



DESTINATION MATERNITY

Building a Master Architecture for a Multi-Site, Global Digital Strategy

A mobile-first approach enhances the
shopping experience and drives results



Destination Maternity Corporation is the world's largest designer and retailer of maternity apparel, with more than 1,100 retail locations in the US and Canada. The company sells in store and online under the brand names Motherhood Maternity®, A Pea in the Pod®, and Destination Maternity®. In 2016, Destination Maternity Corporation embarked upon a major transformation to drive growth, including a new digital commerce platform to enhance the online shopping experience. Destination Maternity selected Capgemini as the partner to help realize its new digital commerce vision.

HIGHLIGHTS

Capgemini Services

- Experience Design
- Commerce Implementation
- Digital Marketing
- Application Support

Platform

- Salesforce Commerce Cloud

Key Integrations

- Salesforce Marketing Cloud
- Kibo OMS
- Stored Value Solutions (SVS)
- Google Maps
- Certona
- Bazaarvoice
- CyberSource
- PayPal
- Avalara AvaTax

CHALLENGE

Destination Maternity's customers are moms-to-be who only spend approximately 14 weeks shopping for maternity wear. With such a narrow engagement window, it is imperative that the company provide its customers with an intuitive, engaging shopping experience that makes it easy for them to find the clothes they need, when they need them. And with approximately one third of sales coming from mobile devices in 2016, a mobile-first mentality is critical to success.

With its legacy, custom on-premise platform, Destination Maternity Corporation lacked the flexibility necessary to keep pace with the evolving needs of its customers. Site content was hard-coded, requiring long lead times and expensive IT resources to make simple changes. This made cross-brand merchandising extremely difficult, diluting each brand's messaging, identity, and value.

Complex navigation and unreliable performance – especially on mobile devices – combined with inefficient shopping flows and cluttered page designs made buying difficult. Inventory and ordering processes lacked agility and synchronization, causing delays in fulfillment.

International expansion was also a challenge since the legacy platform could not easily support additional sites or international technical and regulatory requirements. This constraint was holding the company back, since international expansion is key to its growth strategy.

SOLUTION

Destination Maternity transitioned from its on-premise platform to Salesforce Commerce Cloud to gain the flexibility and scale needed to support its multi-brand, international growth strategy. But, selecting the new platform was just the beginning. The company needed a proven and reliable partner to successfully implement the platform, and re-launch its enhanced web presence across the three brands in the US and Canada.

Destination Maternity turned to Capgemini because of its unrivaled expertise with Salesforce Commerce Cloud, its breadth of global commerce services, and its proven track record of success working with leading apparel brands.

Capgemini built a new master architecture with custom front-end development as the framework for the company's multi-brand, multi-site strategy. It then built new eCommerce sites for each of the Destination Maternity brands, launching in February 2017.

The new sites were developed with a mobile-first approach, featuring more intuitive navigation, improved site merchandising, and easier check out. Modular content slots enable business users to manage content and promotions without relying on costly technical resources. This flexibility empowers each Destination Maternity brand to drive its own unique merchandise, content, and messaging.

The Capgemini digital marketing team engaged to provide SEO optimization services before, during, and after launch. Technical enhancements to redirects and domain structures enhance the new sites' visibility, driving qualified organic traffic. Collaborative training sessions put Capgemini SEO best practices into the hands of internal resources, enabling each Destination Maternity brand to develop, manage, and optimize its own search strategy internally.

The implementation also included a number of back-end integrations, such as order management, gift card, and loyalty program technology. New inventory allocation technology enables proactive inventory management for planned promotions, replenishes inventory when promotions end, and directs inventory across channels in real-time based on need.

Capgemini has been a great partner, delivering quality solutions that will scale as our needs evolve. Throughout the project, the team addressed our every need, while delivering on-schedule and on-budget.

Gwen Bennett,
VP of eCommerce,
Destination Maternity Corporation

OUTCOME

The master site architecture is built to scale, enabling the company to easily roll out new sites as it grows internationally. Destination Maternity now has a robust, agile, and scalable digital commerce solution to support innovation and growth.

Since launch, conversion rates have increased by more than 40%, with increased traffic and units per transaction fueling top-line sales growth. Strategic SEO enhancements continue to boost traffic, and smarter content and product recommendations keep visitors on the sites longer.

RESULTS

YOY Growth:

18.8% Online Revenue

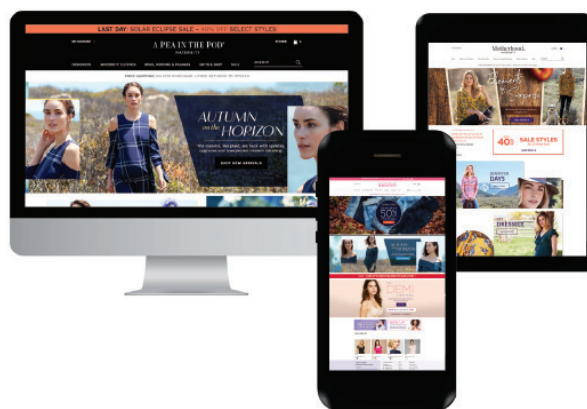
54% Ship-From-Store

Conversion Improvement:

74% Destination Maternity

80% A Pea In the Pod

60% Motherhood Maternity



About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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