



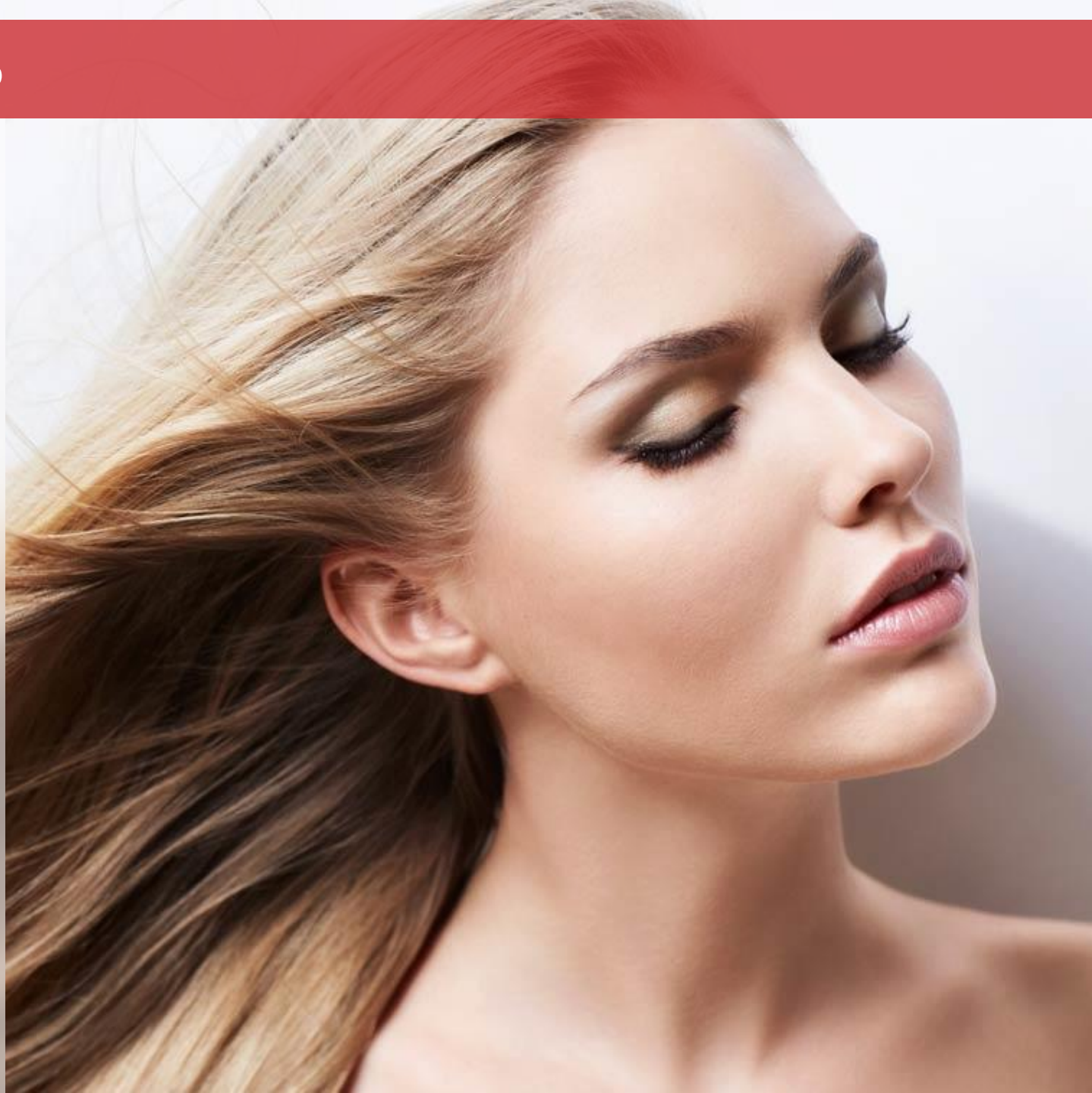
L'ORÉAL  
PARIS

# L'OREAL PARIS CASE STUDY

**OSF**DIGITAL

# ABOUT L'ORÉAL PARIS

L'Oréal Paris is an international brand represented in **over 120 countries**, known for delivering the highest quality luxury cosmetics sold in the mass market.





# CUSTOMER EXPECTATIONS



L'Oréal Paris was looking to provide a **deep customer experience** based on the customer's **unique journey**, regardless of the device they use.



# CHALLENGES

Mobile devices lacked responsive design.

Complicated and time-consuming content management activities.

Inability to deliver a customer experience beyond the usual one expected on ecommerce sites.



# OSF SOLUTION

Two platforms, Sitecore and Salesforce Commerce Cloud, seamlessly covered by a single domain.

Full cloud-based solution with a scalable environment.

Out of the box personalization.

Performant Sitecore architecture.





# KEY FEATURES

**Single domain** with **Cloudflare** reverse proxy feature. This solution keeps the customer on [www.loreal-paris.fr](http://www.loreal-paris.fr) when switching between platforms.

**Single Sign On** with master repository on SFCC, which helps avoid duplicated information.



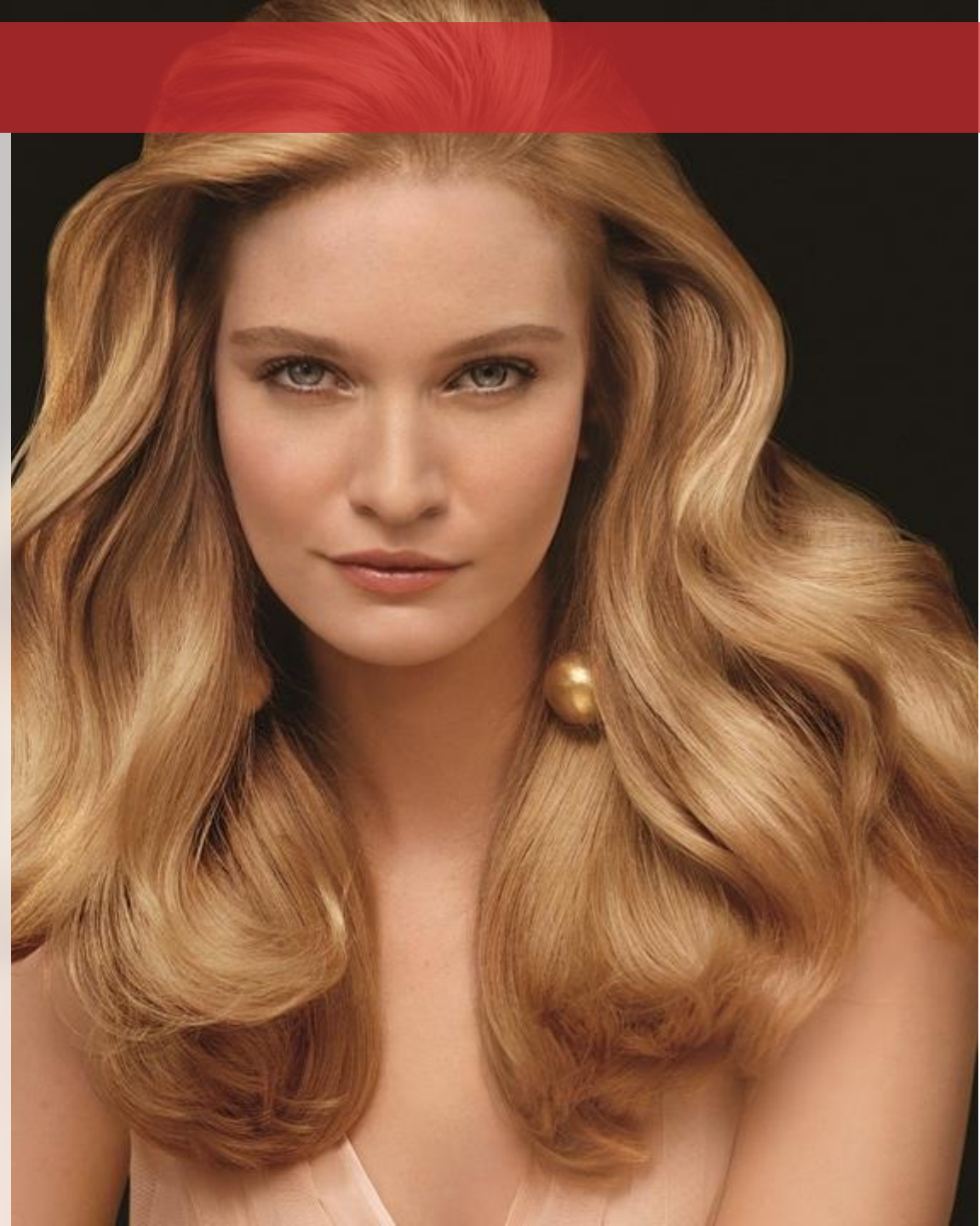
# CUSTOMER ACHIEVEMENTS

**Faster time to market** for their marketing campaigns.

High platform **availability and scalability** during high-sales season.

Marketing team can create **unique customer journeys** aimed at providing the most relevant user experience.

**Unified user experience** without any jumps from one sub-domain to another.





# EXCITING RESULTS



L'Oréal Paris now has a super fast mobile-responsive website able to withstand up to

**50,000**  
visitors/hour



"I worked with OSF only for almost two months in order to finalize the L'OREAL Paris website they were working on since August 2016. It wasn't easy but the teams gave pretty much all they had in order for this project to succeed, which was highly appreciated. I wish to work with them once more ASAP as they've always been very serious and delivered things in time."

Adrien de CARNÉ CARNAVALET  
*Project Manager of Ecommerce, L'Oréal Paris*



A woman with dark hair and blue eye makeup is looking directly at the camera. She is holding a makeup brush near her face. The background is dark.

**THANK YOU!**

**OSF** | DIGITAL