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# John Varvatos Case Study

## John Varvatos Relaunches Website with Speed and Style

John Varvatos is a leading provider of men's designer clothing, shoes, accessories and fragrances. The company has 18 boutique locations across the U.S., Bangkok, London, Mexico City and Toronto. The eCommerce site was recently overhauled to address previous challenges and elevate the user experience across markets.

### The Race Against Time

In mid-January 2014, the John Varvatos web team began work on an ambitious website launch. The team recognized it was time to migrate to a new provider, having experienced performance issues with the former platform provider. However, doing so meant moving from outsourcing the bulk of its website services – from development to image management to customer service and beyond – to managing it in-house with a small team.

This was a hefty undertaking under any circumstance, and the team was starting from scratch. To make matters worse, contracts with the former provider would be expiring in six short months, around the time they would begin implementation. The company had a choice: go to market with a new platform and select an entirely new ecosystem of technology partners in just six months, or extend their contract with the former provider and live with that platform's significant shortcomings another year. John Varvatos made the decision to go to market with a completely new ecosystem of partners.

### Partnering to Execute

The company turned to a trio of key providers to help facilitate the launch: Amplience, Salesforce Commerce Cloud and Accenture Interactive. The site would be hosted on Salesforce Commerce Cloud, utilizing Accenture Interactive as the Commerce Cloud Systems Integrator and Program Manager and Amplience for their content management.



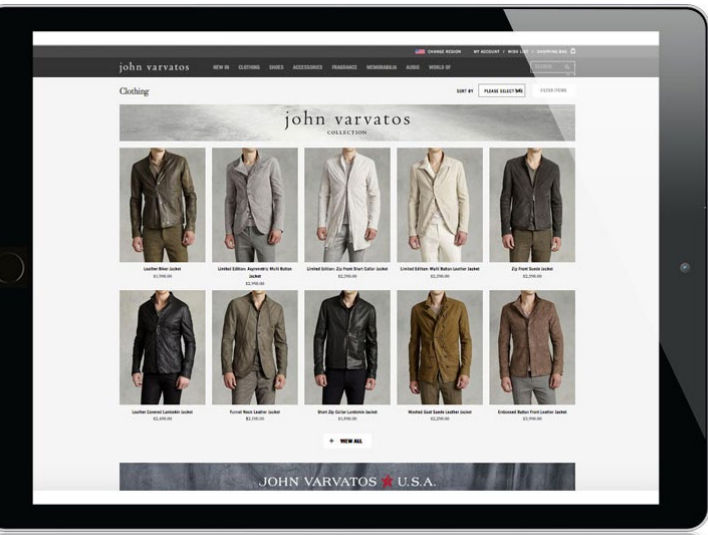
**Accenture Interactive**  
Part of Accenture Digital

"Working with Amplience, Salesforce Commerce Cloud and Accenture Interactive allowed us to start from scratch and transform our web presence into a highly-functional, engaging, profitable site in only six months – a truly remarkable feat. With the help of this trio of vendors, we're now able to present a web presence we are proud of and that truly reflects the quality of our brand."

**Jennifer Scruggs,**  
Former Director of eCommerce,  
at John Varvatos

"Accenture Interactive has significant experience working with luxury brands and have developed a best of breed blueprint to accelerate time to market for our clients. Salesforce Commerce Cloud and Amplience are foundational components of our solution".

**Vince Santo,**  
Managing Director  
at Accenture Interactive



Jennifer Scruggs, Former Director of eCommerce at John Varvatos, chose these providers for their extensive experience and success launching luxury brands on Salesforce Commerce Cloud in accelerated timeframes. Having partners with deep industry and eCommerce expertise was important for the company, as this allowed for the customization of many of the critical, non-negotiable features and functions of the site, many of which were “out of the box.” Jennifer had also worked with both Salesforce Commerce Cloud and Accenture Interactive on previous projects, so she was familiar with their pragmatic approach and the rapid business value they deliver.

John Varvatos faced an aggressive launch timeframe with no margin for error. It was critical for the brand to ensure a compelling and consistent user experience across desktop, tablet and mobile.

At the time, the John Varvatos web team consisted of four people, so working with Ampliance, Salesforce Commerce Cloud and Accenture Interactive made the eCommerce platform migration and responsive user experience significantly easier.

Working with Salesforce Commerce Cloud’s responsive design capability and flexible architecture and Ampliance’s robust solution, Accenture Interactive used its mobile-first approach to rapidly deploy a responsive site that had the appropriate mix of content and commerce to tell the unique John Varvatos story.

### Spotlight on Imaging

Ampliance Dynamic Media solution enabled John Varvatos to automatically ingest and store its rich media assets, optimizing how it delivered its new responsive site. With the Ampliance technology, John Varvatos was able to build online experiences that work across all devices. Onboarding Ampliance solutions proved to be a quick, seamless process and image maintenance is now largely managed by staff with no prior asset management experience. As a result, media production and delivery times have been slashed from days to hours, ensuring each content experience can be built once, then automatically rendered and optimized for every channel.

### Reaping the Rewards

With the help of Salesforce Commerce Cloud, Accenture Interactive and Ampliance, John Varvatos successfully transformed its entire eCommerce business from the ground up in a mere six months.

Enhanced site performance was also achieved with help from Ampliance. Delivery network optimization and automatic device rendering ensure the site offers both dramatically improved image and page load times and an outstanding customer experience. Product pages are now richer and more engaging on any device, but load almost twice as fast as before.

All this has, crucially, been realized in the form of increased sales. Since the relaunch in 2014, John Varvatos recorded its highest online sales day on record, with conversions beating those of Cyber Monday 2013 – the previous sales leader – by 40 percent.



#### ABOUT AMPLIANCE

Ampliance dramatically simplifies how clients plan, create, manage, and deliver content. With a modern API-first approach, the Ampliance solution can unleash the creativity and productivity of content and technology teams. Ampliance serves more than 200 of the world’s leading businesses including Crate and Barrel, Heritage Parts, Boohoo, Mulberry, BMC, and TUMI. For more information on the Ampliance solution, please visit [www.ampliance.com](http://www.ampliance.com).