

OSF | DIGITAL



# SETTING THE STAGE FOR INTERNATIONAL EXPANSION

OSF Digital – Sonae Sports & Fashion

# ABOUT SONAE

Sonae is a multinational company that manages a diverse portfolio of businesses in the retail, financial services, technology, shopping centers and telecommunications sectors.

Modalfa – Comércio e Serviços S.A., doing business as MO, is a part of the Sonae Sports & Fashion group of brands.

MO is one of the largest textile fashion brands in Portugal offering a wide range of clothing, footwear and accessories.

The company operates 120 stores and has a presence in Spain, Cambodia, Guatemala, Lebanon, Angola and Mozambique.

MO



ZIPPY



Zippy, founded in 1996 in Porto is part of the Sonae Sports & Fashion group. It is a Portuguese brand with more than two decades of consolidated experience in the retail sector.

The brand specializes in clothing, footwear and accessories for children. The company's products are available in 40 countries around the world.

# SONAE'S CHALLENGES

## *Need for accelerated ecommerce expansion*

Sonae wanted to increase the growth of its business by improving the ecommerce presence of two of its brands, MO and Zippy.

Sonae was looking for help so the two brands could:

1

offer a coherent and seamless omnichannel experience to their customers

2

accelerate their ecommerce expansion into new regions

3

reinforce their logistics and omnichannel capabilities

# OSF's SOLUTION

## *Salesforce Commerce Cloud replatforming*

OSF Digital replatformed MO and Zippy from Magento to Salesforce Commerce Cloud based on SFRA (Storefront Reference Architecture) to ensure easy site deployment.

 **salesforce** commerce cloud



# OSF's SOLUTION

## Custom integrations

OSF customized several third-party integrations to ensure they met Sonae's specific needs.



**CONTINENTE**

(with Contimente card  
using REST API)  
Loyalty program



(integrated using REST API)  
payment processing



**ingenico**  
ePayments

iPayments DirectLink  
(integrated using REST API)  
payment processing



payment processing



inhouse implementation  
of CRM using REST API  
newsletters &  
promotional emails



**apigee**

enables communication  
between Salesforce Commerce  
Cloud and OMS



Google Tag Manager  
tracking and analytics

# RESULTS

## *Enhanced commerce presence*

Sonae's brands now have an enhanced ecommerce presence:

|       |                                  |
|-------|----------------------------------|
| MO    | a brand-new site for Portugal    |
| ZIPPY | new sites for Spain and Portugal |

Their teams enjoy the benefits gained from improved management of site content, promotions and campaigns.

The shared architecture of SFRA simplifies the ecommerce ecosystem for the entire family of brands within the Sonae Sports & Fashion group and ensures that they can expand to new markets faster.

# TESTIMONIAL

*Our Work Through The Eyes Of Our Clients*

*"MO focuses on offering its customers the value proposition of simplifying their choices when it comes to dressing the whole family. We wanted to be able to deliver a delightful customer experience without any constraints regardless of the devices our customers choose to do their shopping from. We were looking for a solution with strong omnichannel capabilities that was also scalable and agile and would be able to grow along with our business needs across different geographies. We're already seeing results of this project and our sales have increased. Thanks to OSF's commerce website replatforming based on SFRA, we're now able to accelerate our plans for ecommerce expansion involving other Sonae brands."*

**NUNO MILLER**

CDO/CIO at Sonae Sports & Fashion

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THANK YOU!

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