

dōTERRA: Providing an Immersive Online Experience with Multiple SAP Hybris Solutions Running on SAP HANA®

dōTERRA®

Partner:

Deloitte.

SAP Hybris Expert Services

dōTERRA, a leading essential oil company, wows its customers and resellers with a whole new e-commerce experience based on SAP Hybris Commerce.

Essential oils have long been used in food preparation, beauty treatment, and healthcare practices. And dōTERRA, a health and wellness company based in Utah, prides itself in the quality of its oils. The company sells to around five million customers around the world, operating through a direct selling model. As the business relies on its customers becoming “**wellness advocates**” who share and resell products among friends and acquaintances, it is especially important for its website to have the wow factor. And, **with 90% of its orders being placed online**, dōTERRA needed a powerful e-commerce solution that could scale in line with growing demand – especially given that the company grew from a startup to a successful company in less than 10 years.

Aiming to enhance the customer and CRM experience, dōTERRA decided to implement a range of SAP Hybris® solutions. Firstly, the company rolled out **SAP Hybris Product Content Management (PCM)** to manage static content, as well as product information. With the experience gained from this project, dōTERRA then implemented **SAP Hybris Commerce** for online shopping and enrollment of wellness advocates. Additionally, the company implemented **SAP Hybris Service Cloud** to manage one of its call centers with over 1,000 agents.



All of dōTERRA's SAP Solutions Run on SAP HANA Database

dōTERRA also carried out an SAP S/4HANA® implementation at the same time. This was a challenge that required excellent collaboration with the SAP Hybris Expert Services team and Deloitte Consulting, who dōTERRA selected due to their experience with SAP Hybris Commerce and business-first approach. Both partners helped dōTERRA understand the solutions and keep the project quick, simple, and agile.

As a result, dōTERRA can now offer its customers an engaging online experience that reflects the company's unique culture. Thanks to visually appealing product content, the website gives

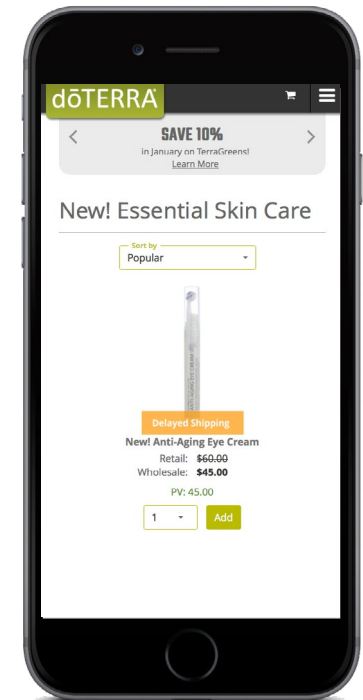
shoppers all the information they desire – helping them to make the right purchase decisions. What's more, as all of dōTERRA's SAP solutions run on the SAP HANA® database, the company now has improved analytics capabilities and can generate reports that it was previously unable to.

As the project moves into its final phase, dōTERRA is rolling all the solutions out globally. The company is also planning to further improve the customer experience with SAP Hybris Marketing. The solution will allow dōTERRA to customize offers and recommendations to its customers.

“The most important thing for us to get right is the online experience for the customer. So it was SAP Hybris that led us to the SAP suite of products.

Together with Deloitte, it was a very collaborative approach that was focused on solving business problems and not just implementing technology.”

Todd Thompson, CIO, dōTERRA



dōTERRA Boosts Customer Satisfaction with Rich, Engaging Content

Company

Thrive Holdings LLC, aka dōTERRA

Headquarter

Pleasant Grove, Utah, USA

Industry

Retail

Products and Services

Essential Oils, Nutritional Supplements

SAP Solutions

SAP Hybris Commerce

SAP Hybris Service Cloud

SAP Hybris Marketing (in progress)

SAP S/4 HANA Enterprise Management

SAP SuccessFactors Recruiting

SAP Fiori

Objectives

- Transition to a more scalable e-commerce platform to keep up with growing demands for products
- Reimagine the e-commerce experience to sell products more effectively
- Consolidate websites and gain greater control of static website content, as well as product content
- Improve management of interactions with millions of customers around the world

Why SAP Hybris Solutions

- Desire to have an integrated solution managing both back-office and e-commerce experience
- The business's strong focus on online commerce required an agile and simple solution
- Running all solutions on SAP S/4HANA® provides the performance needed to match the rapid growth of the business

About Deloitte

- As an award-winning SAP partner, Deloitte helps businesses transform their operations with SAP solutions.
- For dōTERRA, Deloitte was the ideal implementation partner because of its deep understanding of the business and its willingness to discuss all potential solutions. Moreover, the two companies were a perfect cultural fit for one another – which played a decisive role in the success of the project.

90%

of orders placed online

>5,000

Pages of company, product, and advocate information managed

dō TERRA Wanted to Keep it Quick, Simple, and Agile given their Growth, Age and Size

Employees

~ 2,300

Revenue

~ \$1.5 billion (2017)

Resolution

- Integrated SAP Hybris® solutions with SAP S/4HANA® and other SAP solutions
- **1st phase:** SAP Hybris Product Content Management (PCM) to consolidate product and other content on static websites and to enable the commerce site
- **2nd phase:** SAP Hybris Commerce to improve the online experience and increase scalability
- **3rd phase:** Improved customer interaction management by rolling out SAP Hybris Service Cloud
- Conducted a performance test in collaboration with SAP Hybris Expert Services to benchmark the capabilities of SAP Hybris solutions running on SAP HANA®

Benefits

- Rich, visually appealing product information to make the customer's shopping experience more enjoyable
- An engaging online experience that reflects the character of the company
- New website functionality – from enrolling new brand advocates to selling products directly
- Advanced analytics and reporting capabilities through the underlying SAP HANA database
- Ability to syndicate content into new markets and other languages easily

Increased

Customer satisfaction through immersive online experience and content richness

Advanced

Analytics and reporting thanks to SAP HANA®

“This was a great partnership between dōTERRA, Deloitte, and SAP Hybris Expert Services – **everyone came together to ensure the solution would scale** as much as was needed.”

Kashif Rahamatullah, Principal, Deloitte Consulting LLP

Web Site

www.doterra.com

Go-Live

SAP Hybris Product Content Management: *April 2016*

SAP Hybris Commerce: *Summer 2017*

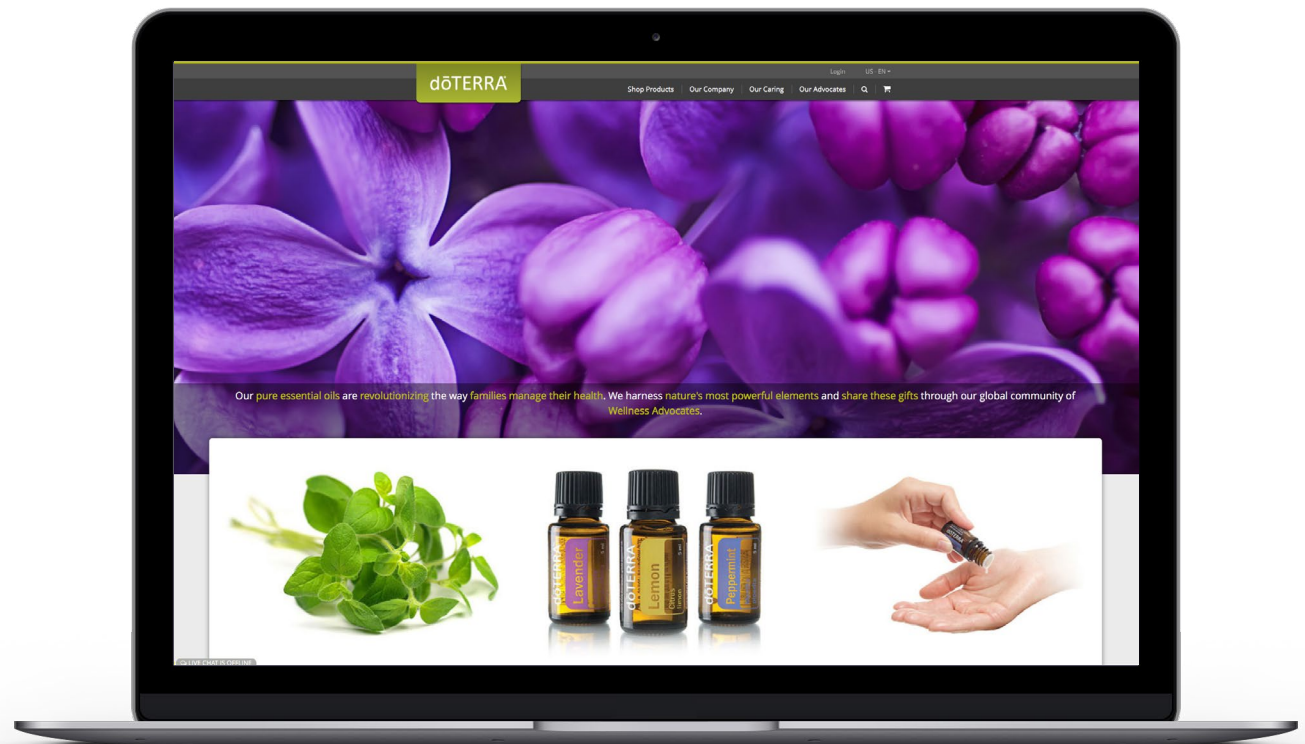
SAP Hybris Service Cloud: *Summer 2017*

Partner

Deloitte Consulting LLP

www.deloitte.com

SAP Hybris Expert Services



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