

**OSF** | DIGITAL **IKKS**

# MODERNIZING THE IKKS ECOMMERCE ENGINE WITH SALESFORCE SFRA

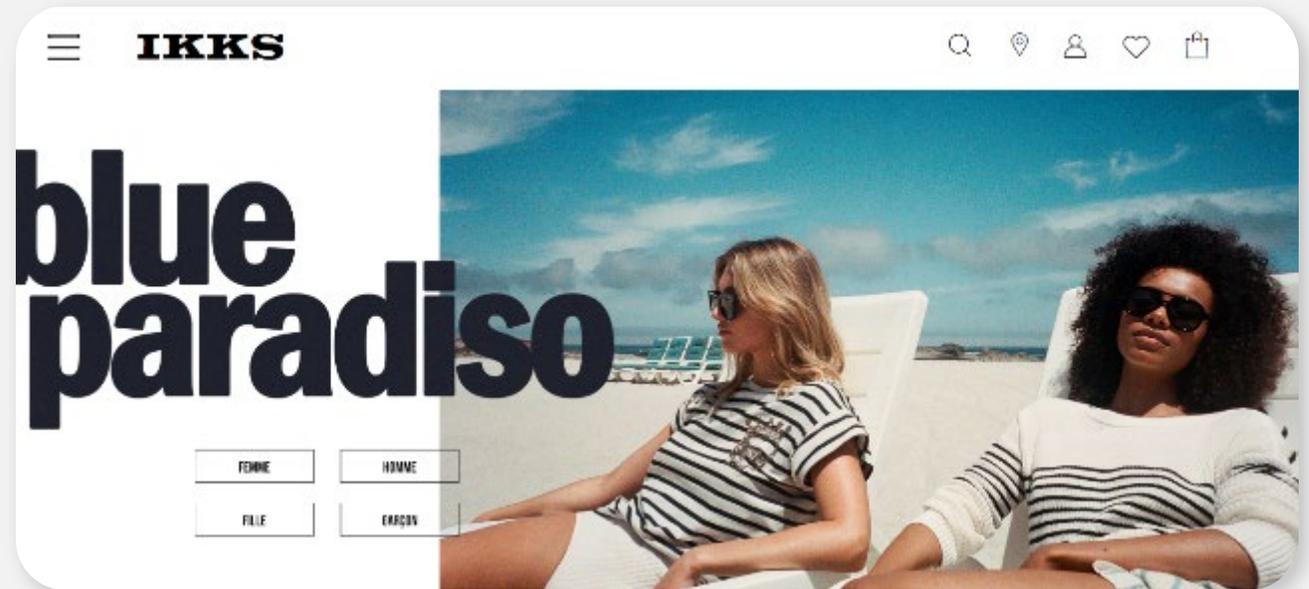
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# ABOUT IKKS

# IKKS

Formed in 1987, the IKKS Group is a French fashion player, positioned in the premium segment. It operates through its three brands, Ikks, I.Code, and One Step, covering the whole family—children, women, and men.

The group generates more than €350 million in sales through a network of 3,600 points of sale (branches, corners, and affiliates) throughout the world and three online sales sites ([www.ikks.com](http://www.ikks.com), [www.icode.fr](http://www.icode.fr), and [www.onestep.fr](http://www.onestep.fr)).



# IKKS'S CHALLENGES

Improved conversion and scalability needed

IKKS was an existing Salesforce customer, with Commerce Cloud, Service Cloud, and Einstein in their tech stack.

After five years of evolution, the ecommerce platform based on Salesforce SiteGenesis was reaching its limits. It required a modernization operation to come back to market standards and answer the following needs:



Effectively support online sales growth objectives over the next years

Improve conversion on mobile

Gain omnichannel capabilities

Shorten the time to market for evolutions while reducing maintenance costs

Offer a unique and identity-building platform for the expression of the brand

The IKKS teams wanted to rely on the strong support of the IT partner, in particular, during the Run phase.

# IKKS'S CHALLENGES

Streamline ecommerce processes

IKKS was looking to migrate from SiteGenesis to Salesforce Commerce Cloud Storefront Reference Architecture (SFRA).

The company wanted to:

- ✓ **Reduce maintenance efforts and centralize content** by unifying its current sites (ikks.com and ikks.de) into a single site (ikks.com).
- ✓ **Integrate two brands with different hostnames into the same site** with shared sessions and baskets.
- ✓ **Improve the quality of processes** by integrating new third parties such as Capency (address validation service).
- ✓ **Improve usability and user experience** by implementing new front-end features such as custom product listing pages (PLPs) and needed UI changes.
- ✓ **Make the website installable on devices and add an offline page** by installing a progressive web app (PWA).
- ✓ **Increase the web performance** on mobile and desktop.



# OSF'S SOLUTION

Modernizing IKKS's legacy ecommerce engine

**OSF Digital implemented Salesforce Commerce Cloud** based on a shared core codebase Reference Application (Ref App) to enable site-to-site code re-use and quick global online expansion.

As part of this integration, **OSF has unified two of IKKS's sites into one**, allowing for easy maintenance and centralized contents.

**The replatforming from SiteGenesis to SFRA** and the creation of a new storefront for the I. Code brand allows IKKS to achieve its main objectives.



Salesforce Commerce Cloud



# OSF'S SOLUTION

Innovative implementation for budget and time efficiency

**OSF** | DIGITAL

**OSF cartridge for Store Locator allows IKKS to spend less budget and time on its implementation.**

**The cartridge is part of OmniCommerce, OSF's collection of headless apps and features developed for Salesforce Commerce Cloud.**

Using OSF's OmniCommerce cartridges, IKKS will be able to smoothly transition its online stores to a headless commerce architecture.



On the Composable Storefront platform, the Store Locator cartridge is designed as an individual microservice that can be easily integrated into IKKS's overall storefront architecture. This modular approach enables the company to easily customize and extend the functionality of this cartridge to meet specific needs.

With Composable Storefront, IKKS can separate the presentation layer from the commerce engine, gaining greater flexibility and control over the user experience to improve customization, performance, agility, and integration capabilities for its online storefront.

IKKS is following a phased rollout approach to move to headless. The phased rollout helps them test with less risk and more control over the investment.

# OSF'S SOLUTION

Innovative implementation for budget and time efficiency

**OSF** | DIGITAL

**Store Locator is a Composable Storefront compatible cartridge for Salesforce Commerce Cloud.** This headless application helps IKKS go beyond the basic listing to provide shoppers with additional details on company stores. It showcases the IKKS brand in a meaningful way that inspires action.

With Store Locator, IKKS customers can find their closest store and obtain distance information based on their current or approximate location, determined using the Geolocation service provided by Salesforce Commerce Cloud.



- **COMPOSABLE STOREFRONT COMPATIBLE**  
Compatible with Composable Storefront, Salesforce Commerce Cloud's new headless customization model and blueprint for site design to help build websites faster with quick and scalable feature releases.
- **ALLOW SEARCH & FILTER**  
By typing a location or store name, shoppers can search for stores that are not currently in their immediate vicinity.
- **MANAGE AND CUSTOMIZE STORE INFO**  
Add and edit store information directly in Business Manager. Personalize store information cards, path colors, and shapes to match the company's brand identity.
- **DETECT CUSTOMERS' WHEREABOUTS**  
Provide relevant store information by detecting a shopper's location using their browser or Salesforce Commerce Cloud Geolocation if the shopper does not provide access to their location.

# OSF'S SOLUTION

## IKKS Store Locator

**IKKS**

Accueil / Trouver une boutique / Lyon

### BOUTIQUES DE VÊTEMENTS PRÈS DE LYON

Localisez moi

Qu Lyon

RÉSULTATS POUR VOTRE RECHERCHE PRÈS DE LYON  
33 boutiques

AFFINER VOTRE RECHERCHE

**LYON**

- IKKS JUNIOR LYON**  
65 RUE EDUARD HERBIOT  
69002 LYON  
OUVERT - Horaire du jour : 10h00 à 19h00  
IKKS Stores 0.3 km
- IKKS MEN LYON - BREST**  
33, RUE DE BREST  
69002 LYON  
OUVERT - Horaire du jour : 10h00 à 19h00  
IKKS Stores 0.3 km
- IKKS WOMEN LYON**  
31, RUE DE BREST  
69002 LYON  
OUVERT - Horaire du jour : 10h00 à 19h00  
IKKS Stores 0.3 km

**IKKS**

**LYON**

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69002 LYON  
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IKKS Stores 0.3 km

LIVRAISON OFFERTE\*\*\*

PAIEMENT SÉCURISÉ EN 30S

SATISFAIT OU REMBOURSE

SERVICE CLIENT AU +49 800 66 88 66 66

**IKKS**

RÉSULTATS POUR VOTRE RECHERCHE PRÈS DE PARIS  
80 boutiques

AFFINER VOTRE RECHERCHE

**PARIS**

- IKKS MEN PARIS - ROSIERS**  
6, RUE DES ROSIERS  
75004 PARIS  
OUVERT - Horaire du jour : 11h00 à 19h30  
IKKS Stores 0.6 km
- IKKS WOMEN PARIS - ROSIERS**  
5 BIS, RUE DES ROSIERS  
75004 PARIS  
OUVERT - Horaire du jour : 11h00 à 19h30  
IKKS Stores 0.6 km
- IKKS WOMEN MEN PARIS FORUM DES HALLES**  
C.C. WESTFIELD PORTE RAMBUTEAU NIVEAU-1  
75001 PARIS  
OUVERT - Horaire du jour : 11h00 à 19h30  
IKKS Stores 0.7 km

**IKKS**

AFFINER VOTRE RECHERCHE

**PARIS**

- IKKS WOMEN PARIS SEVRES**  
5, RUE DE SEVRES  
75006 PARIS  
OUVERT - Horaire du jour : 10h30 à 19h30  
IKKS Stores 1.8 km
- IKKS GENERAL STORE PARIS - CAPUCINES**  
31, BOULEVARD DES CAPUCINES  
75002 PARIS  
OUVERT - Horaire du jour : 10h30 à 19h00  
IKKS Stores 2.2 km
- IKKS WOMEN PARIS - ROSIERS**  
6, RUE DES ROSIERS  
75004 PARIS  
OUVERT - Horaire du jour : 11h00 à 19h30  
IKKS Stores 2.6 km

LIVRAISON OFFERTE\*\*\*

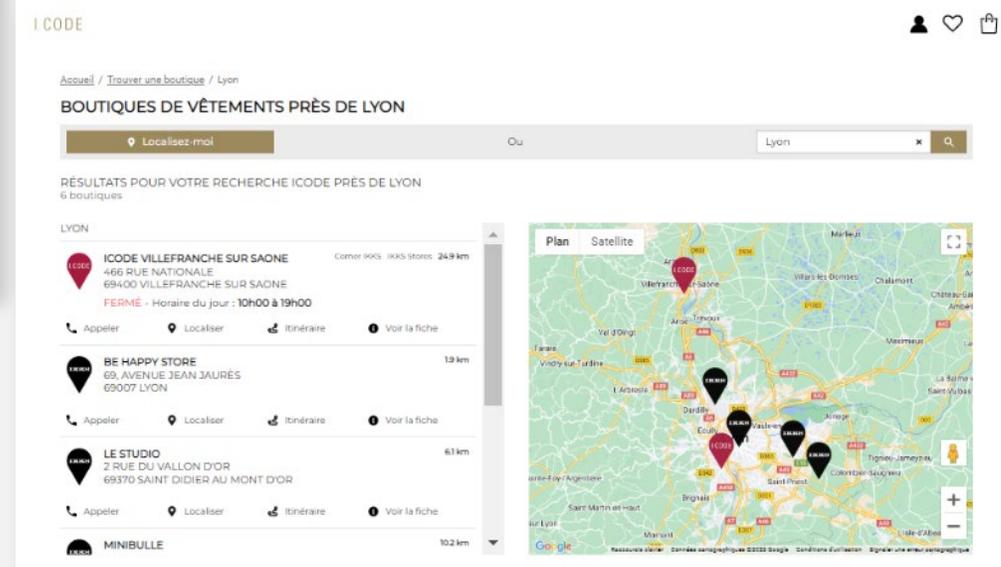
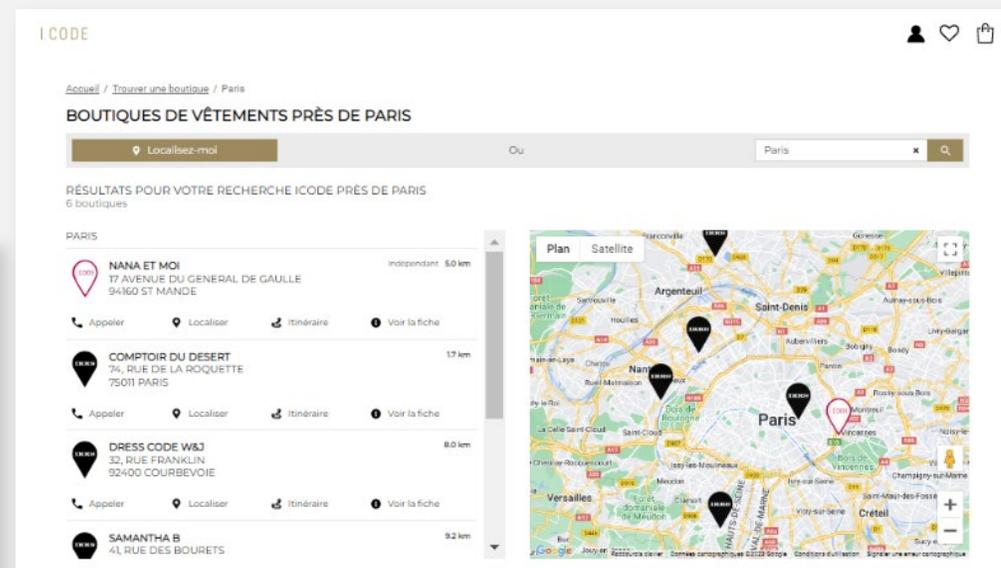
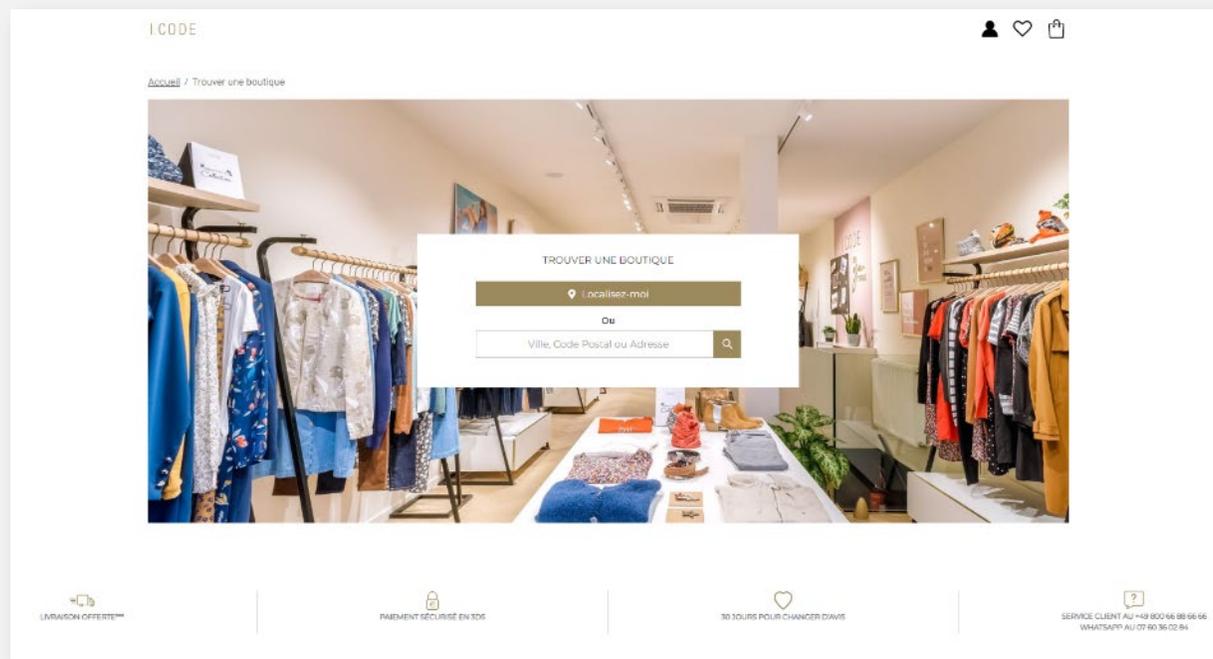
PAIEMENT SÉCURISÉ EN 30S

SATISFAIT OU REMBOURSE

SERVICE CLIENT AU +49 800 66 88 66 66

# OSF'S SOLUTION

## I. CODE Store Locator



# OSF'S SOLUTION

Customized sales experience

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OSF's solution allows IKKS to customize UX to provide custom-made and intricate sales experiences.



Support for shared sessions and baskets.



Support multiple countries and languages on the same site.



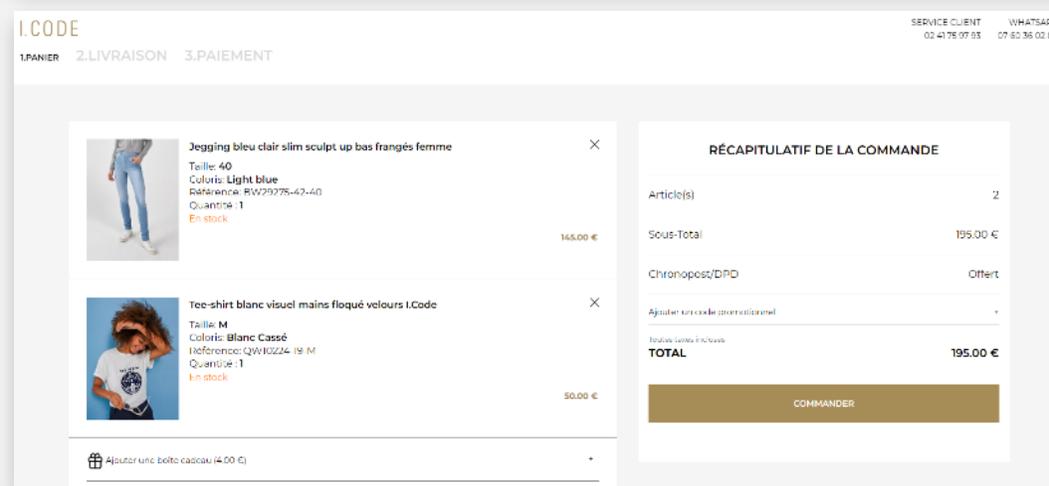
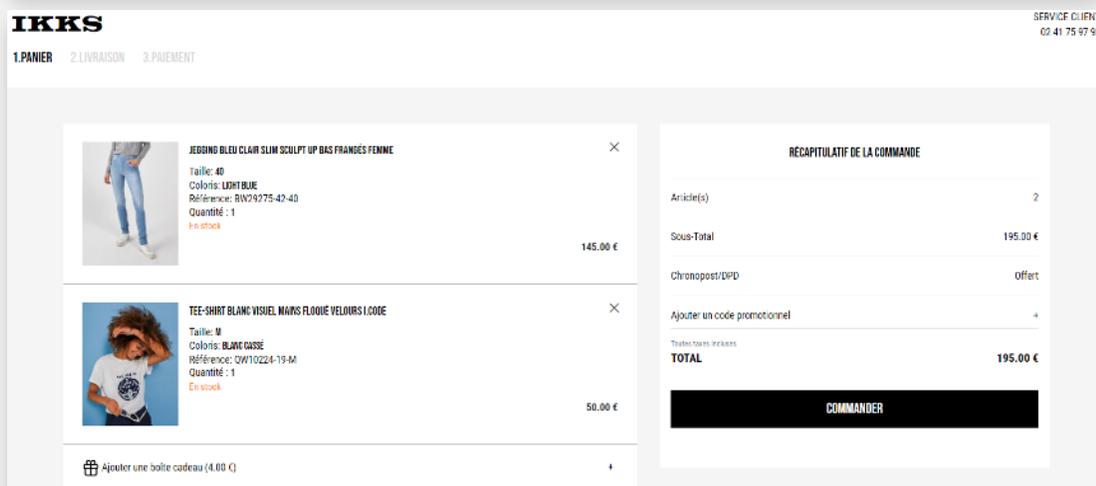
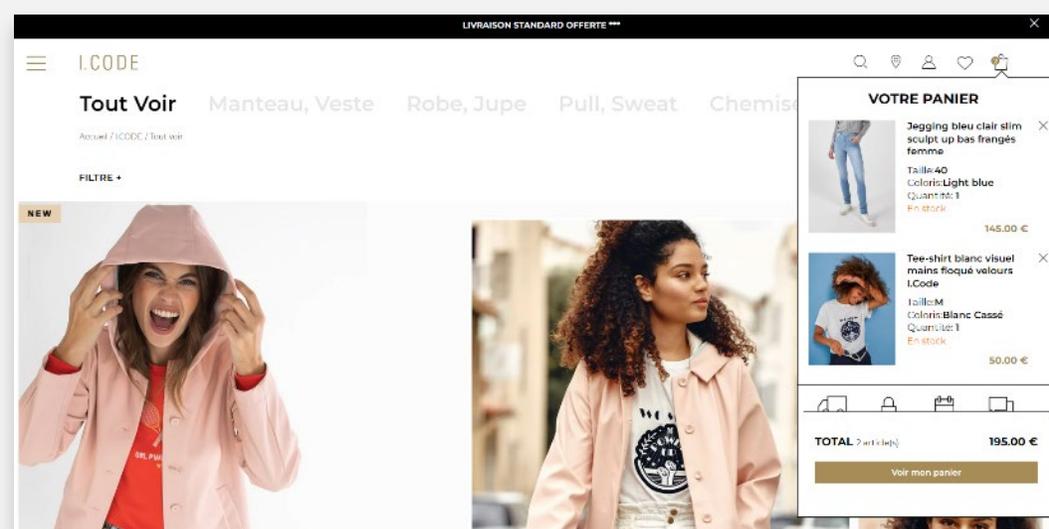
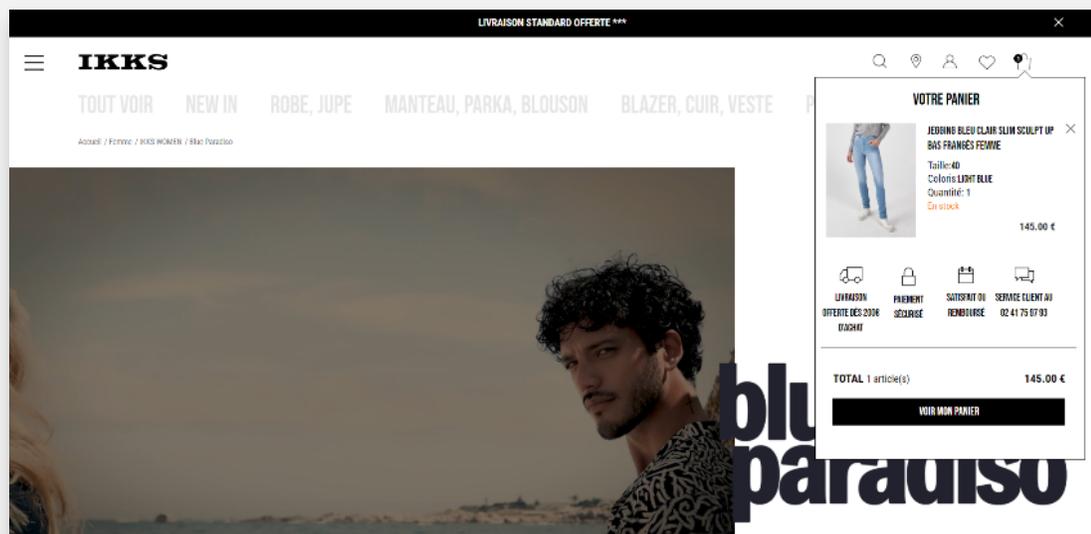
Install PWA offline page and site on devices.



# OSF'S SOLUTION

Shared sessions and baskets

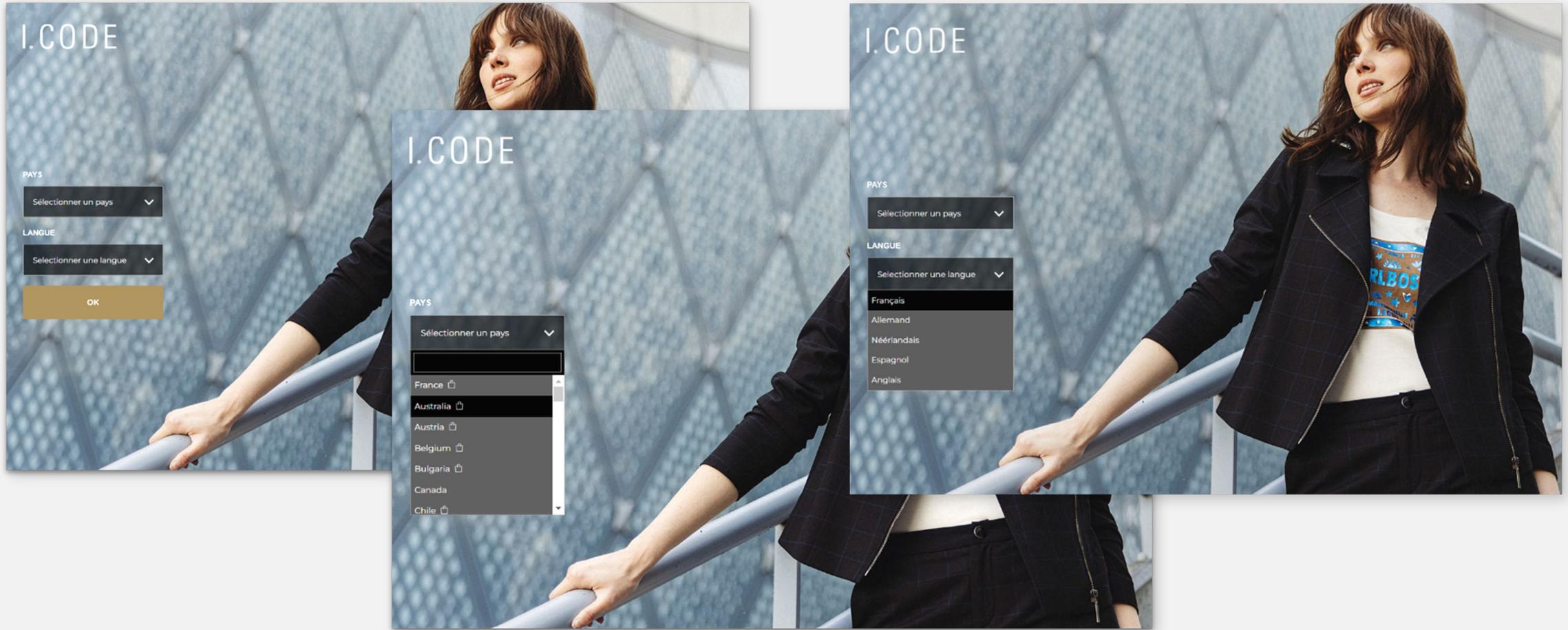
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# OSF'S SOLUTION

Multiple countries and languages on the same site

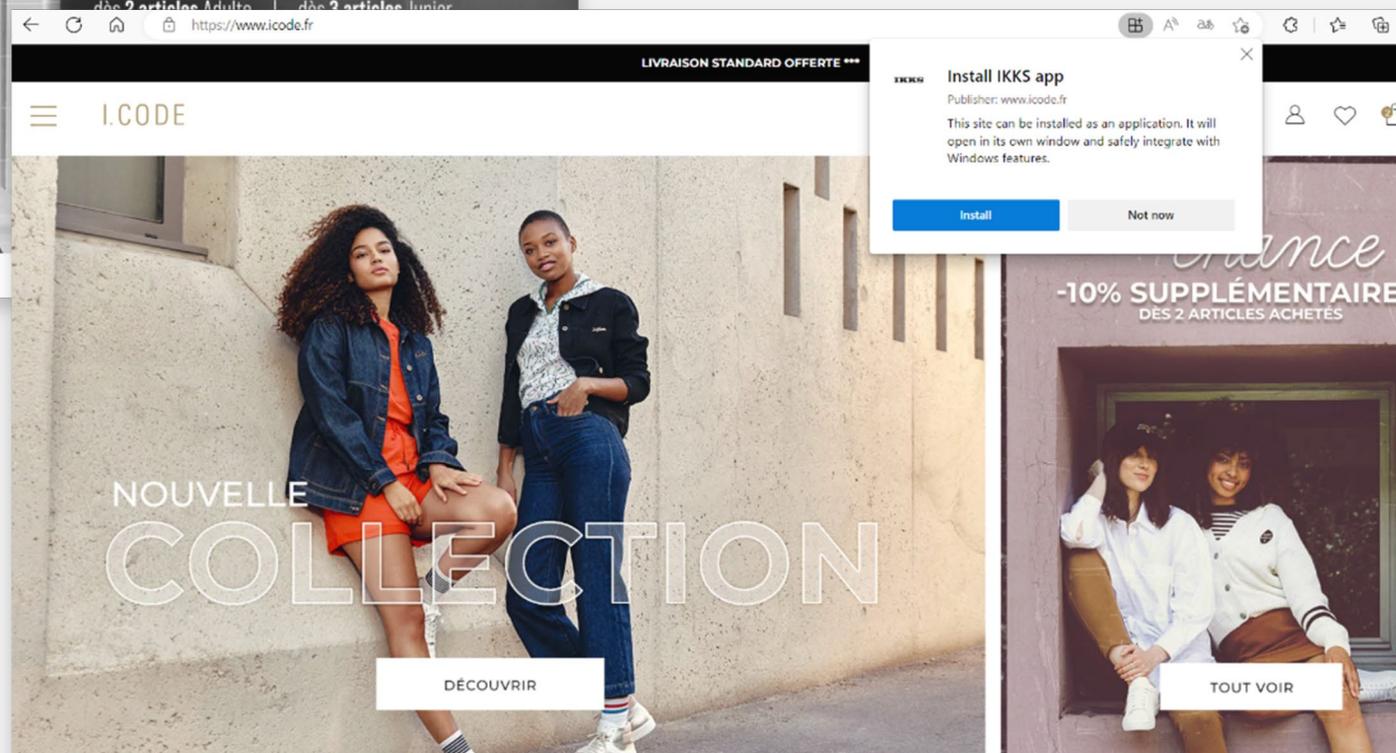
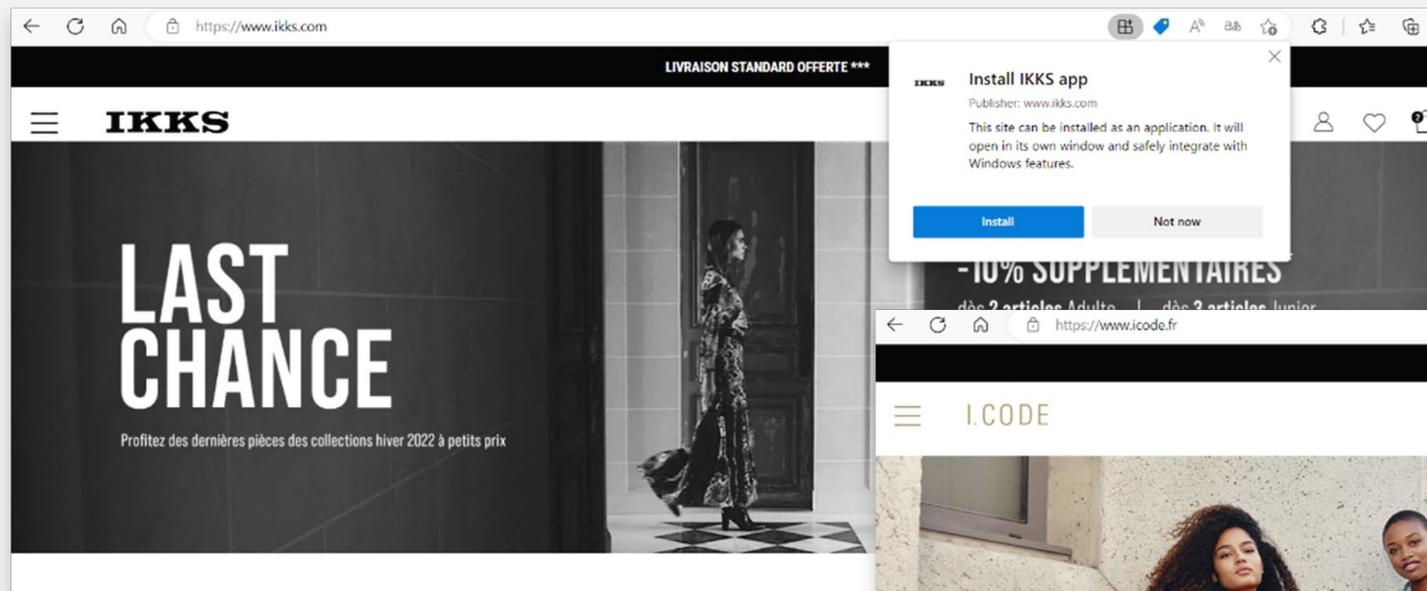
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OSF | DIGITAL

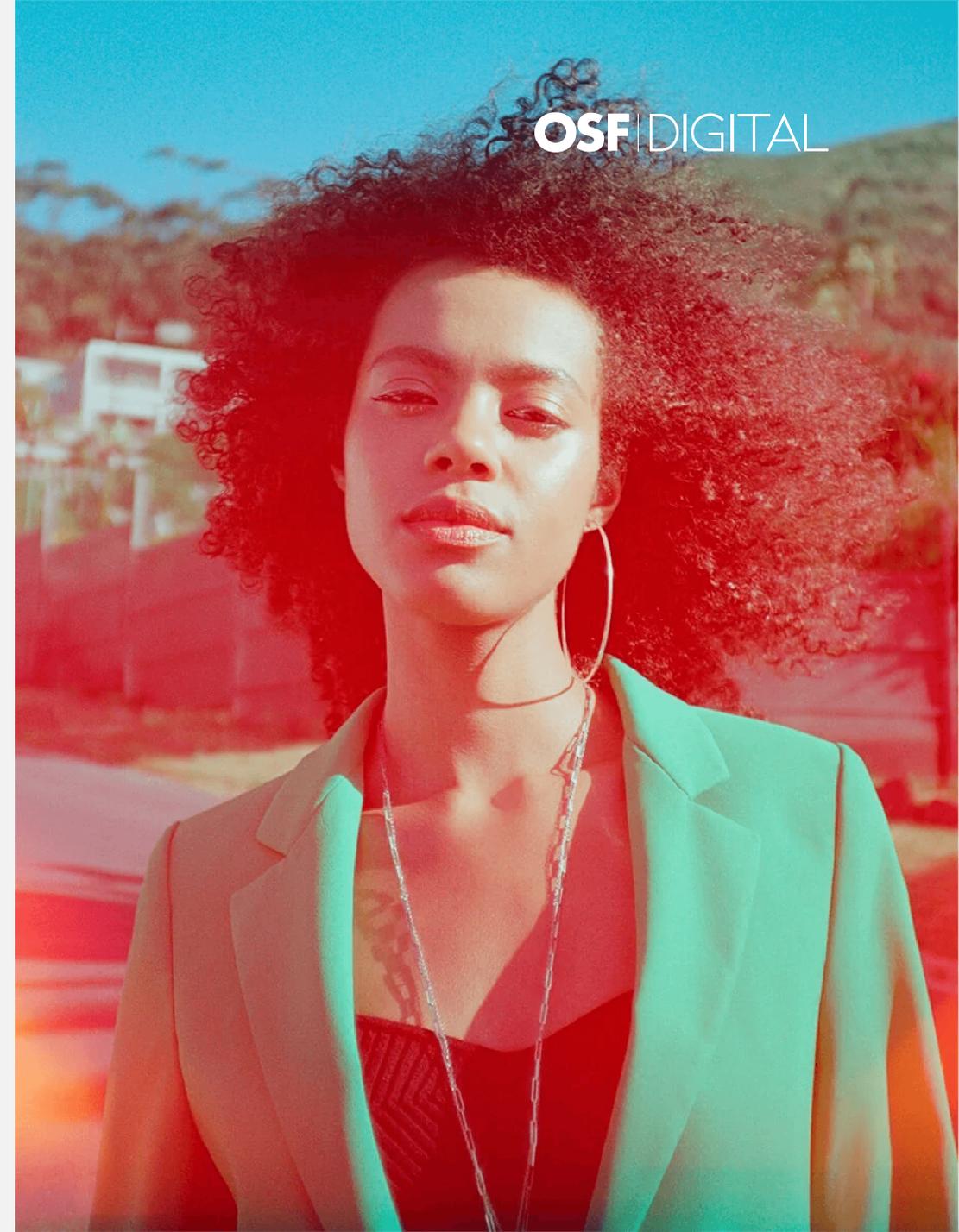


# RESULTS

## Enhanced ecommerce platform

Through the innovative migration to Salesforce Commerce Cloud Storefront Reference Architecture (SFRA), OSF Digital helped IKKS streamline its digital transformation:

- ✓ Increase in mobile conversion.
- ✓ One platform across all brands and regions.
- ✓ Reduced maintenance costs.
- ✓ Improved projects/evolution time to market.
- ✓ Ease of code customization and maintainability.
- ✓ Modern, faster framework.
- ✓ Enhanced UI/UX.
- ✓ Reduced page load time
- ✓ Greater visitor engagement (pages per session).



# TESTIMONIAL

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Our work through the eyes of our clients

Through this project, OSF helped us modernize our ecommerce platform, ensuring growth and scalability for IKKS's online sales. With Salesforce Commerce Cloud SFRA, we can improve conversions on mobile and offer our customers an easy-to-use, engaging platform. Unifying our sites helps reduce maintenance costs and efforts and improves the customer experience with IKKS's brands. The buyers can easily find our stores with OSF's Store Locator cartridge implementation. With OSF's OmniCommerce cartridges, we can smoothly transition our online stores to a headless commerce architecture to gain greater flexibility and control over the user experience. We will continue our digital transformation with OSF to further enhance customer journeys and streamline sales.

**Aurélie LABATUT**

Director of Ecommerce and Omnichannel, IKKS



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**blue  
paradiso**

**THANK YOU!**

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