process (reverse logistics)
- ADA compliance for visually impaired
- Multi-site (Reed & Barton – Segregated browse experience)
- Enhanced customer invoice format
- A/B testing to test response to marketing concepts
- Improved analytics throughout the platform
Benefits: Live in 6 Months

• Successful & On-Schedule Launch in October 2016
• Smooth cutover
• No SEO impacts reported
• 2 Brands, 1 instance of Oracle Commerce Cloud supporting 2 brand experiences (Lenox.com & ReedandBarton.com)
• Responsive design (Mobile and Tablet)
1 OCC, 2 Brand Experiences
Results: Customer Experience

• Multi-Brand Experience - distinct Store Front experiences for Lenox.com and ReedandBarton.com

• Guided Navigation – Faceted navigation by category, brand, etc; Branded and Seasonal Landing Pages; Pattern Pages

• Visual Faceted Type Ahead for search

• Product Personalization - monogramming, engraving, customizations

• Gift Wrapping and Gift Messaging

• Deferred Payment program – Lenox EasyPay

• Product Recommendations, Reviews and Feedback
Results: Associate Experience

- Employee Pricing on webstore
- Robust and flexible promotion strategy that respects license agreements with designers
- Visual Faceted Type Ahead for search
- Business User Tools - extensions for Boost & Bury, promotion, key word redirects.
- Fully automated Batch and Migration framework
- 3rd Party Integrations - Jagged Peak Edge OMS, Bazaarvoice (reviews), Certona (recommendations), AnswerDash (Q&A), LivePerson (chat), Invodo (Video), Cybersource (payments), Acxiom (email & CRM), Vertex (tax), MyRegistry, more…
Benefits to the Business

- Increased conversion through easier navigation, predictive search & streamlined checkout process
- Robust and flexible promotion strategy - increase promotional to impact bottom line
- Empowered business users - focus on marketing initiatives without IT intervention
- Immediate increase in revenue and order volume
- New throttles and controls
- Manage margins by category
- Increase site traffic w/ more promotions
- Integration with 30+ best in class solutions
Lessons Learned

1. Establish and communicate the business imperative
2. Select trusted partner w/ common goals established - timing, deployment
3. Set clear requirements and expectations
4. Do not underestimate scope - coordination, trust, accountability, relationships w/Oracle Retail Consulting and Product Management
5. Testing critical against actual requirements. Business users involvement.
6. Structure steering committee to align with organization. Top to bottom, pen to paper
Mark Knisely
Director, Oracle Commerce Consulting
Oracle Retail
How we did it. Implementation Highlights

• Fully utilize extensive OOTB OCC capabilities and integrations
• Leverage pre-built ORC Accelerator Store for reusable assets
• Extend only when necessary – know how to use the product
• Business Requirements – clearly documented, stakeholder approved
• Focused and consistent Governance across program swim lanes
• Dedicated and capable people – Lenox, Oracle, Vendors
ORC Accelerator

- Modern Creative & UI Design
- Re-usable UI Assets
- Oracle & 3rd Party Integrations
- Enhanced Features and Function
- Automated tooling

Contact OC³ for more details –
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**ORC Enhanced Business User Tools**

- **Type Ahead**: facets display selection and order, # of items to display. Static terms to display as part of the suggestion list
- **Redirects**: keyword based redirect, facet based, URL path redirect, and site root redirect
- **Thesaurus Entries**: one way and two way
- **Record Boost**: by product IDs, categories, or by indexed product properties
- **Default Record Sort**: configured globally, per navigation state, or per search state
- **Collection Filtering**: filter specific collections from displaying on the site
- **Product Filtering**: filter specific items from displaying on the site
- **Deep Linking**: personalized promo display based on specified URL parameter
- **Third Party Integrations**: for global JS configuration
- **Site forms**: email sign up, catalog request form, breakage replacement
Product Personalization

- Personalized products represent a large portion of Lenox’ sales and brand differentiation
  - Includes monogramming, engraving, configuration of jewelry
  - ORC adapted Lenox’s existing data model and delivered an intuitive personalization experience
  - Personalized products are easy to find via search or menu navigation
  - PDP, Cart, Checkout all designed with personalization in mind
## Key Integrations – Expanding Marketplace

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### Payment Gateways
- CRM & Email
- Gift Registry
- Self Service Q&A
- Social
- OMS
- SEO
ORC Batch and Migration Framework

OC/ATG → startSQL Repository → XML → OCC Data Loaders → REST API Calls

OCC Data Loaders → Migration Feed API → Inbound Feed API

Inbound Feed API → OCC Data Translators → Outbound APIs

Outbound APIs → 3rd Party

REST API Calls → Forms Data → REST

3rd Party → XML RSS Other

XML Other

Inbound Feeds

REST API Calls
Questions & Answers

The Path to Cloud with Commerce

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