



The Path to Cloud with Commerce (BRKR1160)

Ravi Kurumety, CIO, Lenox Corporation

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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

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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



American by Design



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



Lenox
DTC Platform



New DTC Ecosystem



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



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



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

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- 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



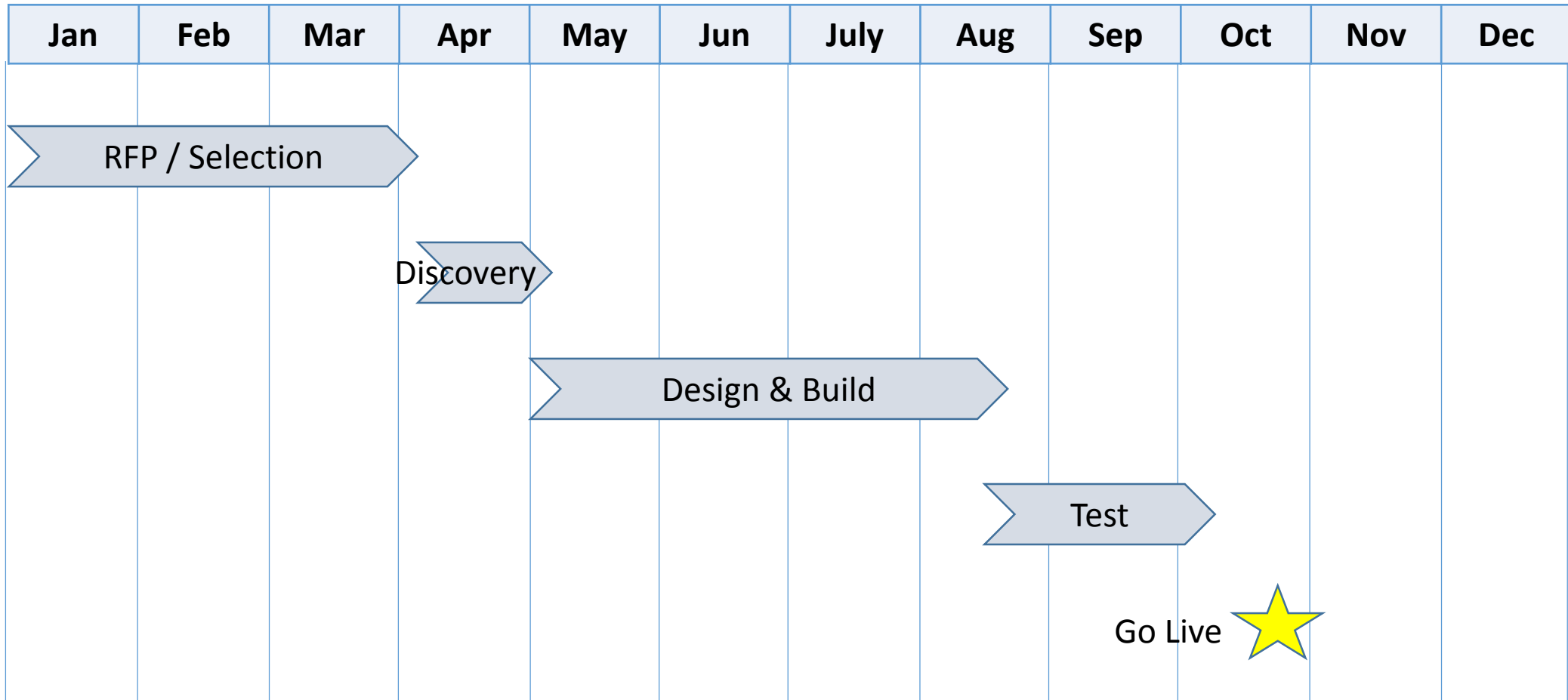
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RETAIL

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



29 week project – Go Live on Oct 26, 2016

Execution: Project Timeline



April				May					June				July				August					September				October		
4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17
Requirements & Design																												
										Construction & SIT																		
																							UAT & Launch					
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29

- 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

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ORACLE® JAGGED PEAK

- CEO
- PE Sponsor

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

- COO

**Exec
Committee**

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

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

- VP, Professional Serv.

**Steering
Committee**

- Program Mgr.
- Tech Architect

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

- Project Mgr.
- Tech Architect

Program Management

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

Project Teams / Subject Matter Experts

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

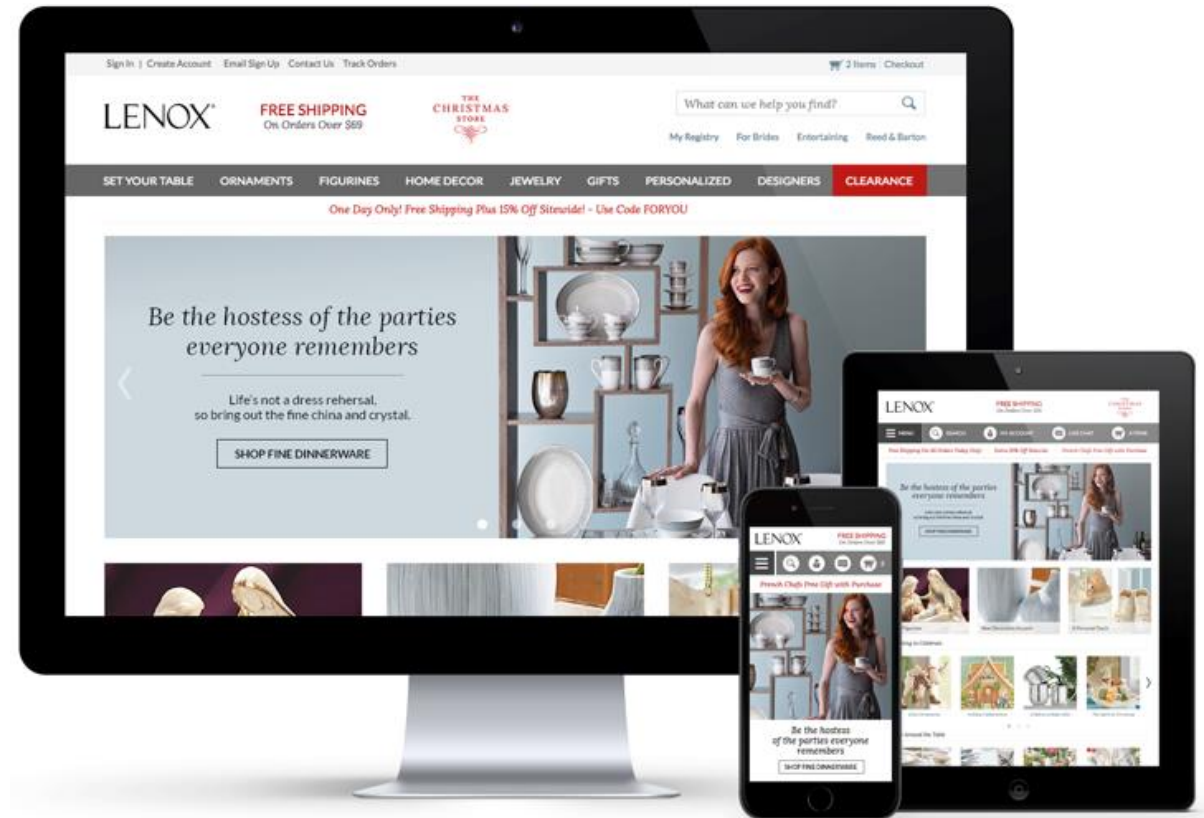
Understanding their Business Processes

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

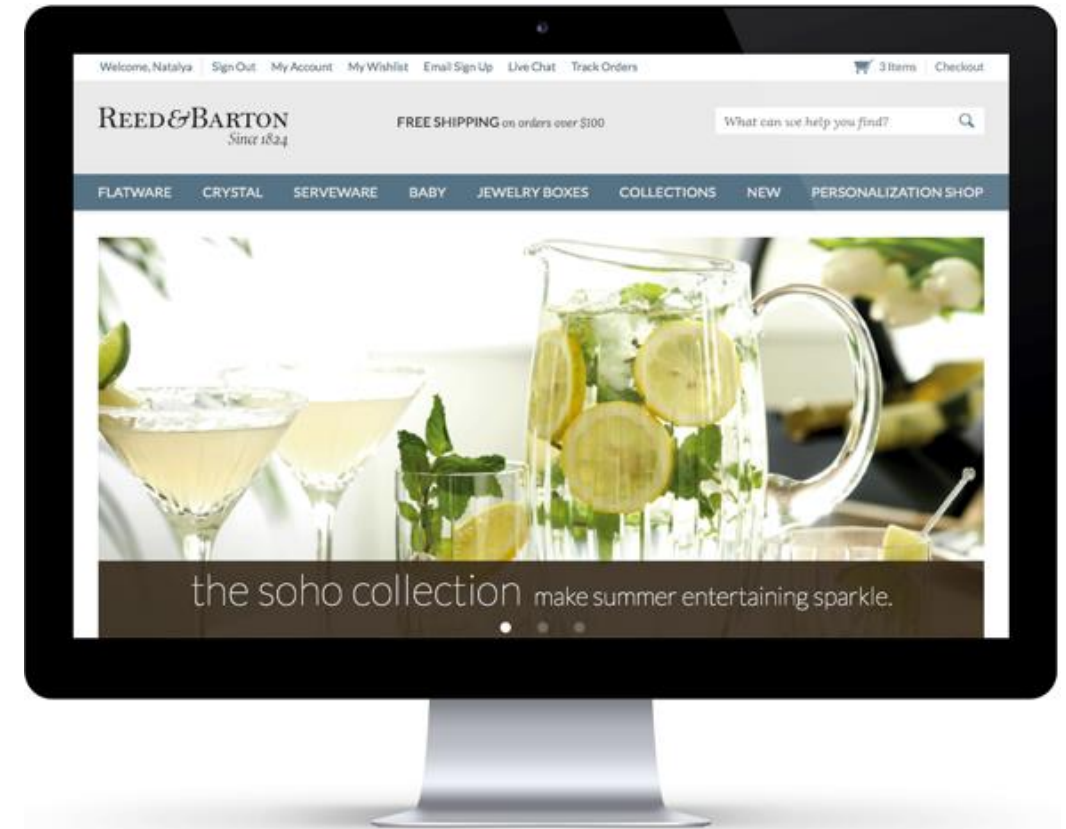
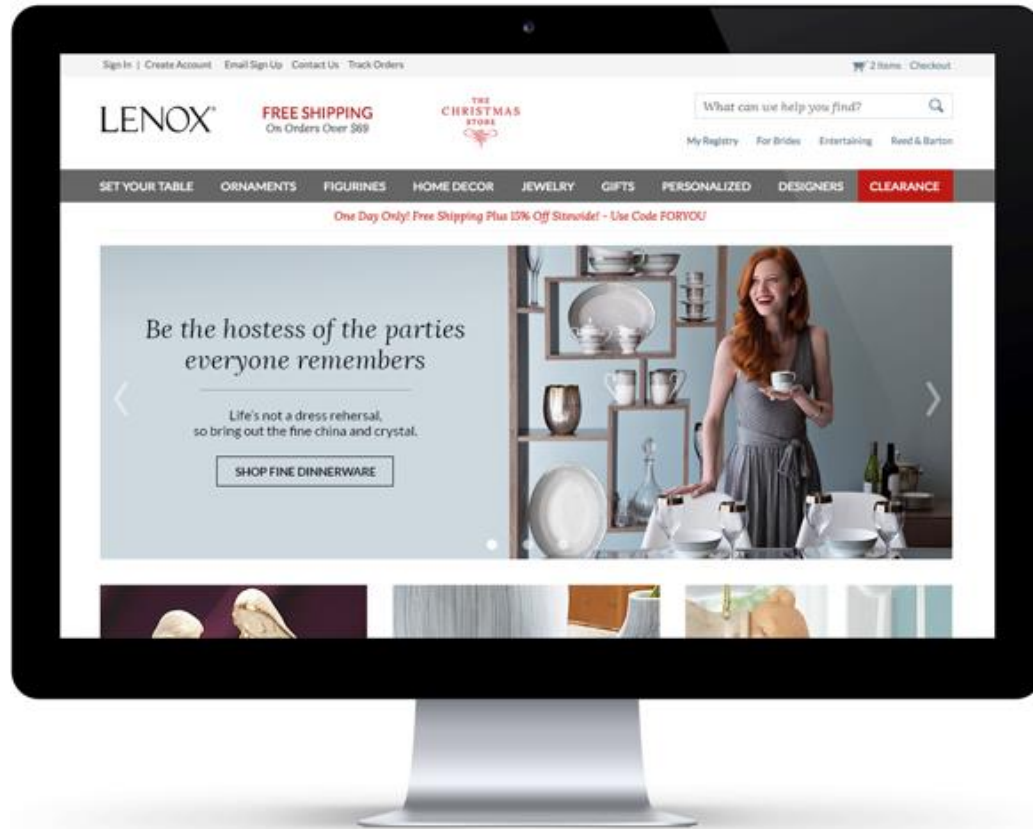
Benefits: Live in 6 Months

- 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

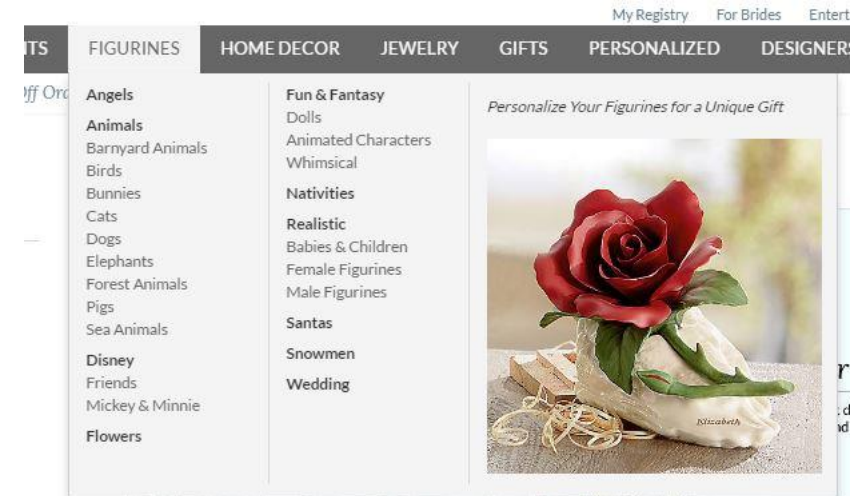
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SET YOUR TABLE ORNAMENTS FIGURINES HOME DECOR JEWELRY GIFTS PERSONALIZED DESIGNERS CLEARANCE

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...



ON SALE

Butterfly Meadow® Cloud 18-pc
Dinnerware Set

(0)

~~\$390.00~~ \$159.95

Today! \$119.95

You Save \$270.05 (69%)

ADD TO CART

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

[SET YOUR TABLE](#)[ORNAMENTS](#)[FIGURINES](#)[HOME DECOR](#)[JEWELRY](#)[GIFTS](#)[PERSONALIZED](#)[DESIGNERS](#)[CLEARANCE](#)

Mark Knisely

Director, Oracle Commerce Consulting
Oracle Retail

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ORNAMENTS

FIGURINES

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CLEARANCE

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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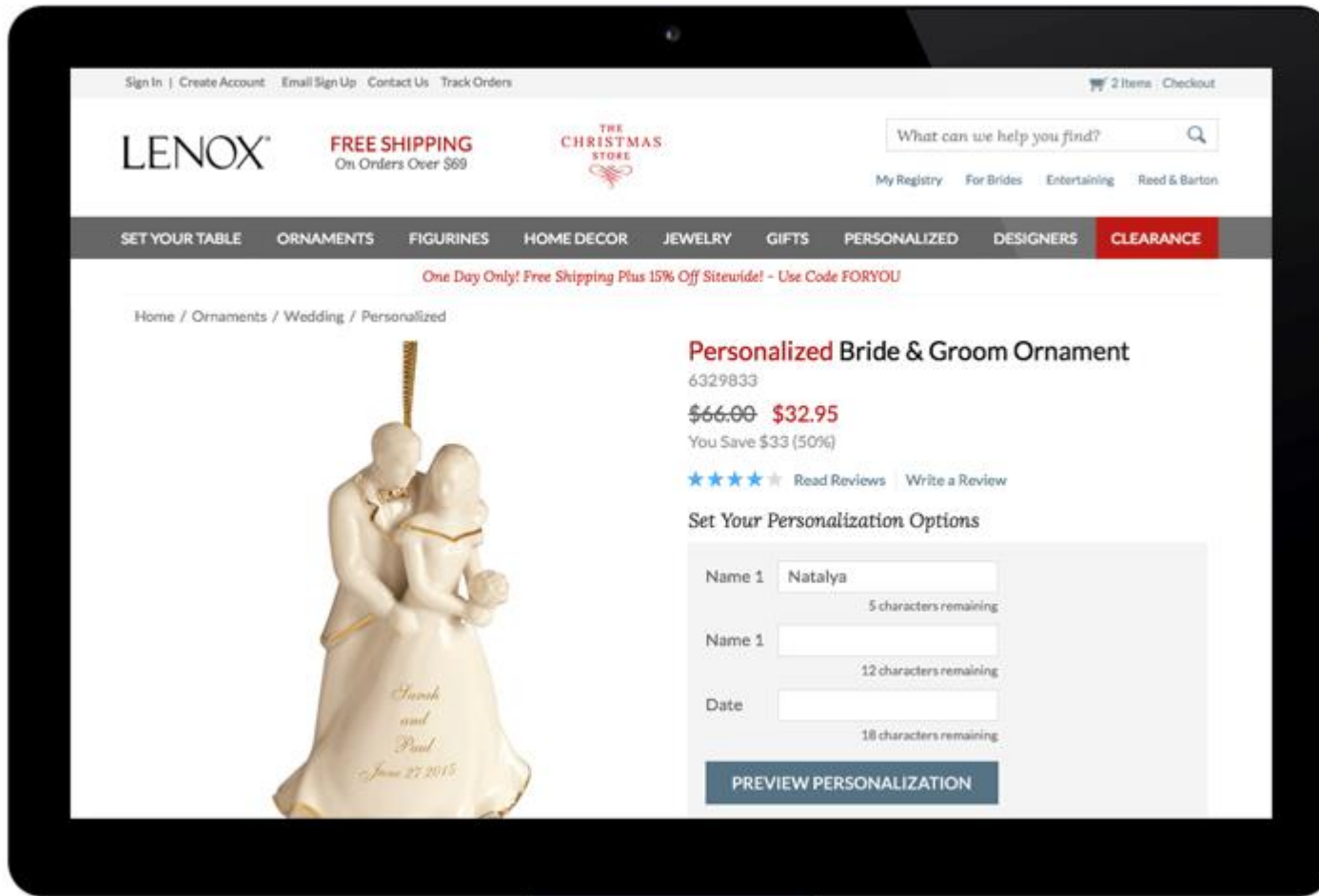


ORC Enhanced Business User Tools

- **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











The screenshot displays the 'Configuration Builder' interface. On the left is a navigation menu with categories like 'Type Ahead', 'Email Sign Up', 'Redirects', 'Thesaurus Entries', 'Record Boosting and Sorting', 'Site Filtering', 'Personalization', 'Add This Configs', 'Easy Pay', 'Product Personalization', 'Live Person Configuration', 'AnswerDash Configuration', 'Product Details Page Configuration', 'Printed Catalogs', and 'Breakage Replacement Patterns'. The 'Redirects' category is selected and highlighted in blue. To the right of the menu is a 'Keyword Redirect Rules' section. It features two rules, 'Rule #1' and 'Rule #2', each with a 'Remove' button. Rule #1 has a URL of '/easyPay' and keywords 'easy pay', 'installments', and 'easypay'. Rule #2 has a URL of '/careers' and keywords 'career', 'jobs', 'employment', and 'job'. Each rule has an 'Add Keyword' button. At the top right of the configuration area are 'Import' and 'Export' buttons.

Product Personalization

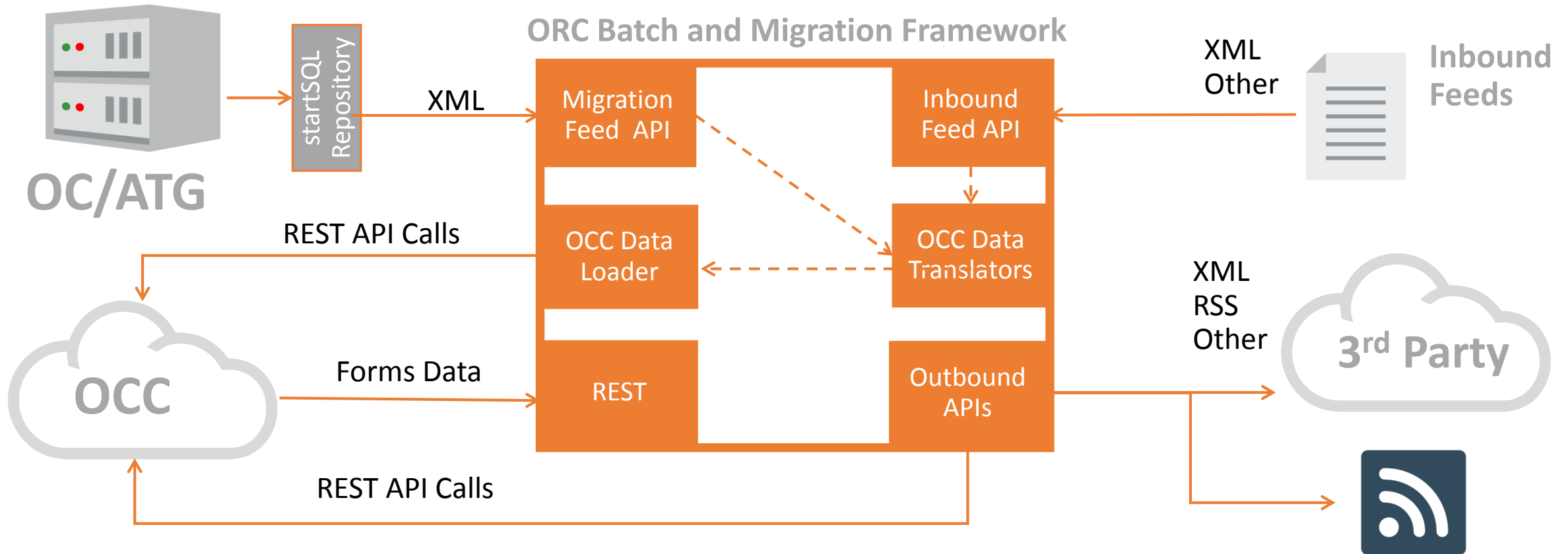


- Personalized products represent a large portion of Lenox' sales and brand differentiation
 - Includes monogramming, engraving, configuration of jewelry
- ORC adapted Lenox's existing data model and delivered an intuitive personalization experience
 - Personalized products are easy to find via search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

Key Integrations – Expanding Marketplace

	Tax	 	Payment Gateways
	Live Chat		CRM & Email
	Reviews		Gift Registry
	Recommendations		Self Service Q&A
	Product 360 View		Social
	Product Images		OMS
	Video		SEO

ORC Batch and Migration Framework





Questions & Answers

The Path to Cloud with Commerce



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