



# Hux Direct Selling

Superior experiences through scalable commerce capabilities

For many direct sales companies, the explosive growth of the past few years has also brought urgent new challenges. Facing steep competition to fuel continued growth at a larger scale, while at the same time attracting and retaining new consultants / ambassadors, and customers; leaders at these companies rely heavily on the digital commerce experiences they provide to set themselves apart.

**Is it easy for ambassadors to enroll and obtain the products they need, when they need them?**

**Do the company's ecommerce capabilities facilitate its recruitment goals as well?**

**Are these capabilities poised to scale along with the company's growth?**

**Is the company able to deliver differentiated experiences based on each user's category, level, status and needs?**

**Are capabilities like SEO and analytics embedded at the core rather than at the fringes in order to drive continuous growth?**

**Do digital channels provide the elevated experience, data accuracy and the responsiveness that users have come to expect of modern commerce channels?**

These are the types of questions leaders are being asked every day – and many are looking to enterprise-class commerce solutions for answers.

## Some assembly required

Enterprise solutions are the preferred path forward for direct sales companies looking to fuel and support growth at scale. They bring the same powerful tools to the industry that are being used by the world's largest and most successful consumer centric organizations. But powerful, industry-standard tools like SAP Commerce must also be customized for the unique needs of direct sales companies. Enrollment, user-specific pricing, recurring orders, commissions, commerce sites personalized for each ambassador, consultant pairing and attribution, peak monthly loads – these are all unique features of direct sales companies that are not built into enterprise ecommerce solutions. That's where Deloitte's deep experience, having helped direct sales companies reap the full benefits of these solutions, can make all the difference.

## Accelerating through complexity

There is no major enterprise-class ecommerce solution built specifically for direct sales companies – customization is required. Too often leaders at these companies, along with their implementation partners, underestimate the difficulty of implementing these solutions in a way that meets the unique demands of their businesses *at scale*. The good news is that these challenges are shared across the industry – for example, while two direct sales companies may be pursuing different strategies, they still face a similar portfolio of needs, from enrollment and order fulfillment and commissions.

Drawing from our experience in guiding many direct sales companies through successful digital transformations and setting them up to meet their growth ambitions, Deloitte has taken an industry accelerator approach to delivering the power of SAP Commerce capabilities to direct sales companies. We have also bundled this with software licenses and implement and ongoing run services to create a one-stop commerce solution for our clients - Hux Direct Selling . Here are some of the key features of our approach:



Proven technology stack that is scalable for peak loads



Latest SAP commerce platform on SAP managed cloud



Built-in set of common direct sales capabilities and integration hooks



SAP commerce and SAP Customer Data Cloud software licensing included



Implementation and ongoing enhancement/support services included

## Potential benefits

With Deloitte's help tailoring SAP Commerce to the unique demands of direct sales companies, our clients achieve a host of critical benefits, including:



Accelerated time to market



Finely tuned, responsive, user-appropriate experience delivery



Ability to scale up quickly as market environments change



Single accountability for software and services



Lower, predictable recurring cashflow instead of high upfront investment

In Deloitte's hands, SAP Commerce becomes an even more potent tool for direct sales companies to drive growth and competitive differentiation.

## Case in point

After notching several years' worth of exponential growth, this young skincare direct seller attempted its own ecommerce implementation, recognizing that it had outgrown home-grown legacy systems. When this initiative ran into trouble, the company brought Deloitte in to deliver challenging goals on a strict timeline and budget. Working with the company's business and IT teams, Deloitte developed a visually appealing, streamlined commerce implementation to support high volumes, efficient transaction capture and processing, as well as many capabilities specific to the client's direct sales model.

The solution was developed on SAP Commerce, with integration touchpoints to CRM, SAP ECC, and other legacy systems.

The result? This solution scaled to support significant new business – including high-volume events such as month-end business and autoshop peaks, product launch events and promotion heavy events like Memorial Day and Cyber Monday weekends, where the company had its highest-ever sales. These improvements were widely recognized by industry analysts, and the solution was subsequently localized for expansion into other countries that play a central role in the company's growth strategy. Deloitte continues to support and enhance this solution on an ongoing basis, working with the client as a single integrated team.

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## Let's talk

Deloitte has worked with some of the leading direct sales companies in the world to help them realize their growth aspirations. We know the industry and are recognized throughout the world for our deep collaboration with SAP. When direct sales companies need proven, risk-optimized, scale-ready commerce capabilities implemented quickly, they can count on the combination of Deloitte and SAP Commerce.

It all adds up to a powerful ability to implement the most advanced commerce capabilities quickly and effectively, to allow your organization to realize the full benefit of this investment – fast.

Every successful initiative starts with a conversation, and we would love to hear about your organization's unique challenges. Start by reaching out to us using the contact information below.

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