



zensar



Enabling E-commerce

for a US-based Medical Device Major

 Case study



Overview

Going digital

Our client is a leading US-based medical device company whose technologies enable physicians to provide advanced solutions for various medical-aesthetic applications. Our client wanted to add B2B e-commerce capabilities to its arsenal and give its customers a seamless experience.

We enabled our client's digital transformation journey by helping open its first regional eStore at speed, leveraging Salesforce Experience Cloud and Commerce Cloud functionalities.



Challenges

Technology and capability gaps

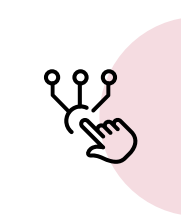
The client's existing e-commerce site could not handle the fast-evolving requirements. There were multiple manual interventions in the sales process. As the world was going digital, our client needed something that could seamlessly scale on demand in geographies other than North America, such as APAC and EMEA, and integrate with its different technologies. Furthermore, the client's global operations meant the system had to ensure compliance with regional regulations.



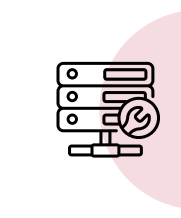
Solution

An eStore with seamless integration

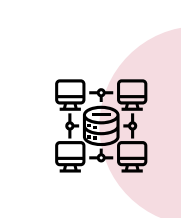
Our deep industry expertise helped us deliver lightning-fast results using the Salesforce Experience Cloud and Commerce Cloud features. As a part of our solution, we were able to:



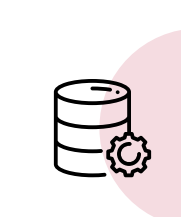
Deliver an alpha release within 16 weeks from the start of the program. This allowed the client's Australian and New Zealand customers access to the new eStore portal ahead of the planned release.



Implement Salesforce Einstein-powered product recommendations for accurate and relevant offerings.



Integrate the eStore and existing business processes with Oracle ERP, Vertex, Mulesoft/Marketo, and fulfillment and email systems.



Create a central repository to maintain and administer products, descriptions, pricing, images, and more.



Ensure taxation processes are in line with regional requirements supporting global operations.



Impact

Harnessing the power of online

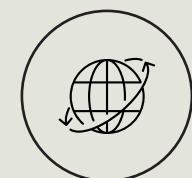
We were able to unlock — with velocity — true value for our client using swift implementation and seamless integration. The benefits delivered included:



Up to 50 percent reduction in manual efforts with process automation



Insights into operational use due to early release, deployment learnings, and increased online adoption, which de-risked the primary eStore release that followed



Better preparedness for future global releases with knowledge gained from the early release



Insights for customers for building deeper client relationships

“ Zensar has been a great partner throughout our eStore journey and continues to provide great value as we plan to expand into new geographies. ”

Director of Digital IT Enterprise Architecture



zensar

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We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 11,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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