

L'Oréal Hong Kong Is Spearheading the Digital Transformation Process with Commerce-Connections



Client Overview

▪ Client Challenge

The world has gone digital and there is no going back. Successful companies innovate and embrace an effective digital transformation to drive operational excellence.

However, the business and workflow processes are all data driven by many legacy systems.

L'Oréal has committed to digitalise its business model and needed to consolidate a vast array of internal systems, streamline its workflow and processes whilst migrating its live data.

Commerce-Connections specialises in all aspects of digital business architecture: all forms of data transformation and integration, both internally and externally.

▪ Solution

In order to allow L'Oréal's smooth digital transformation and implementation challenged by its existing legacy systems, Commerce-Connections' consultants provided specific technical advice for data integration solutions.



Amongst the many project milestones were:

- Identify and define objectives
- Workshop
- Comprehensive analytics
- Bespoke applications including adaptors
- Commerce-Connections' Translation Services
- IT investigation
- IT project management
- IT enhancement
- IT strategisation
- IT planning
- Platform architecture design
- Performance monitoring and testing

Commerce-Connections was involved in many different processes and during the project it was part of L'Oréal's team.

▪ Customer Benefits

- Enhanced data collection
- Data-driven customer insights
- Encouraged digital culture
- Increased agility
- Increased efficiency
- Streamlined workflow and processes
- Reduction of resource wastage
- 24/7 support
- Introduced different dimension perspectives

B2B Solutions and Cloud Service Broker

L'ORÉAL
HONG KONG

“L'Oréal HK is always striving for the best. With the long-term relationship with the L'Oréal team, we work together to handle a series of digital transformation projects to drive improvement. It is our pleasure to work with such a team with true dedication and determination.”

Lawrence Geung
Managing Director
Commerce-Connections



Jeff Tan, the IT Application Manager at L'Oréal Hong Kong, is always finding ways to improve operation efficiency. He explains: “During the pandemic, following the government’s guidelines, our company decided to let staff work from home and we were facing a completely new set of challenges. L'Oréal HK analysed the situation and decided to focus resources on critical processes. The seamless and continuous operation of running our business is mission critical. In order to access the vital skill set and expertise to achieve this, IT outsourcing to external consultants had been selected to enable swift deployment.

The goal in our minds was that we needed a long-term technology partner with the expertise in data integration services including legacy systems. We already had cooperated on several successful projects with Commerce-Connections and found that they are not just a common IT company but a technology partner with a high level of business processing experience and specialist data integration knowledge for the supply chain. Whenever we had issues or ideas on our processes before, we were always thinking of them and seeking their advice. Due to decades of experience, Commerce-Connections has routine in a wide range of business processes, not just in theory, but in relevant real-life scenarios. Every time they demonstrated their professionalism and competence to find the root cause and helped us to solve the issues via their wide array of products and services. So, we chose to work with them again to complete a series of digital transformation projects to cope with the changes.

Amongst our essential criteria were a long-term relationship, support and maintenance. The support of Commerce-Connections’ support was considerable, dedicated, and the response time was really impressive.”



**Industry
Partner**

Commerce-Connections Limited is an independent B2B solutions provider with HQ in Chobham, UK and branches in Germany and Hong Kong.

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Digital Transformation Project Example

We required to share omnichannel data with Salesforce Marketing Cloud (SFMC). Originally, these data had to be input manually into SFMC and we wanted to integrate them electronically now. The challenge of this project was that these data came from different legacy systems and the time frame was very tight.

We discussed this with Commerce-Connections and they suggested building an on-premise SFMC connector to help us integrate these data to Salesforce Marketing Cloud from our internal legacy systems.

The implementation was smooth and we were surprised by Commerce-Connections' quality and speed. The UI of the connector was easy to use and the connector itself had been finished faster than expected. Also, the connector which was built by Commerce-Connections, is a service within the operating system rather than an application. Consequently, it is a much more reliable product and with only minimal maintenance than our initially defined requirement.

Growing with the Business

Jeff Tan, the IT Application Manager at L'Oréal Hong Kong, also talked about the future plans in mind: "The world is digital: Internal integration and cloud infrastructure have to be incorporated into the IT strategy and architecture. Offering flexibility and scalability, cloud integration opens a world of new opportunities for us to connect disparate systems. By combining all of the cloud applications as well as on-premise systems, cloud infrastructure streamlines the operation processes and gives us comprehensive access to and visibility of our data as well as improved functional connectivity."

He added: "As we know, Commerce-Connections is an expert in cloud integration and we had good experience with the Salesforce Marketing Cloud integration project. We will keep on working with them to bring more value to our business and our customers."

"I will consider Commerce-Connections as a partner rather than just a vendor."

Jeff Tan
IT Application Manager
L'Oréal Hong Kong



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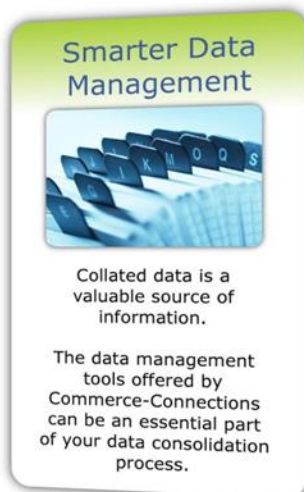
Commerce-Connections was founded in 1999 as a provider of B2B/EDI software and services. The company enables organisations to gain visibility and control over their supply chains by automating inter-company processes with their suppliers, customers and other trading partners across their supply network.

The firm's solutions facilitate companies to cut costs, reduce cycle times, increase supply assurance and gain the flexibility required to meet customer demands.


Commerce-Connections is among the longest-standing B2B IT companies in Europe. The organisation's experience in this field is incomparable and is backed up by solid success as well as an impeccable reputation.

The company's headquarters in Woking are providing sales and support to clients in the UK and mainland Europe and their trading partners world-wide.

Commerce-Connections also operates from branches in Hong Kong. Wider international reach is achieved via a network of partner organisations across Europe, US and Asia.



Smarter Data Management



Collated data is a valuable source of information.

The data management tools offered by Commerce-Connections can be an essential part of your data consolidation process.

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