



# Revolutionizing ROI with CX-boosting tech re-platforming

A B2B Commerce giant replaces its Elastic suite monolith to a multi-tenant B2B2B2C platform.



# B2B Commerce platform enables personalized CX for its multi-industry clients

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A leader in building platforms that integrate live events and media with single-minded focus on providing differentiated and rich experiences for its retail clients. They serve retailers across design, food, luxury, technology sports & many more industries to help them connect with their communities. With an expansive reach that extends to over 2 million customers, spanning more than 140 captivating events and encompassing 15 dynamic media properties, the platform has redefined the art of engagement.

A key challenge that the industry is facing in the wake of explosive ecommerce growth is in creating a sophisticated platform to better meet customers' needs. Personalization, easy product discovery and information access are key to a seamless, differentiated experience. Our esteemed client, a trailblazer in the integration of cutting-edge technology, recognized the significance of optimizing their commerce platform. Their primary objective was to streamline technology and operations with the

aim of empowering retailers to augment their ROI, positioning their platform as a pivotal revenue-generation asset in the competitive marketplace.

The single-tenant Elasticsuite distinguished by its React-based user interface and Ruby on Rails backend was hindering the client's ability to scale, optimize costs and resources and slowing its time to market. The need-of-the-hour was a strategic re-platforming initiative, transitioning to a multi-tenant MACH-based architecture. There was an ambitious time to market to build and develop product roadmap and brand's business capabilities with a mobile version thrown in.

Brillio's extensive experience and expertise in working with technology in their existing stack of Elasticsuite, Salesforce, Databricks coupled with our promise to put our skin in the game with an investment to accelerate the re-platforming of the Elastic platform decisively sealed the deal.

The client and Brillio worked collaboratively, combining investments and expertise from both sides to execute the re-platforming seamlessly.



# A solution that provided a rich platform experience for audience across the globe

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In collaboration with the client, Brillio embarked on a comprehensive migration journey, beginning with the development of a global solution designed to enhance both the existing and new platforms, incorporating product development, customizations, and functional improvements.

This endeavor also entailed a strategic shift, transitioning from the legacy Elasticsearch monolith platform to a multi-tenant MACH-based architecture, ensuring full feature parity while concurrently establishing B2B2C platform capabilities. Additionally, the solution sought to enhance the Professional Services function, empowering it to seamlessly accommodate brand-specific custom configurations and feature enhancements. This holistic approach not only addressed the immediate challenges but also positioned the client for sustained growth and adaptability in a dynamic market environment.

To facilitate this ambitious undertaking, Brillio adopted a multi-faceted approach. Firstly, Brillio aligned itself with the client across various dimensions of their technology landscape, encompassing Salesforce-powered solutions and a SQL server-based Customer Data Hub (CDH). Additionally, Brillio engaged with the Managed Services team, offering support across the platform and data ingestion components which includes Databricks for data ingestion, Rudderstack for data processing, Event Bridge as a queuing mechanism, and Privacera for data security.

In line with a four-year plan, Brillio demonstrated their commitment by investing dollars to expedite the re-platforming of the existing Elastic platform, serving as a catalyst for transformation.

Moreover, Brillio assumed a pivotal role in defining KRAs to ensure the success of the platform, co-owning the platform roadmap with a relentless focus on delivering the brand promise. To further augment this journey, Brillio strategically structured their teams to foster ownership of the product roadmap, spanning Elastic CX, encompassing data and analytics, commerce platform, and platform enhancement.

In addition to the organizational aspects, Brillio's approach embraced the formation of multiple atomic POD teams, each comprising diverse skillsets, dedicated to delivering product features, enhancements, and platform stability with Site Reliability Engineering (SRE) support.

As an essential step towards agility, Brillio underwent an Agile transformation, resulting in heightened delivery agility, improved

customer satisfaction, enhanced quality, and cost reductions. This transition also involved the adoption of Lean Agile Principles and the implementation of creative strategies, such as "WOW" wrappers, to optimize the Go-To-Market strategy, thereby propelling new business revenue to an optimal threshold.

In unison, these strategic moves and collaborative efforts orchestrated a seamless migration, ensuring the client's readiness for future growth and adaptability in the ever-evolving market landscape.

The migration not only ensured full feature parity with the existing platform but also unlocked the advantages of multi-tenancy,



# 100% achievement of qualitative and quantitative outcome across all areas of engagement

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The B2B Commerce platform that supports over 200 brands globally modernized its application and platform to bring in more agility to meet time to market. A global team comprising over 40 member has been scaled to provide end-to-end support across the product development lifecycle, with dedicated program teams assisting major brands in implementing enhancements, and a Professional Services team responsible for managing brand-specific configurations.

**200+** brands supported globally

**99.5%** availability

**2x** growth achieved



## ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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