Building Out New Era's Global B2C Presence with SAP Commerce Cloud

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ENGAGEMENT SUMMARY

To say the very least, 2017 was a big year for New Era Cap Company, the iconic headwear brand founded in Buffalo, New York, in 1920. In addition to kicking off New Era Field's second year as the official home to the NFL's Buffalo Bills, the company was also undergoing a rebrand to expand its product offering into the lifestyle market and augment its business model to sell directly to consumers via NewEraCap.com while keeping its long-established B2B sales channels open.

With so much at stake, New Era partnered with EPAM to bring its rebrand to life with an expertly crafted B2C eCommerce platform powered by SAP Commerce Cloud. After a six-week discovery phase, EPAM completed the implementation in just five months, working closely with New Era to design, develop and launch a fully responsive omnichannel website for North America (US and Canada) in September 2017. Leveraging the success of this website design and launch, Mexican and Australian rollouts followed in May 2018 and November 2018, respectively.

About New Era Cap Company

Since 1920, New Era has been handcrafting the finest headwear in the world. Today, with apparel and accessories lines, the brand is a market leader rooted in sports and an influencer of street and lifestyle culture around the globe. With over 500 licenses in its portfolio, New Era is the brand of choice in the worlds of sport, fashion, music and entertainment. The company is headquartered in Buffalo, NY, and its products are sold in more than 80 countries. For more information on New Era's global offices and partnerships, visit www.NewEraCap.com and social channels @neweracap.

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FIRST STOP ON THE ROADMAP: DRIVE B2C SALES WITH A NEW ECOMMERCE SITE

The EPAM team quickly began to execute the first mission-critical item listed on New Era's digital roadmap: create a B2C eCommerce site to drive retail sales for North America. This vital first step would set the stage for how the reimagined brand would be brought to life through technology, and New Era needed EPAM to help it transition from a world where mostly consumer-facing partners sold its products to one where New Era would be in control of how consumers engage with the brand online.

From a tactical perspective, executing the build and launch meant that New Era needed to take distribution over from a longtime B2B partner – an American headwear B2C retailer – to sell directly to consumers and put the spotlight on its brand ambassadors, who are some of the finest professional athletes in the world. With this in mind, EPAM worked with New Era to define the scope and develop its first-ever native B2C eCommerce solution for North America – the first step toward brand repositioning.
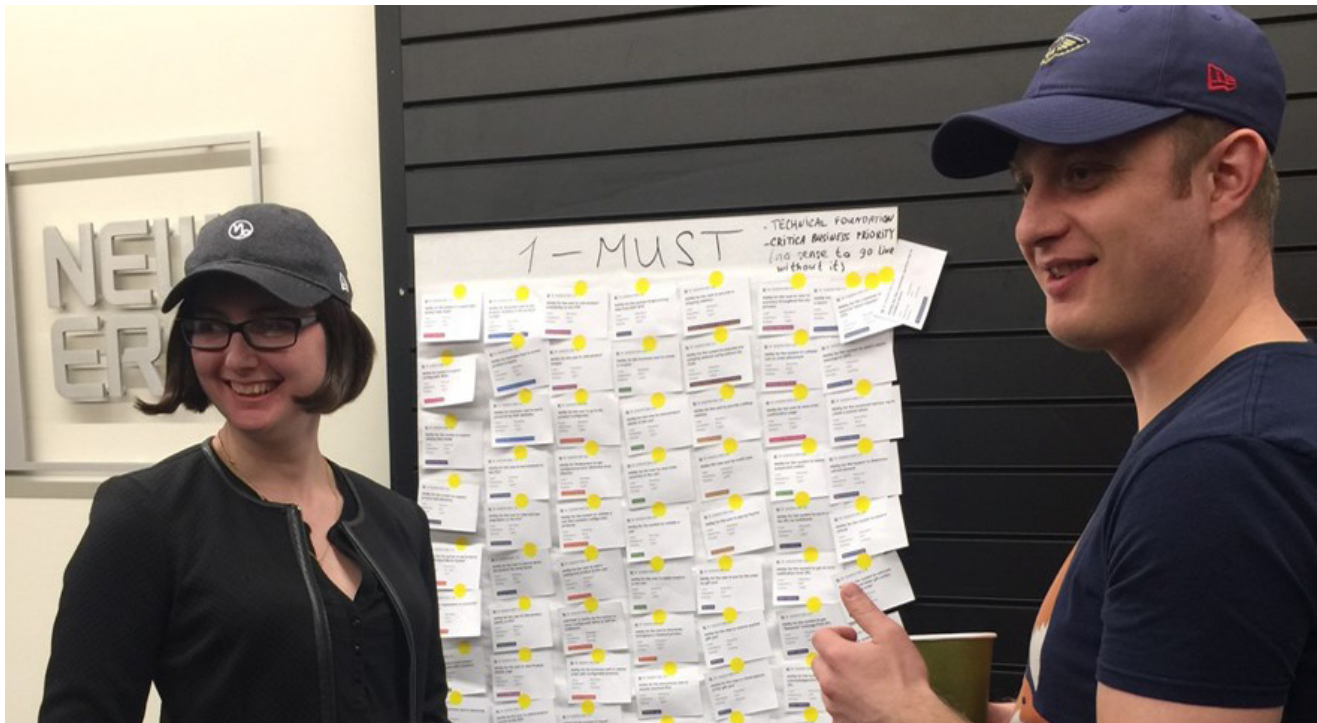
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COLLABORATING WITH THE CUSTOMER TO DEFINE THE USER EXPERIENCE

Running over a six-week course, the discovery phase focused on building a bare-bones version of the site with high-level architecture and establishing the overall design. EPAM organized multiple workshops and interviews to gather requirements for the project and developed a governance framework to inform the upcoming build and rollout phases of the eCommerce site. Perhaps most importantly, EPAM collaborated with New Era to pin down an overarching vision of the visual design and user experience across the site's front end.


EPAM team members use a 1-Must board to dial in on must-have features and requirements for the solution.

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Taking New Era's design vision for its refreshed brand identity and making it a reality across multiple digital touchpoints proved to be a truly collaborative effort between EPAM and the customer. When New Era's Creative Director brought a wide variety of design concepts to the table, EPAM's Experience Design team offered its user experience, user interface and general web design expertise to inject the flavor of the customer's new brand throughout the website.
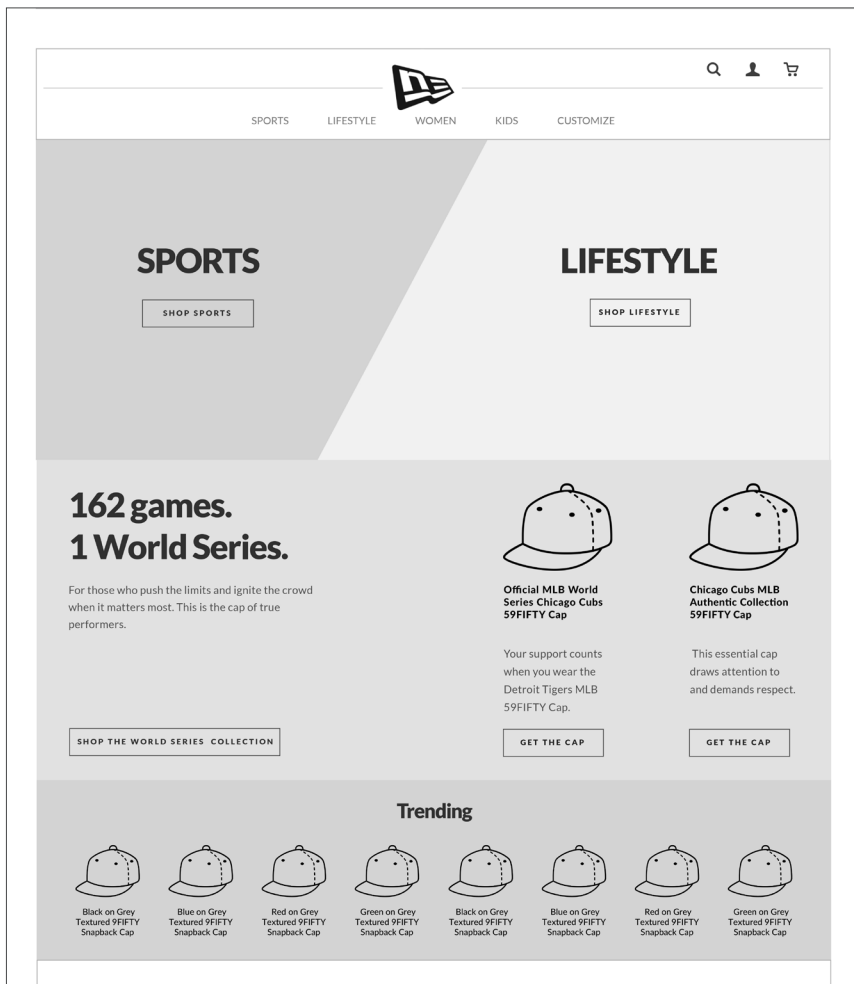
EPAM's desktop and mobile wireframes of the homepage set the course toward a consumer-centric, responsive digital experience.

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PRACTICING PRAGMATIC AGILE DEVELOPMENT TO ENSURE QUALITY & QUICK TIME-TO-MARKET

Another key aspect of the project was EPAM's implementation of Pragmatic Agile to ensure quick time-to-market without compromising quality. Pragmatic Agile focuses on applying Agile thinking to every aspect of the project, using Agile planning tools and methods like Scrum and Kanban, and bringing DevOps to the forefront to enable automation and continuous integration/continuous delivery (CI/CD).

This methodology resulted in the following production process for the build phase:

- Lightweight requirements focusing on business value were produced iteratively and tackled over the course of several two-week sprints
- Close cooperation was maintained between the business team and the development team with smart prioritization and an MVP-focused approach
- Incremental product development and iterative prototyping methods were employed to ensure alignment with the customer's vision without wasting production time

DELIVERING THE FULLY-FEATURED MVP IN JUST 14 WEEKS

Based on the scope of the minimum viable product (MVP) outlined in the discovery phase, the build phase focused on delivering a fully-featured MVP in just 14 weeks. SAP Commerce Cloud was chosen for its robust targeting and personalization capabilities, as well as its ability to offer a single platform for managing both B2C and B2B sales channels.

New Era's first native B2C eCommerce site included the following features:

• Product Management	• Tax Management	• Gift Cards	• Content Management
• Prices / Inventory	• Address Validation	• Order Cancellation	• Reporting
• Custom Products	• Credit Card Payment	• Returns & Refunds	• Google Analytics
• Order Fulfillment	• PayPal Payment	• Social Networks	• SEO

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To save the customer months of development time and offer customizable features out of the box (OOTB), the solution was built on SAP Commerce Cloud and leveraged EPAM's prebuilt SPARK for SAP Commerce Cloud accelerator to bootstrap the project and offer the following integrations and features from day one:

KEY INTEGRATIONS

PayPal	Avalara	Experian Data Quality	Liveperson	WorldPay	Monetate	Google Analytics	Akamai

KEY BUSINESS FEATURES

Product Comparison	Product Approval Workflow	Order Fulfillment Integration Framework	Shipment & Tracking Integration Framework	Sales Pricing	Content Approval Workflow	Bulk Product Update	Data Load Framework

SPARK FOR SAP COMMERCE CLOUD

SAP Commerce Cloud was a natural fit for New Era, a cloud-first company, because of how the configuration offers the ability to customize for certain business requirements while SAP Commerce Cloud does the heavy lifting in terms of managing the infrastructure and technology stack.

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LAUNCHING NEWERACAP.COM AFTER RIGOROUS TESTING & TRAINING

During the final four-week rollout phase of the North American site for the US and Canada, EPAM finalized the solution's continuous integration/continuous delivery (CI/CD) pipeline, which utilized multiple Agile tools and testing technologies to ensure an ongoing, continuous build with minimal regression. Performance testing, integration testing, manual testing and exploratory testing methods were employed to achieve test automation across millions of lines of code.

With the solution fully tested and stabilized, EPAM trained New Era's web team to harness the true power of B2C eCommerce. After successfully completing the discovery, build and rollout phases in a total of five months, New Era and EPAM launched the completely re-envisioned NewEraCap.com on September 12, 2017.
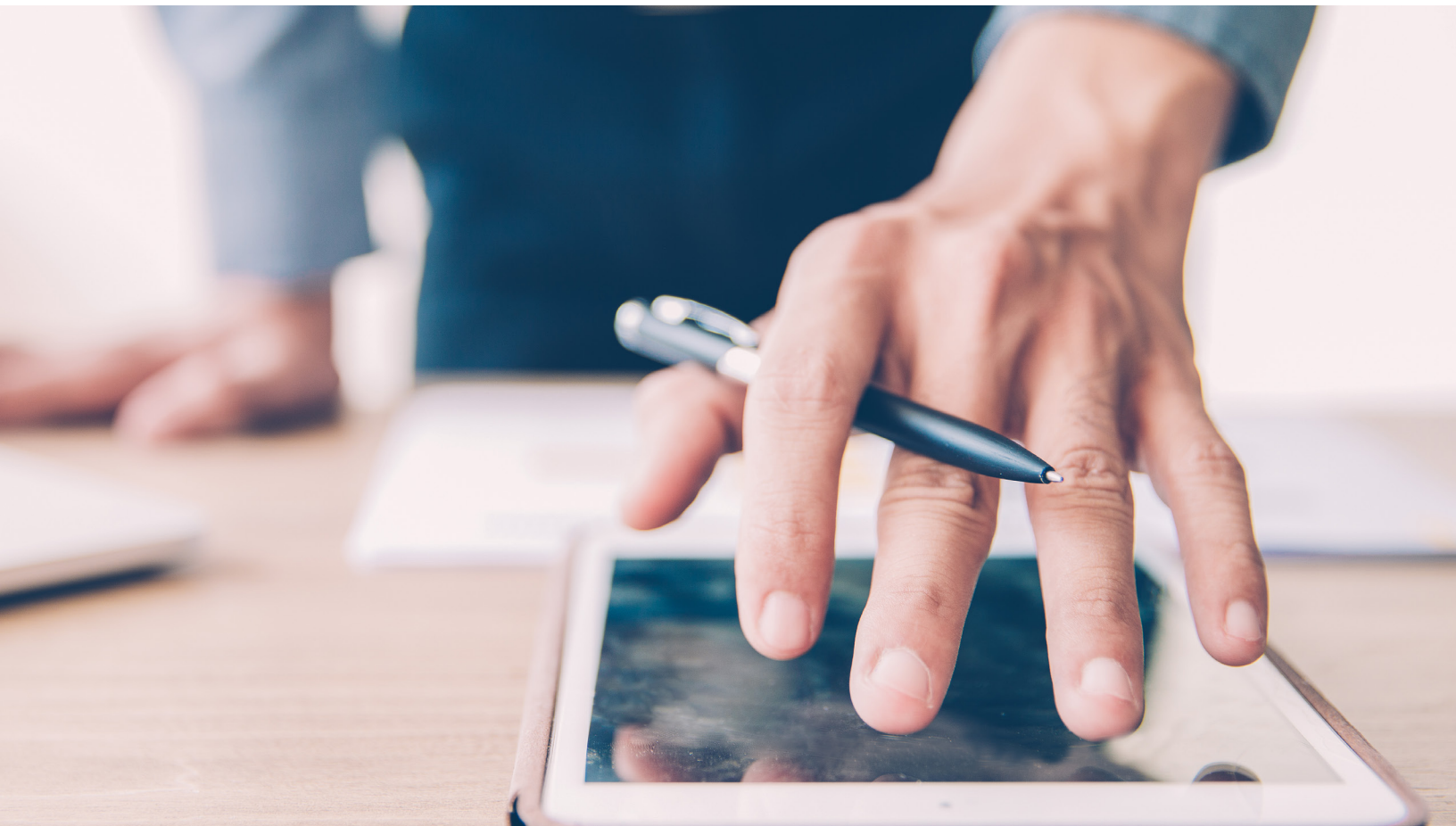
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ROLLING OUT NEWERA.MX & NEWERACAP.COM.AU FOR NEW REGIONS

Building on the success of the North American launch and utilizing the same branded look and feel as the existing B2C website, EPAM turned its focus to developing a new Spanish-language website for Mexico. After a few months of undergoing the same processes that made the first website a success, NewEra.MX was launched in May 2018.

Next, EPAM and New Era teams started work on NewEraCap.com.au, the brand's first-ever consumer website for Australia. Up until that point, sales had been carried out through social networks. This rollout was larger in scope and included:

- Training Australian New Era employees on how to work with an eCommerce site, as well as configure all systems and manage an incoming load of consumer orders prior to launch
- Catering the site to an Australian market with specific promotions for regional products and the implementation of localized Australian English
- Integrating the site's back-end with the Australia Post to ensure shipping accuracy and SAP AFS for real-time insights into local stock and inventory

In November 2018, New Era successfully launched its Australian website, representing its first expansion of the solution to Asia Pacific.

> *"It is again so exciting to see the fruit of our labors come to life, and this time in a brand-new market! Thanks to you guys, with all your expertise and incredible dedication to New Era's expansion into these new markets. I am positive that our Australian eCommerce business will thrive!"*
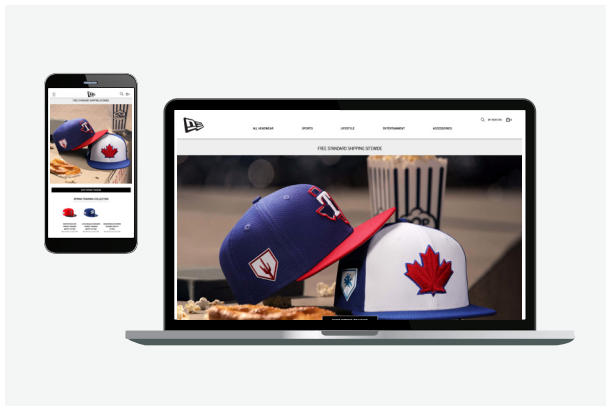>
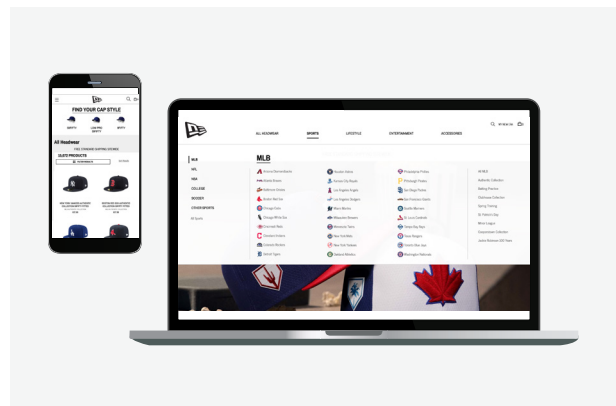> *– Kenneth Berg, Director, Digital Programs, New Era Cap*

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SOLUTION HIGHLIGHTS: NEW ERA'S REGIONAL COMMERCE SITES IN ACTION

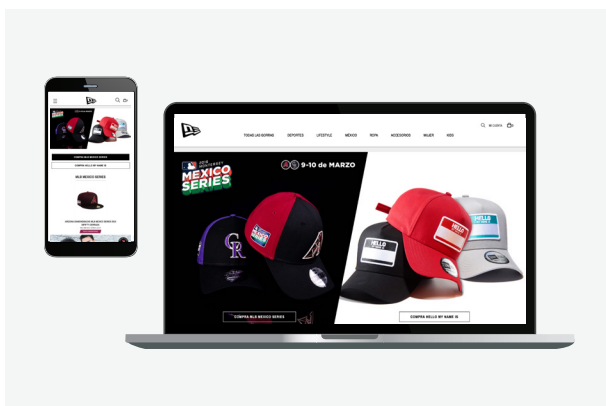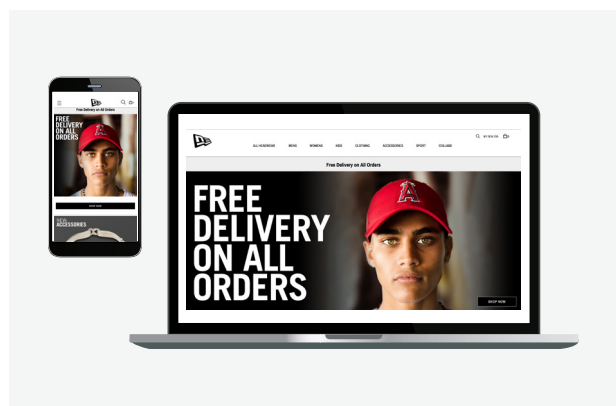### North America Homepage

North America Site Navigation

Mexico Homepage

Australia Homepage

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LAUNCHING THREE REGIONAL NEW ERA B2C SITES IN JUST 14 MONTHS

Through the seamless rollouts of the North American, Mexican and Australian regional eCommerce sites, EPAM and New Era successfully built out the customer's B2C web presence to serve key markets where products were previously only available through trusted resellers. In summary, the B2C engagement met the following key objectives for New Era:

- Developed three fully functional, responsive and easy-to-navigate B2C omnichannel experiences for New Era's global customers with zero downtime
- Delivered solutions to support the expansion of New Era's traditionally B2B business model to drive B2C sales
- Helped New Era take significant steps toward becoming a lifestyle brand by directly tapping into the global consumer market
- Demonstrated SAP Commerce Cloud as a viable enterprise solution for retail sales

With all planned regional B2C rollouts complete, EPAM and New Era turned their attention to transforming the brand's B2B experience from end to end. Read that customer story here.

"In an age where businesses cannot tolerate lengthy, scope-changing technology projects, EPAM quickly established themselves as the standout partner for us to tackle this ambitious initiative.

Whilst this project represents a great milestone for our brand, we are just getting started and are already focused on expanding the platform's reach. We look to EPAM to continue to partner with us every step of the way."

– Lorenz Gan, Global Vice President, IT, New Era Cap

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ABOUT EPAM + SAP COMMERCE CLOUD

With over 1,300+ dedicated SAP Commerce Cloud specialists, 50+ delivered projects and 40+ satisfied customers, EPAM has been a trusted SAP Commerce Cloud development and integration partner since 2010. We have also earned the "Recognized Expertise in SAP Commerce Cloud" credential from SAP and contributed a large volume of software to the SAP Commerce Cloud ecosystem, developing various accelerators, connectors, microservices, add-ons and new features to drive value across all channels.

To learn more, visit www.epam.com/sap-customer-experience

QUESTIONS?

Contact us today to learn more about our SAP Commerce Cloud capabilities:
Sales@EPAM.Com

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