# Case Study: Vodafone Smart Tech eCommerce Evolution

## Taking Smart Tech to New Heights

*"I'm extremely happy with the result, and with the quality of what's been delivered. It fully meets the scope, not just in terms of user stories but also the overall experience created."*

**Abraham Georgakarakos**

Group Head of Digital & eCommerce
Vodafone Smart Tech

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# About Vodafone Smart Tech

Vodafone is one of the largest communication providers in the world. Having first launched a consumer IoT offering in 2017, it has since gone on to develop its own range of 'Designed & Connected by Vodafone' smart tech devices. In July 2020, it launched the smart GPS tracker Curve, the first device from the new range. With a focus on pioneering smart devices and digital experiences that are seamless to use and provide greater peace of mind, Vodafone is helping consumers stay connected to the people and things they love the most.

## Challenge

Vodafone is building on its expertise in enterprise IoT, now with an innovative consumer offering.

### The Project in a Nutshell

- **10 bi-weekly Sprints**

- **2 streams** working in parallel

- **eCommerce back-end** engine from Magento

- **Front-end** from Adobe Experience Manager 6.5

- Live on **7 European markets**

With the IoT market growing at a fast pace, it's expected that home devices will increase from five to fifty, amounting to almost 25 billion connections and 900 billion euros by 2025[1]. With this in mind, an agile and scalable ecommerce solution was essential to reach different markets and segments.

The Vodafone Smart Tech team sought an eCommerce platform that addressed their needs from back to front-end to be able to scale their eShop globally and provide customers with great experiences. The goal was to consolidate all the different technology components in a single platform to enable a more efficient control over the purchasing process and solution portfolio.

On the one hand, the Vodafone Smart Tech eCommerce team had to **manage the replication of this infrastructure in new markets with minimal adaptation and disruption**. On the other, Vodafone had to **ensure the core consistency of the centralised content**. The challenge was to create a central solution incorporating the whole purchasing process and customer journey. It would require enough flexibility to add new offers and pricing models while answering different market requirements.

*1 – According to the 2020 global edition of the GSMA's 'Mobile Economy' report.*

# Solution

Celfocus partnered with the Vodafone Smart Tech eCommerce team to create an integrated solution, building a new infrastructure root stack with natively integrated components.

The eCommerce implementation behind vodafonesmarttech.com included product catalogue, navigation, homepages, product pages, category pages, special offers to target customers, add-to-cart, promo codes, Vodafone ID login, checkout flow, payment, order submission and analytics. It is aimed at combining the back-end with front-end while maintaining the current eShop live.

For the eCommerce engine, the solution chosen was Magento combined with Adobe Experience Manager 6.5 (part of Adobe Experience Cloud) for the front-end.

The project was delivered in Agile, with ten biweekly sprints and kicked-off with an immersive design workshop in Lisbon where the project scope, as well as the user stories, timeline, and feature set, were defined and clarified.

Using Magento as the back-end engine, the Vodafone Smart Tech eCommerce team is now able to update prices and create promotional offers promptly, see orders in real-time and have full control over the product catalogue. Combining the product information with the Adobe Experience Manager, the Vodafone Smart Tech eCommerce team is able to create new products, new pages, and even new website sections in just a couple of minutes. **This allowed better control over the purchasing process, supporting the IoT solutions' adaption and growth**, which is increasingly gaining traction in the market.

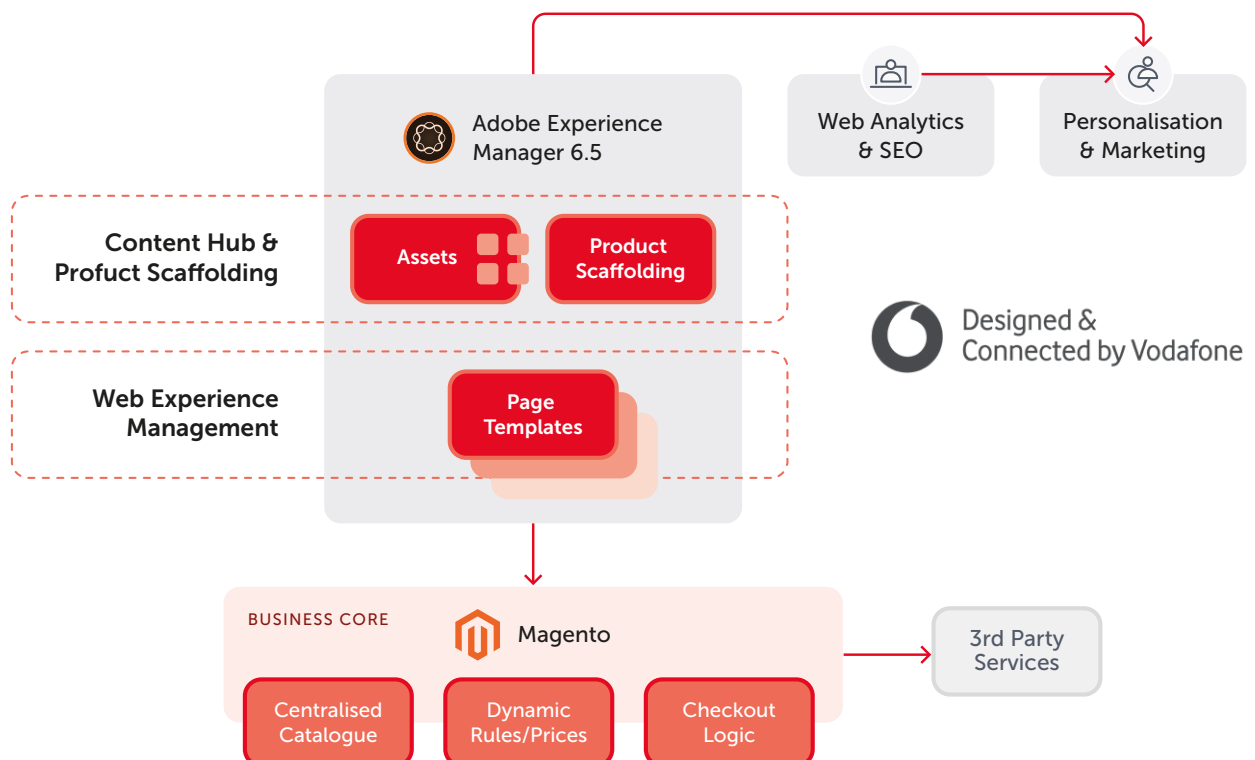*Vodafone Smart Tech eCommerce and Celfocus teams working together towards a single goal.*

The project had two streams working in parallel up to the integration phase: one developed the front-end functionalities (from homepages to checkout); and the other the back-end (catalogue, login, basket, checkout form, payment and integration with logistics). The project was delivered on time with seamless collaboration between Vodafone and Celfocus teams.

The solution went live across seven European markets: Ireland, Italy, Germany, Greece, Portugal, Spain and United Kingdom.

The Vodafone Smart Tech eCommerce platform vodafonesmarttech.com is the centralised sales channel for all Vodafone Smart Tech products while providing an outstanding customer experience.

## High-Level Solution Building Blocks

The solution is divided into two main front-end blocks: Adobe Experience Manager, and Magento for the Business Core.

## Benefits

The overall combination of the eCommerce engine (Magento) and front-end (Adobe Experience Manager) platforms enables the Vodafone Smart Tech eCommerce team to operationalise the customer journey without requiring IT changes.

The time to create a new product, the management of new business models, new pricing models, and the decrease in time-to-market are some of the key benefits the solution provides.

The solution also allows for a unified customer experience while improving process efficiency and delivered:

- **80%** go-to-market eCommerce reduction;

- **50%** operational cost reduction in the eCommerce back-end;

- **90%** improvement in product creation time;

- **Proactive access** to order failure and promo codes engine.

**Furthermore, the solution gives Vodafone's team the ability to fully control UI and UX, enhancing the overall user experience.**

*"We've seen a significantly improved e-commerce experience. This freed up a lot of resources because of the state-of-the-art automation and integration between all our systems: between Adobe Experience Manager, Magento, and our Order API that makes our life and daily operations much easier."*

**Abraham Georgakarakos**

Group Head of Digital & eCommerce
Vodafone Smart Tech

## From Days to Minutes:

| | Before | After |
|---|---|---|
| SKUs Creation | 2 to 3 weeks | Minutes |
| Price Updates | 1 day | Minutes |
| Price Plan Creation | 2 to 3 days | Minutes |
| Promo Codes | 3 to 5 days | Minutes |

*Before and after the project.*

## Why Celfocus

Celfocus possesses a high level of IoT business knowledge, the experience, flexibility and delivery capabilities that were pivotal to the project's success.

The company's expertise and competence in different technologies and businesses combined with an impeccable track record and forefront vision allowed Celfocus to understand and successfully deliver the project.

**Celfocus and the Vodafone Smart Tech team worked closely as a single unit**, where transparency and openness were vital, leveraging strengths and commitment to deliver the best experiences to Vodafone's customers.

*"We are extremely pleased with Celfocus in terms of quality, work methods, and collaboration with our teams."*

**Abraham Georgakarakos**

Group Head of Digital & eCommerce
Vodafone Smart Tech

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## About Celfocus

Celfocus is a fast growing, global high-tech company with a reputation for developing and implementing successful projects and solutions that drive business value.

By combining a deep business knowledge with the understanding of different technologies, while never losing sight of the customer experience, Celfocus built a reputation leveraged on an unexcelled track record.

Serving Clients in 25+ countries, Celfocus helps organisations transform their business in order to improve competitive positioning and ultimately their performance.

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