

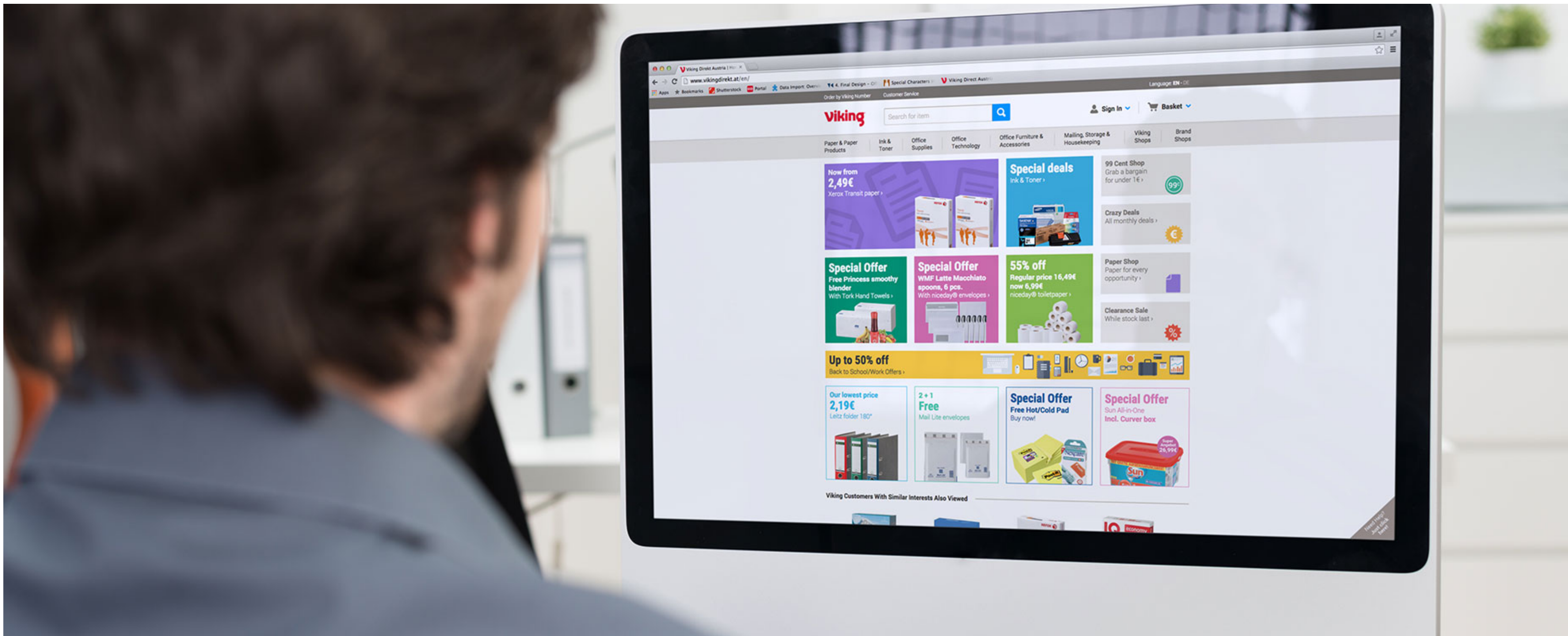
# **Office Depot's eCommerce Replatforming Hybris Commerce Implementation in 13 Sprints**

Roy Egas

Head of e-commerce delivery group

Office Depot Europe

# 1. Who is Office Depot / Viking



# Who is Office Depot / Viking

Office Depot, Inc. is a global supplier of office products and services.

In Europe we have two brands:

- **Office Depot**, which supplies small, medium and large corporations
- **Viking**, which has a distinctive small- and medium-sized business focus, along with a growing consumer and home-office audience.



# Office Depot / Viking in Europe

A map of Europe is shown in the background, with the countries where Office Depot and Viking operate highlighted in red. These include the United Kingdom, Ireland, France, Germany, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, Italy, Spain, Portugal, Greece, and Turkey.

**Founded in 1986 by opening the first store  
in Fort Lauderdale, Florida.  
Today there are 1800+**

**31 different web sites  
Retail stores in 2 European countries**

**Office Depot is the number 1 reseller of  
products and services for the office in  
Europe**

**We send out > 66,5 million catalogues  
annually**

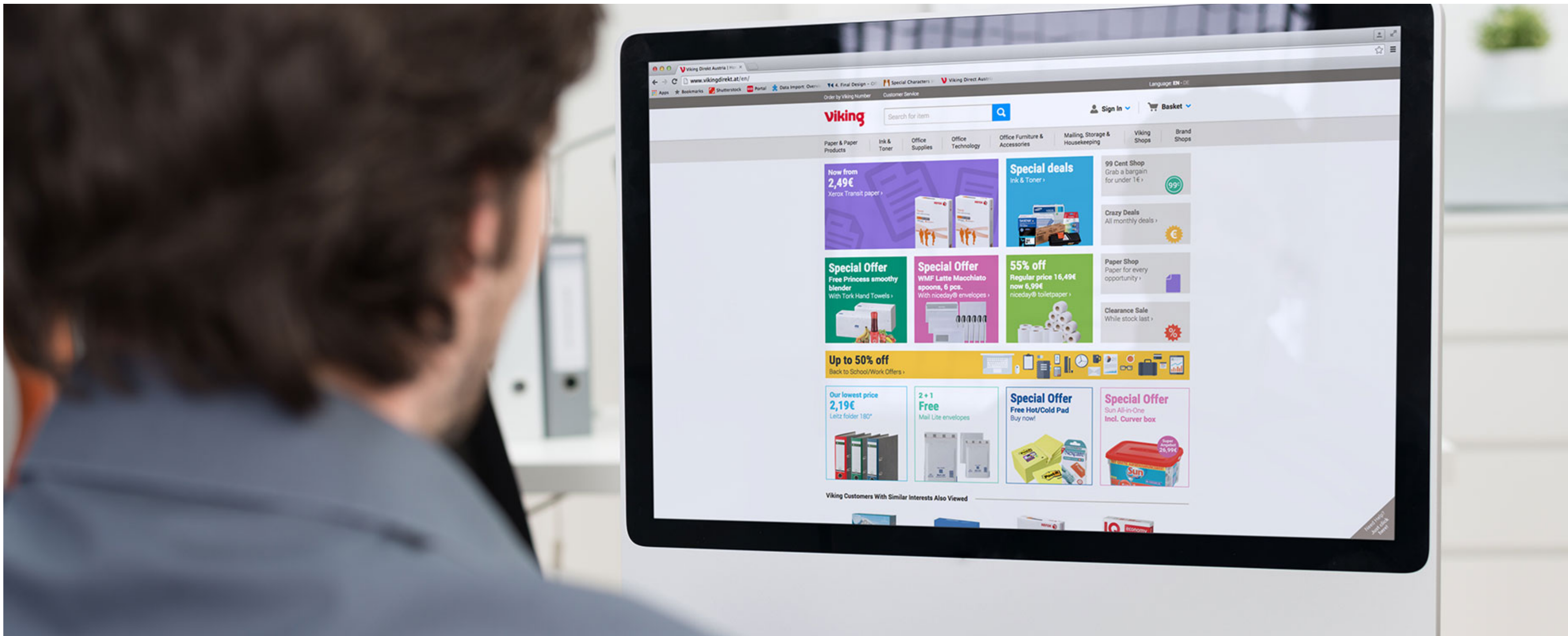
**Two brands in Europe:  
Office Depot & Viking**

**We process > 85.000 orders per day**

**Office Depot is active in 30 European  
countries**

**We deliver each day > 250.000 parcels**

## 2. eCommerce at Office Depot



# eCommerce at Office Depot & Viking

## Online behaviour

Direct

  
**17,669,676**  
visits online



**12,581,321**  
unique visits



**126,071,546**  
page views



**13,637,216**  
onsite searches



**2,432,110**  
shopping carts initiated



**1,668,404**  
registrants

## Online behaviour

IBSD Web \*

  
**4,423,628**  
visits online



**1,690,804**  
unique visits



**66,367,644**  
page views



**7,599,899**  
onsite searches



**1,996,902**  
shopping carts initiated



**380,651**  
registrants

\*IBSD = Ebusiness without Eprocurement sales

## Customer acquisition

Direct



**149,142**  
new online  
customers



**52.6%**  
online total  
new customers



**950,980**  
online active  
accounts

# Why a Replatforming Project?

Multiple platforms  
(31 websites)

Out of date technology

Dependency IT

**Expensive duplication of effort**

**Poor to deliver and adapt**

**Slow to react to market**

**Highly risky**

## ***Requirements new Platform***

Omni Channel

Multi device

Support multiple Business Units

Support EU organization

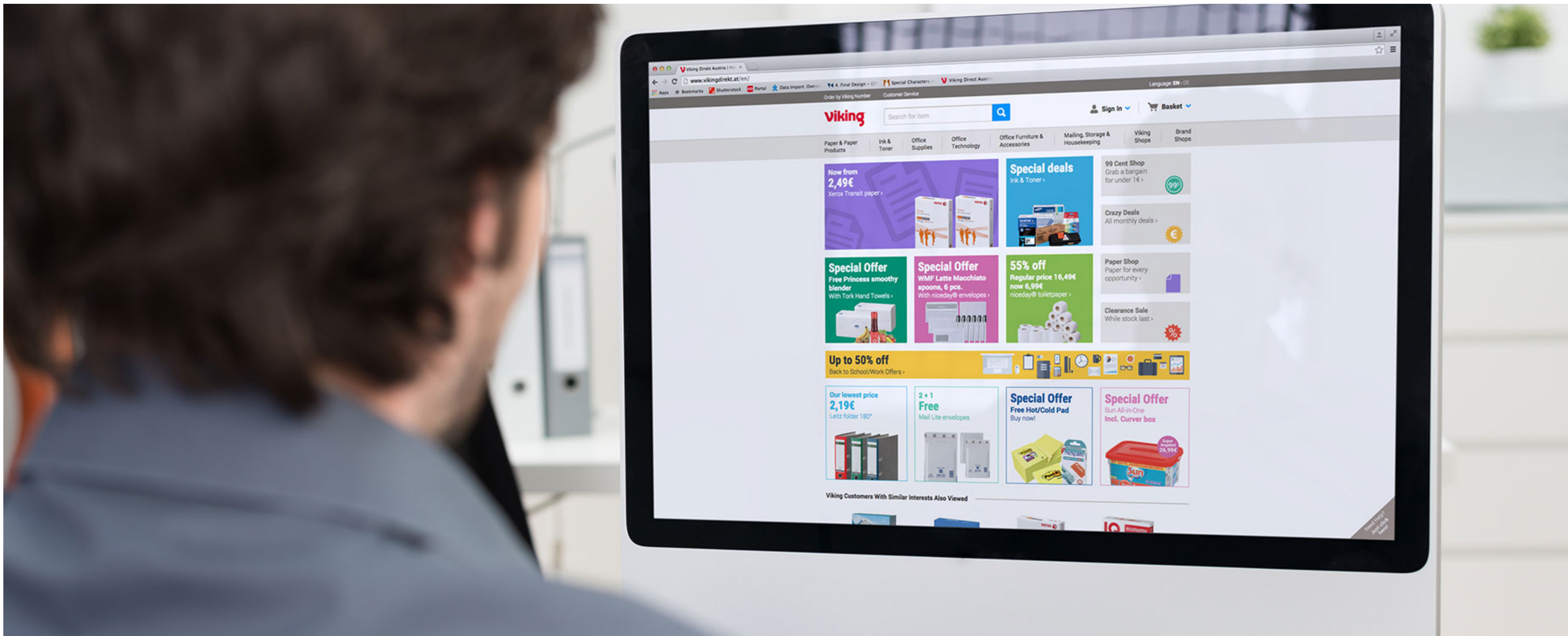
Single Code Base

Flexibility

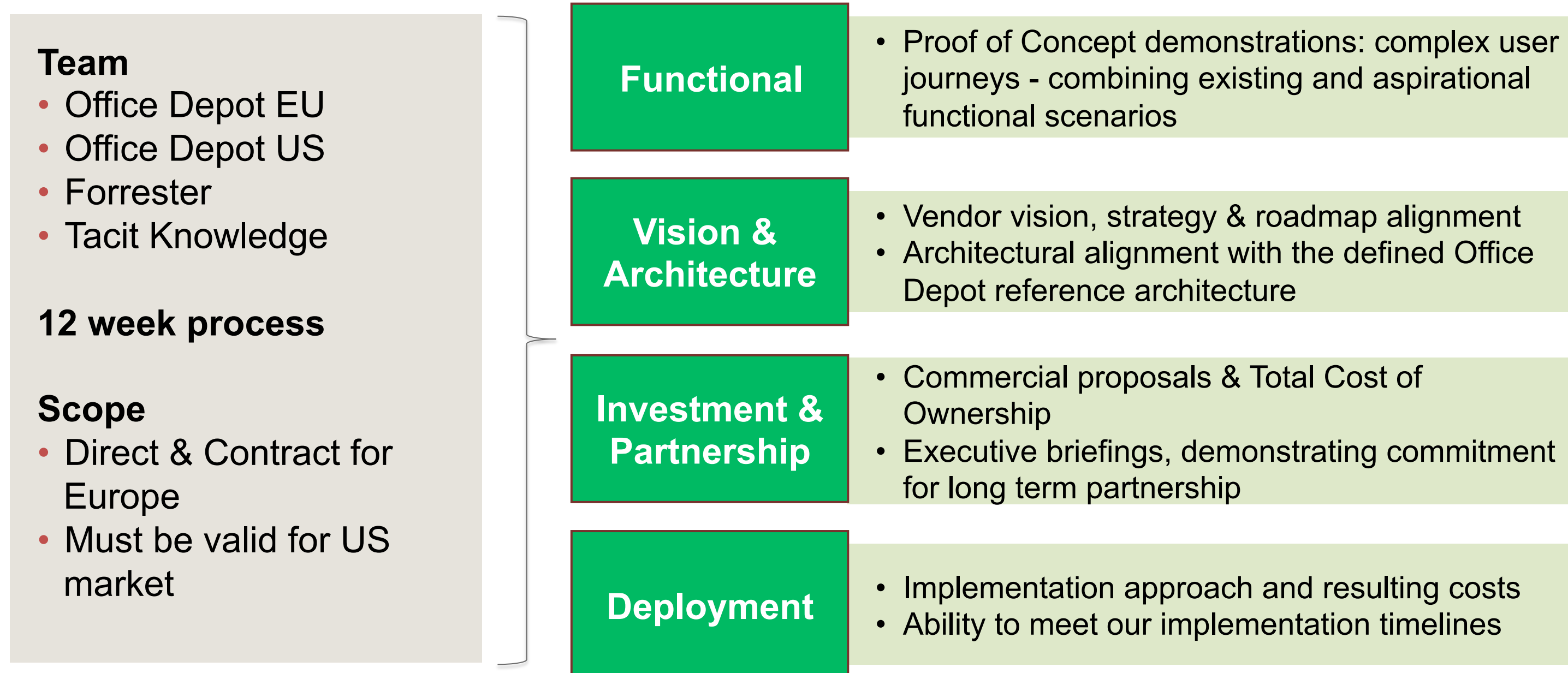
Lower operational costs

SEO optimization

## 3. Platform Selection procedure

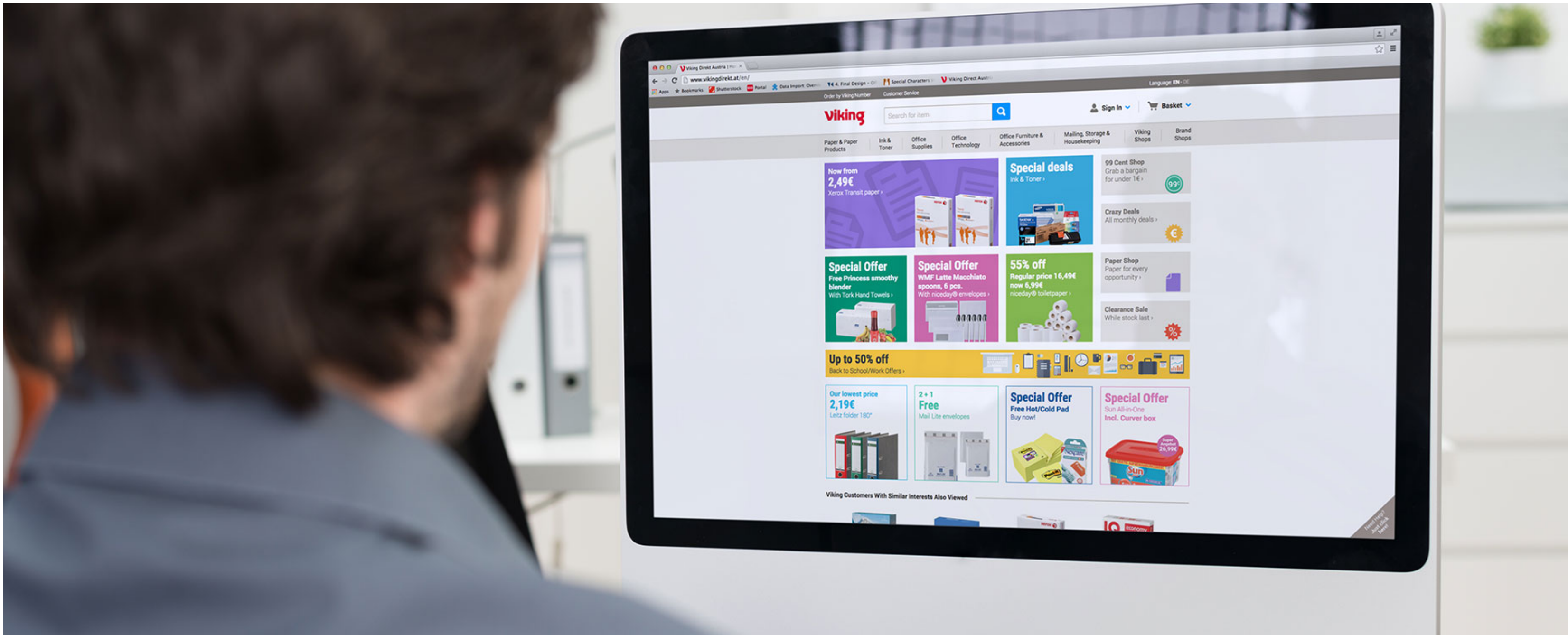


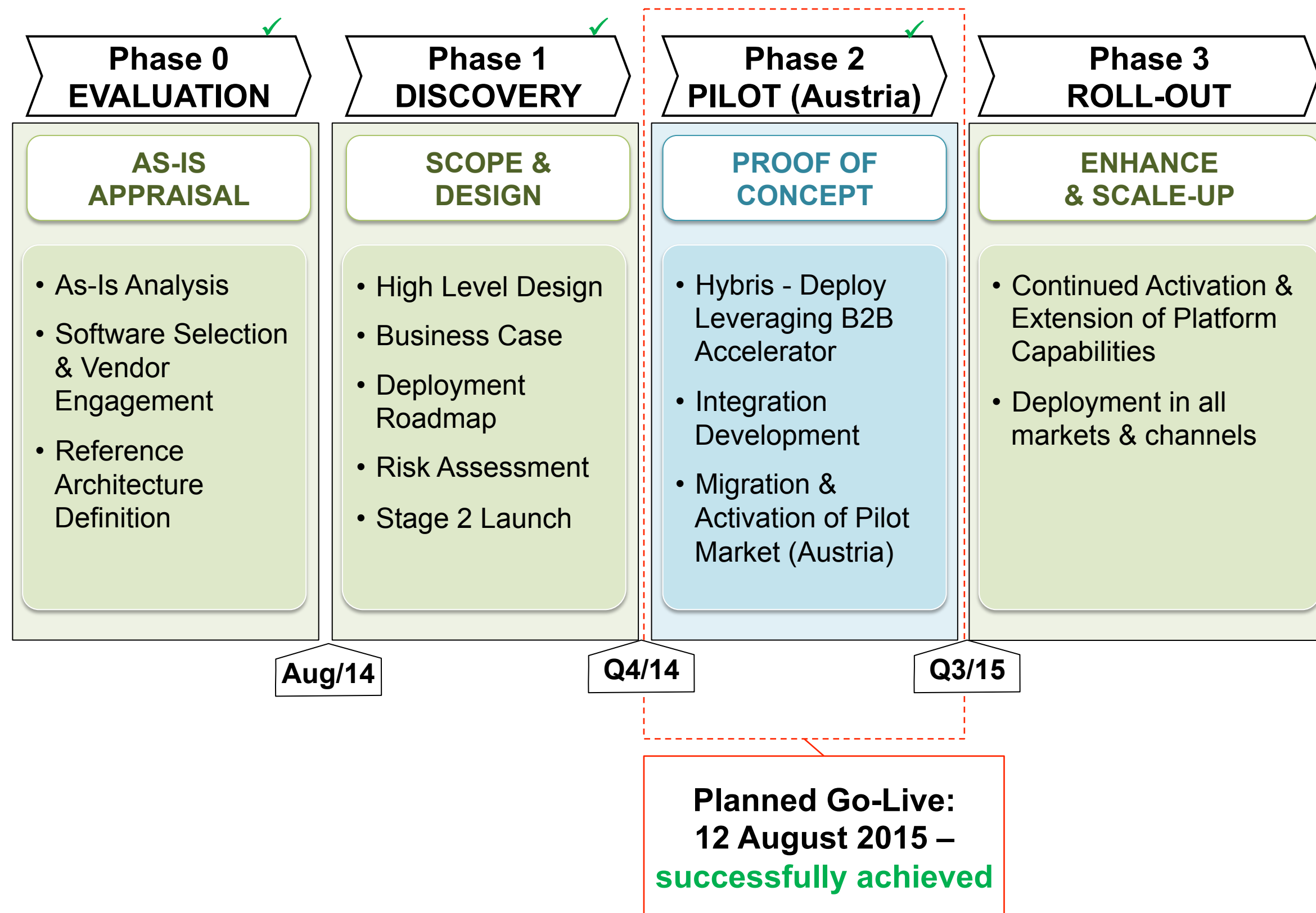
# eCommerce Vendor Selection: Methodology



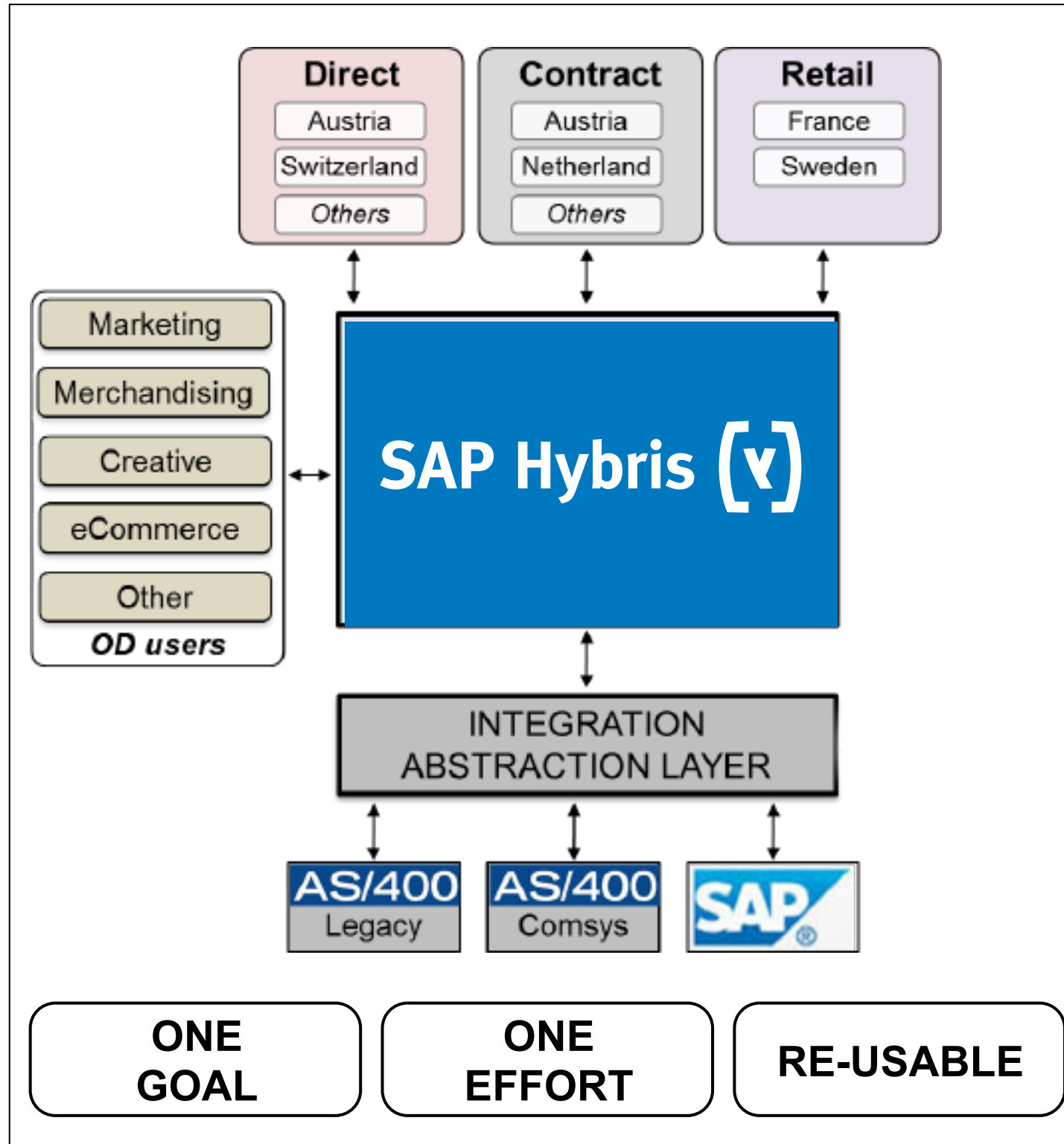
**We have selected hybris as our preferred eCommerce platform**

## 4. Replatforming Program



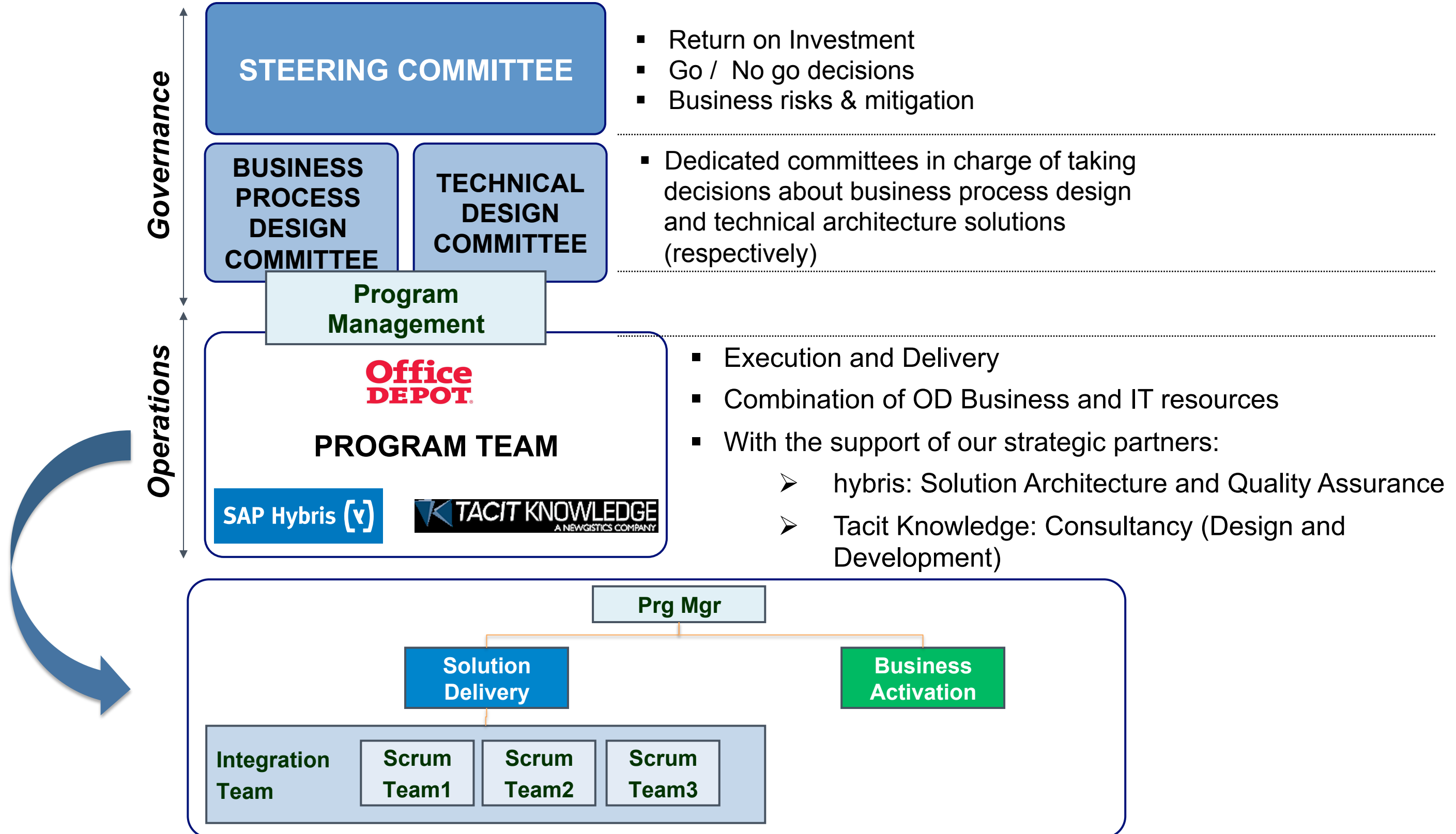


# Proposal after the Discovery phase

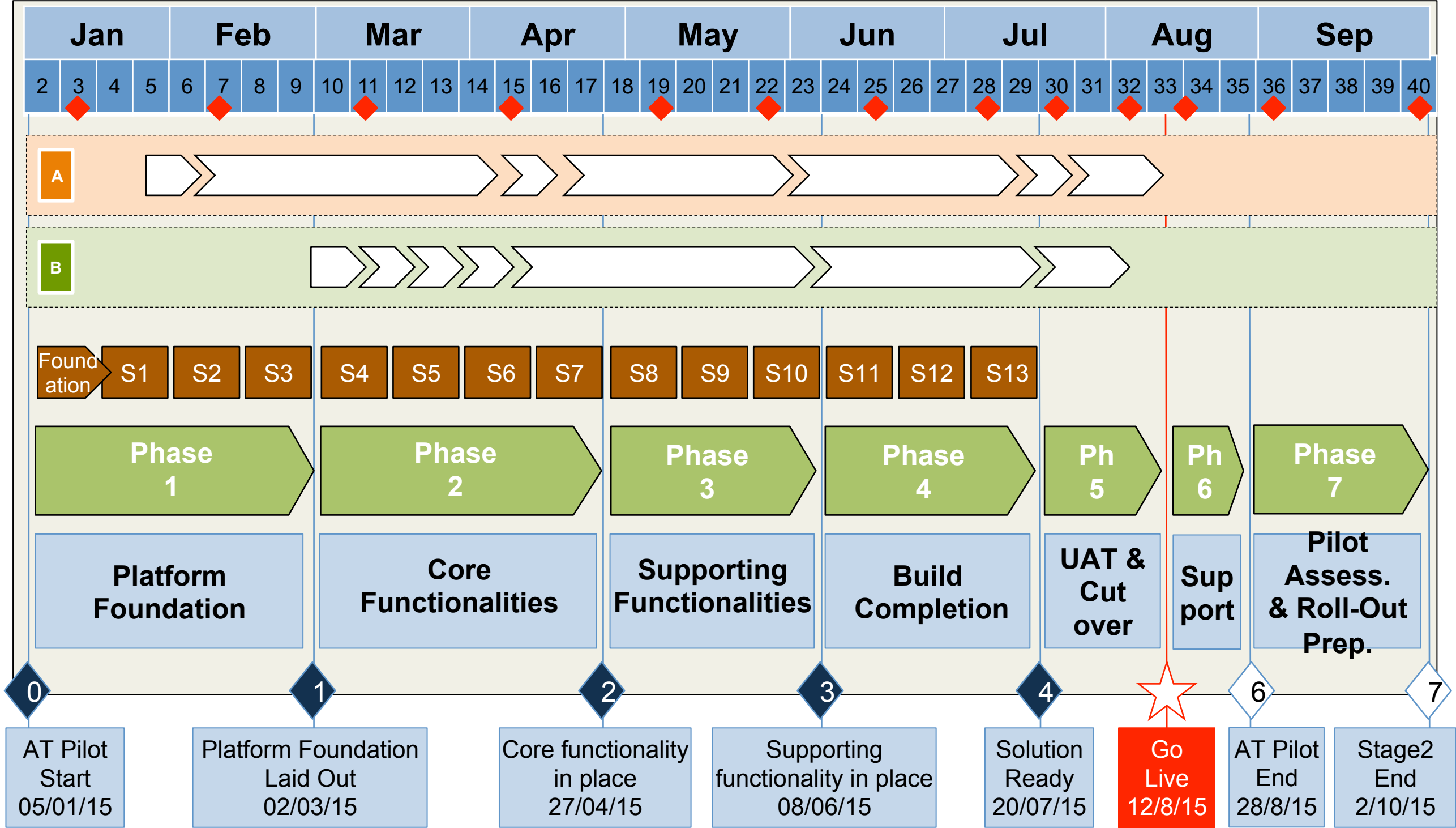


- **Hybris B2B Accelerator**
- **MuleSoft ESB**

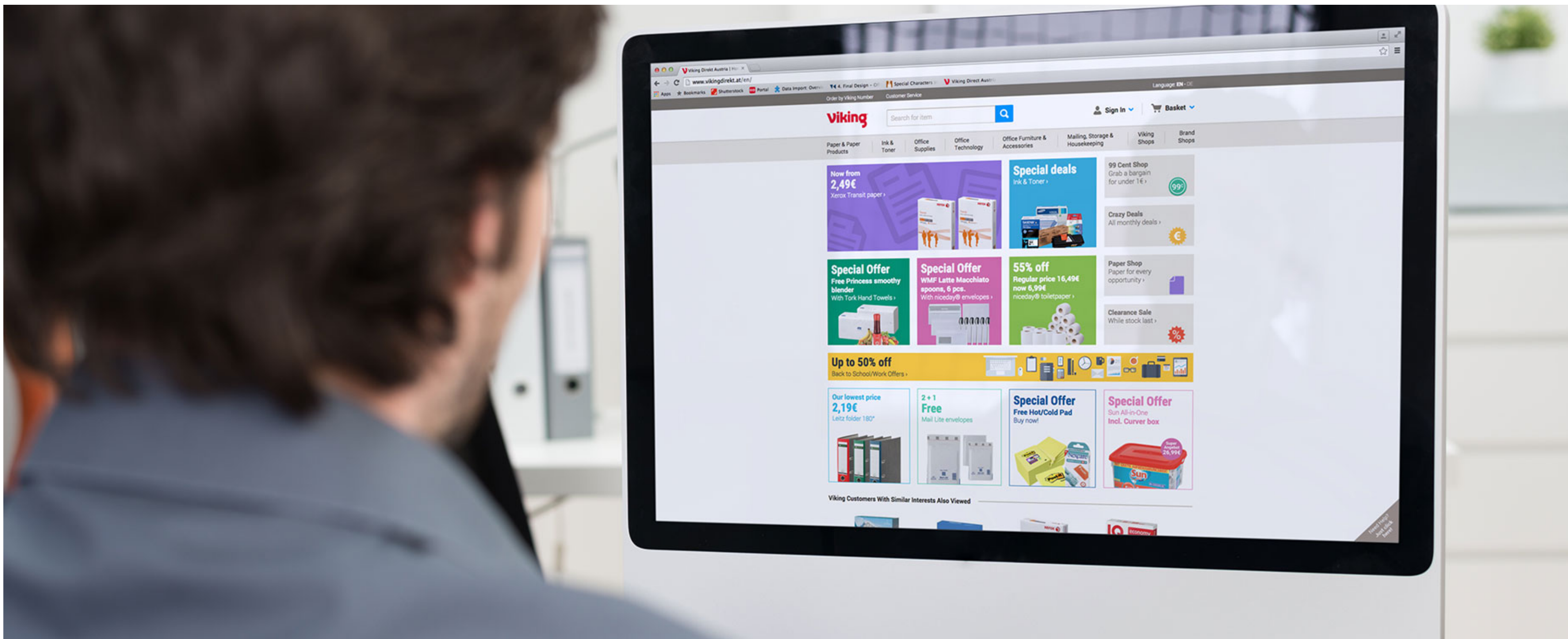
# Program team



# “Watergile” Planning



## 5. Go Live



**DIRECT**

1. Increase of mobile traffic (+120%)
2. Increase in AOV (up to +10%)
3. Increase of SEO natural search traffic (+20%)
4. Significant performance improvement (66% faster on homepage load)

**INDIRECT**

1. More frequent deployments (of new capabilities) – every 2 weeks vs every Quarter
2. Less effort in development of new features by leveraging out of the box
3. Significant reduction of effort maintaining the website.

# What went well:

- Team work during Go Live
- Mandate for scope with Product Owners
- Watergile project approach
- Business activation
- Usage of Customer Service Center resources

# What can we improved next time

- Data migration
- Customer research / communication
- Internal communication after go live
- Business Activation follow up

# Go Live Impression!



<https://vimeo.com/141207666>

# Thank You!

Roy Egas – Sr SCRUM Product Owner