Smyths Toys, Galway, Ireland

RAPID EUROPEAN ECOMMERCE ROLLOUT FOR SMYTHS TOYS

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The acquisition of stores in three new European countries presented us with the challenge of quickly rolling out ecommerce websites in those countries, underpinned by the latest version of SAP C/4HANA® commerce. itelligence* formulated a strategy to help us achieve that rapidly and cost-effectively. The implementation has progressed extremely well and leaves us with an ecommerce function that delivers the speed, reliability and seamless experience that today's online shoppers expect.

Rob Wilson, Chief Technical Officer, Smyths Toys

Challenges

- Launch new websites for three new countries
- Version of UK & Ireland's existing SAP® Commerce Cloud platform
- Rethink existing infrastructure arrangements
- Develop more flexible and scalable solution
- Accommodate peak traffic, workflow, payment processing and third party integrations

Solutions

- SAP Commerce Cloud Support
- SAP Commerce Cloud implementation

Benefits

- Reduced overall infrastructure costs with cloud based infrastructure strategy
- Rapid completion and cost efficiency
- Contributed to a 30% increase in turnover of Black Friday period in 2018
- Increased security, stability and resilience
- Modular approach encourages speedy entry to new countries

Why NTT DATA Business Solutions?

- Global SAP expertise
- Proven technical expertise in SAP ecommerce projects
- A true understanding of Smyths business and industry
- UX and UI design expertise
- Customer experience specialists

Organisation: Smyths Toys
Industry: Retail
Products: Toys, baby products and video games
Number of employees: 5000
Turnover: £475.7m (2018)
Headquarters: Galway, Ireland
Website: www.smythstoys.com

* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

NTT DATA Business Solutions

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200 stores in 5 countries

Optimising opportunities with SAP Commerce Cloud

In 2018, Smyths Toys expanded into Europe for the first time with the acquisition of new stores in Austria, Germany and Switzerland. These represent a major addition to its established presence in the UK and Ireland. The challenge was to launch new websites for all three countries within an ambitious timescale. This required the implementation of integrated infrastructure for the SAP Commerce Cloud platform (formerly known as Hybris) that drives Smyths' ecommerce operations.

At the same time, the UK and Ireland were operating with version 6.2 of the platform, which was no longer optimised to provide the performance level that Smyths required to offer a consistently outstanding online shopping experience to its customers Launching the new version in Europe and bringing the UK and Ireland to the same level required a single deployment and development strategy across all areas. It was vital that the solution could accommodate peak traffic, workflow and payment processing requirements, as well as third party integrations.

NTT DATA Business Solutions was appointed as Smyths' new SAP CX support partner in the UK and Ireland, and immediately instigated a programme of improvements. Having successfully delivered enhanced stability and performance to Smyth's existing SAP Commerce Cloud deployment, we were asked to support the wider roll-out of a platform optimisation programme in Austria, Germany and Switzerland. The latest SAP Commerce Cloud version 1808, had to be configured and implemented across all countries. In order to achieve this quickly and cost-effectively, we designed a core implementation process, using a modular approach to simplify the roll-out and avoid repetition. Harnessing the Google Cloud Platform for greater flexibility allowed for autoscaling; Smyths was fully responsive during peak periods of demand including the run-up to Christmas 2018. From a financial perspective, the payment model is

based on usage levels rather than maintaining maximum capacity at all times. With an enhanced infrastructure in place, SAP Commerce Cloud enables central administration and maintenance of data relating to products, prices, marketing, customer accounts and sales representatives.

Our strategy for the rollout of new websites across Smyth's central European region ensured rapid completion and cost efficiency, with minimal interruption to services. With SAP Commerce Cloud version 1808 configured and optimised by us, Smyths had confidence in the ability of its websites to perform consistently, even during peak shopping events such as Black Friday.

In relation to the UK and Ireland, Smyths processed around 50,000 orders during Black Friday in 2017, but managed 65,000 orders in 2018, which contributed to a 30% increase in turnover for the period. Data from stress testing in advance of this had proved that the platform could manage 70,000 orders within an hour. Additional savings have been secured with the introduction of a new cloud-based infrastructure strategy that reduces reliance on dedicated hardware, improves flexibility and cuts overall costs. While being highly adaptable to changes in traffic flows and customer demand, the new infrastructure approach offers increased security, stability and resilience. The modular approach that we implemented means new features can be introduced quickly and efficiently on country-specific websites.

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