



BorrowLense's Ecommerce Modernization With SAP Commerce Cloud

Introduction

BorrowLenses, a subsidiary of the renowned Shutterfly, Inc., stands as a paradigm of success in providing photographers and videographers of all tiers with easy, affordable access to high-grade professional equipment. Their commitment to excellence, however, faced a formidable challenge due to the limitations of their legacy e-commerce system. Unable to keep pace with the dynamic demands of their customer base, the need for a robust, scalable, and modern e-commerce solution became evident. Enter ASAR Digital, a leader in digital transformation and e-commerce solutions. ASAR Digital was tasked with orchestrating a seamless transition for BorrowLenses from their outdated e-commerce platform to the more sophisticated and versatile SAP Commerce Cloud.

The Challenge

The legacy system at BorrowLenses, while once cutting-edge, began to show signs of obsolescence. The platform struggled with scalability, user experience inconsistencies, and a lack of advanced analytics capabilities. These challenges hindered the company's ability to provide an optimal shopping experience, directly impacting customer satisfaction and business growth.

The Objective

The primary objective of the migration was to revitalize BorrowLenses' e-commerce presence with a state-of-the-art system capable of delivering exceptional user experiences, enhanced operational efficiency, and advanced analytical insights.

Key goals included:

- Seamless migration of Master and Transactional data.
- Integration of a sophisticated analytics interface.
- Optimization of the commerce platform and search functionality.
- Enhancement of the UI/UX for mobile responsiveness.
- Implementation of new features like online order cancellation and improved promotions management.

Solution

Platform Evaluation and Selection

ASAR Digital initiated the project with a meticulous evaluation of leading e-commerce platforms, including SAP Commerce Cloud, Adobe AEM, Salesforce Commerce, and Magento. SAP Commerce Cloud emerged as the unparalleled choice due to its scalability, robustness, and flexibility, aligning perfectly with the future vision of BorrowLenses.

Migration and Upgrade

The migration from the legacy system to SAP Commerce Cloud was executed with precision and strategic planning. This involved:

- **Data Migration:** The entire Master and Transactional data were carefully migrated from the legacy system to SAP Commerce Cloud, ensuring data integrity and minimal disruption to ongoing operations.
- **Analytics Integration:** ASAR Digital built a Domo interface, integrating over 30 endpoints for analytics. This move enabled BorrowLenses to gain deeper insights into customer behavior, sales trends, and operational efficiency.
- **Commerce Upgrade:** The migration included an upgrade from the 2011 commerce framework to the latest 2205 version of SAP Commerce Cloud. This upgrade introduced a plethora of new features and improvements in performance and scalability.
- **Tealium Analytics Implementation:** Replacing Google Analytics, Tealium Analytics was implemented for more refined data tracking and customer journey analysis, offering a comprehensive view of user interactions.
- **Shipping Optimization:** The introduction of UPS Shipping and the 'hold at UPS' feature in outbound logistics significantly streamlined the shipping process, enhancing customer satisfaction.
- **Solr Search Optimization:** By optimizing the Solr search functionality, the team improved product relevancy and search efficiency, leading to a better user experience.
- **UI/UX Improvements:** A significant focus was laid on enhancing the mobile experience. All mobile screens were redesigned for responsiveness, aligning with new wireframes for a more intuitive and engaging user interface.
- **New Features Implementation:** Key features like the ability to reprint return labels from 'My Account', online order cancellation, and advanced promotions and coupon implementation were added, significantly improving customer interaction and satisfaction.

Results and Benefits

Post-migration, BorrowLenses witnessed a transformative change in their e-commerce operations. The new SAP Commerce Cloud platform not only resolved the existing challenges but also propelled the company towards greater heights in customer engagement and business efficiency.

Key outcomes included:

- **Enhanced Customer Experience:** The improved UI/UX and mobile responsiveness led to an increase in customer satisfaction and engagement.
- **Operational Efficiency:** The streamlined shipping process and optimized search functionality resulted in faster, more efficient operations.
- **Advanced Analytics:** With Tealium and Domo analytics, BorrowLenses gained valuable insights for strategic decision-making and personalized customer experiences.
- **Increased Sales and Revenue:** The modernized platform, coupled with new features like effective promotions management, contributed to an uptick in sales and revenue.



The Outcome

The strategic partnership between BorrowLenses and ASAR Digital, culminating in the successful migration to SAP Commerce Cloud, stands as a testament to the power of digital transformation in the e-commerce sector. BorrowLenses not only overcame the limitations of their legacy system but also positioned themselves for future growth and innovation in the highly competitive digital marketplace.

Want to see how SAP Commerce Cloud can transform your customer experience, schedule a no obligation demo now!

[ASAR Digital](#)

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