OSF|DIGITAL

L'ORÉAL CANADA

L'ORÉAL CANADA ACTIVE COSMETICS DIVISION CASE STUDY

OSF Digital – L'Oréal Canada

ABOUT L'ORÉAL CANADA ACD

Skincare brands

L'Oréal Canada Active Cosmetics Division (ACD) includes brands that meet a wide range of different skin care needs from normal to blemish-prone.

SKINCEUTICALS

DERMABLEND PROFESSIONAL

LA ROCHE-POSAY LABORATOIRE PHARMACEUTIQUE

VICHY LABORATOIRES

CHALLENGES

TIME-SENSITIVE

Needed to get to market quickly

MULTIPLE SITES

Required ecommerce stores supporting multiple languages

REVENUE

Wanted to increase the profitability of key brands

CONSTRAINED

Existing luxe flagship model didn't meet their needs.

ACDCore

An alternative model for rapid and cost-effective ecommerce acceleration

In 2017, OSF Digital developed ACD Core built on top of LORA – L'Oréal's Reference Application
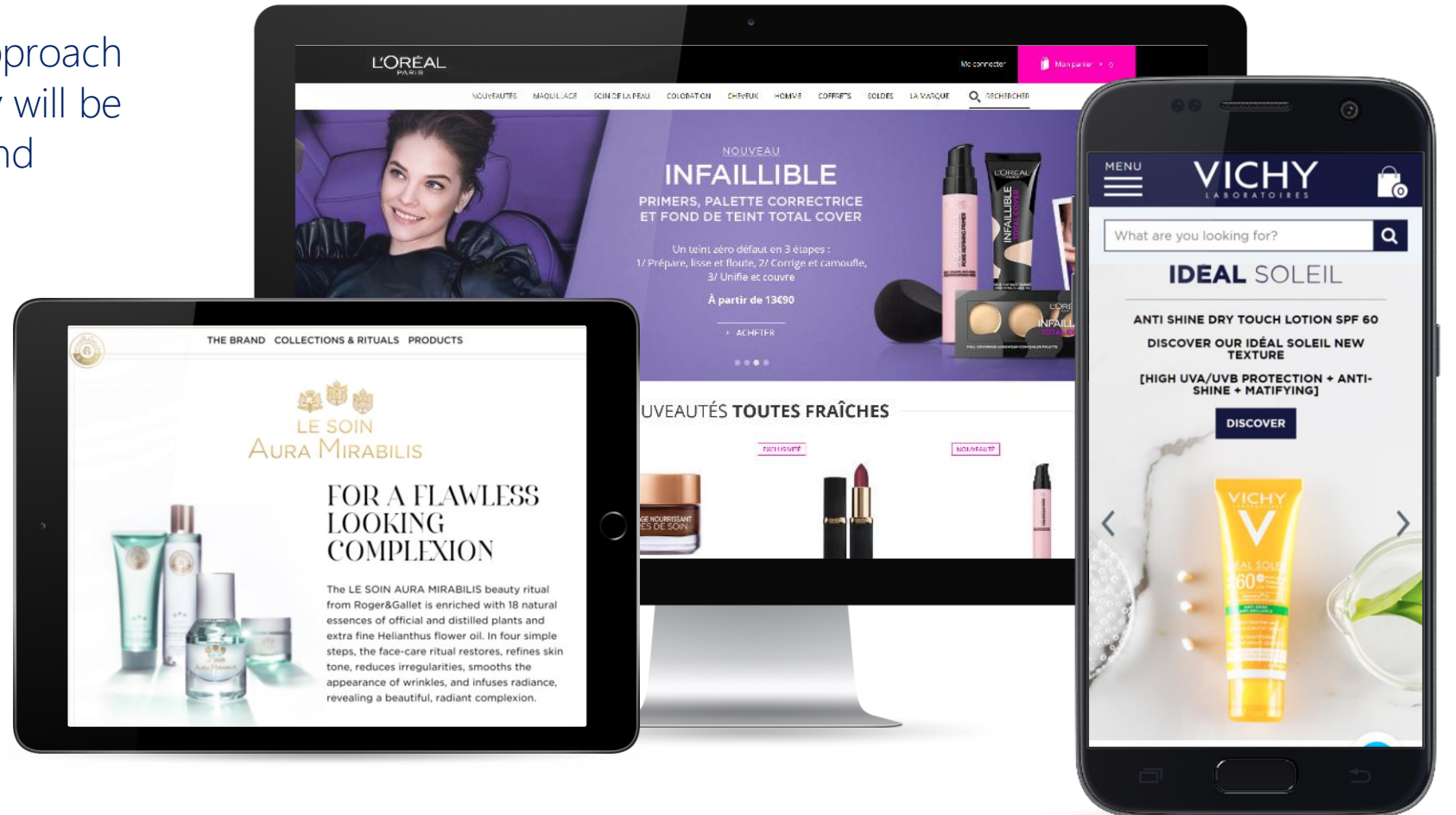
LORA

Customized ecommerce solution based on Salesforce's Commerce Cloud platform

A web-based ecommerce platform optimized to sell beauty products

SOLUTION

Pages created using LORA are designed using a mobile-first approach with attention given to how they will be supported on desktop, tablet, and mobile devices.

SOLUTION

CENTRALIZED

A central hub that leverages common functionalities shared across all brands

ADAPTABLE

Build once and deploy for many different brands in English and French

TIME-SAVING

Faster time to market

COST-EFFECTIVE

Reduced implementation, maintenance, and evolution costs

Lean and cost-effective

-70% CAPEX reduced by 70%

-75% Time to market reduced by 75%

CUSTOMER TESTIMONIAL

" *OSF Digital has been working with our internal technology team for many years now and have become a valued partner contributing to our success. They offer a dedicated development team, that is skilled in the agile methodology. This philosophy ensures an always-on approach to our projects and delivers the results we need.* "

Florent Dubois,
Director Digital, L'Oréal Canada, ACD

THANK YOU!

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