

OSF | DIGITAL



A HEADLESS COMMERCE SOLUTION FOR A SCALABLE, FLEXIBLE PLATFORM

ABOUT WHARTON

The Wharton School of the University of Pennsylvania, described as “the world’s first business school,” has been open since 1881.

Today, Wharton is regarded as one of the world’s top institutions for business education and has more than 99,000 alums from 153 countries.

[Visit Wharton Interactive](#)



WHARTON'S CHALLENGES

Building a scalable platform for Wharton Interactive

Wharton recently launched Wharton Interactive with the mission to radically transform and democratize education. This team didn't have a way to scale the platform or automate sales, service and marketing processes. This required integrating a complex set of ecommerce workflows, delivered through their existing CMS, and the serious games platforms invented by Wharton.



1

Offer the latest in serious games to global learner audiences

2

Needed a marketplace for students and educators

3

Required a platform that could scale quickly

4

Service processes were slow, manual and not centralized

5

Needed an email marketing automation tool

OSF'S SOLUTION

A headless solution for a flexible, scalable environment

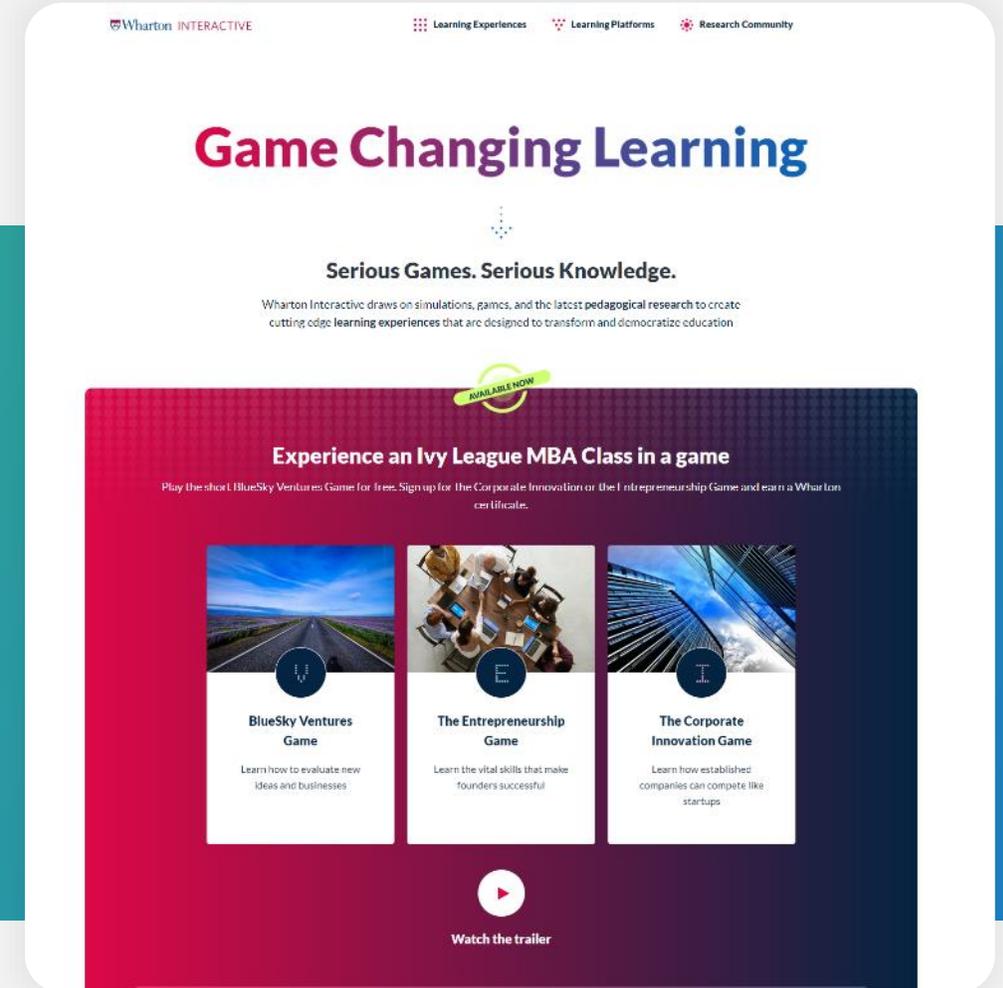
OSF | DIGITAL



OSF developed the headless commerce solution for Wharton Interactive on the Salesforce Commerce Cloud platform. This allowed the team to scale quickly by having their ecommerce transactions serviced by an enterprise solution. Given the complexity of the customer workflows that needed to be supported, the end-to-end customer journeys were developed in a fully integrated front-end business layer on Wharton Interactive's website.

This headless system would be driven by APIs, giving Wharton the flexibility to easily connect progressive web apps and other technologies as Wharton Interactive grows.

This is the first higher-ed marketplace delivered on Salesforce Commerce Cloud.



OSF'S SOLUTION

Creating a streamlined, connected environment

OSF | DIGITAL

OSF developed and configured the integrations in Salesforce Commerce Cloud that the front end of the solution and other third-party technologies required.



Integrated Commerce Cloud with Dotdigital to enable marketing and communication automation



Integrated Commerce Cloud with Wagtail, a CMS that connects to the front end and the game platforms



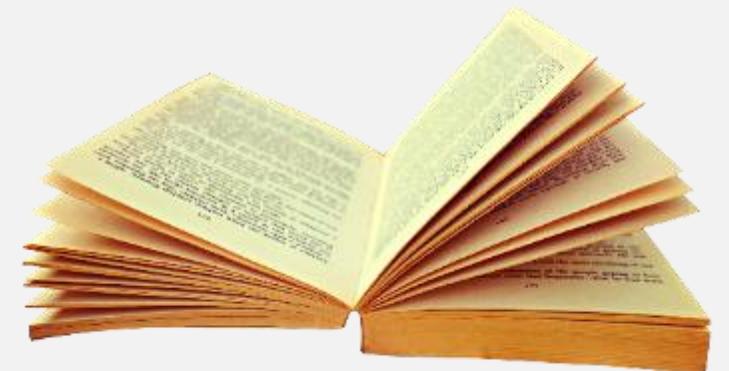
Integrated Cybersource for payments



Developed reporting insights



Provided a frictionless customer experience



OSF'S SOLUTION

A marketplace for instructors and learners

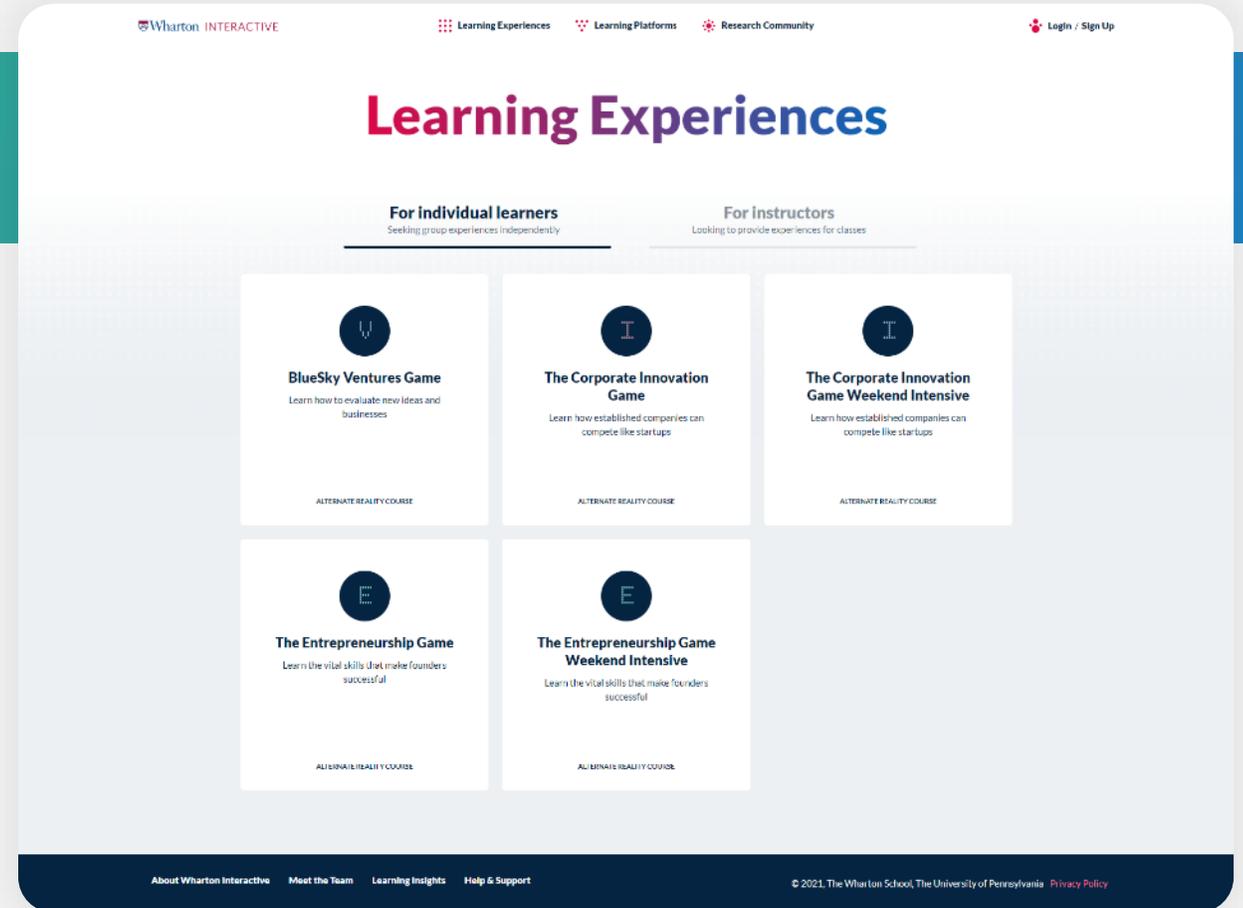
OSF supported the automation of end-to-end journeys for both students and faculty

Educators can:

- Create private classes, add games and decide who will pay (the organization or invited learners)
- Invite learners and teaching assistants
- Provide shopping basket capability for learner-paid classes
- Support for verified instructors

Learners can:

- Enroll in certificate games-based courses
- Develop skills through the experience
- Track their gaming achievements
- Download certificates earned



OSF'S SOLUTION

Developing a feature-rich marketplace for Wharton Interactive

OSF | DIGITAL

OSF enabled more customer-centric service features and functionality.

- Self-service for educators
- Self-service for students
- Course sign-ups
- Course creation
- Game purchases
- Refunds
- Coupon codes
- Order changes/cancellations
- SSO between Wharton Interactive and gaming platforms
- Earned certifications are automatically linked to the student's LinkedIn profile



RESULTS

An innovative learning platform and global marketplace

Wharton Interactive launched its marketplace with classes and games offered globally on a platform that's scalable and poised for future growth.

Improved customer service capabilities

Efficient marketing processes

Interactive learning experiences using games

Increased profitability

Faster site

Ability to leverage API integrations to quickly innovate and scale



RESULTS

A first-of-its-kind university marketplace

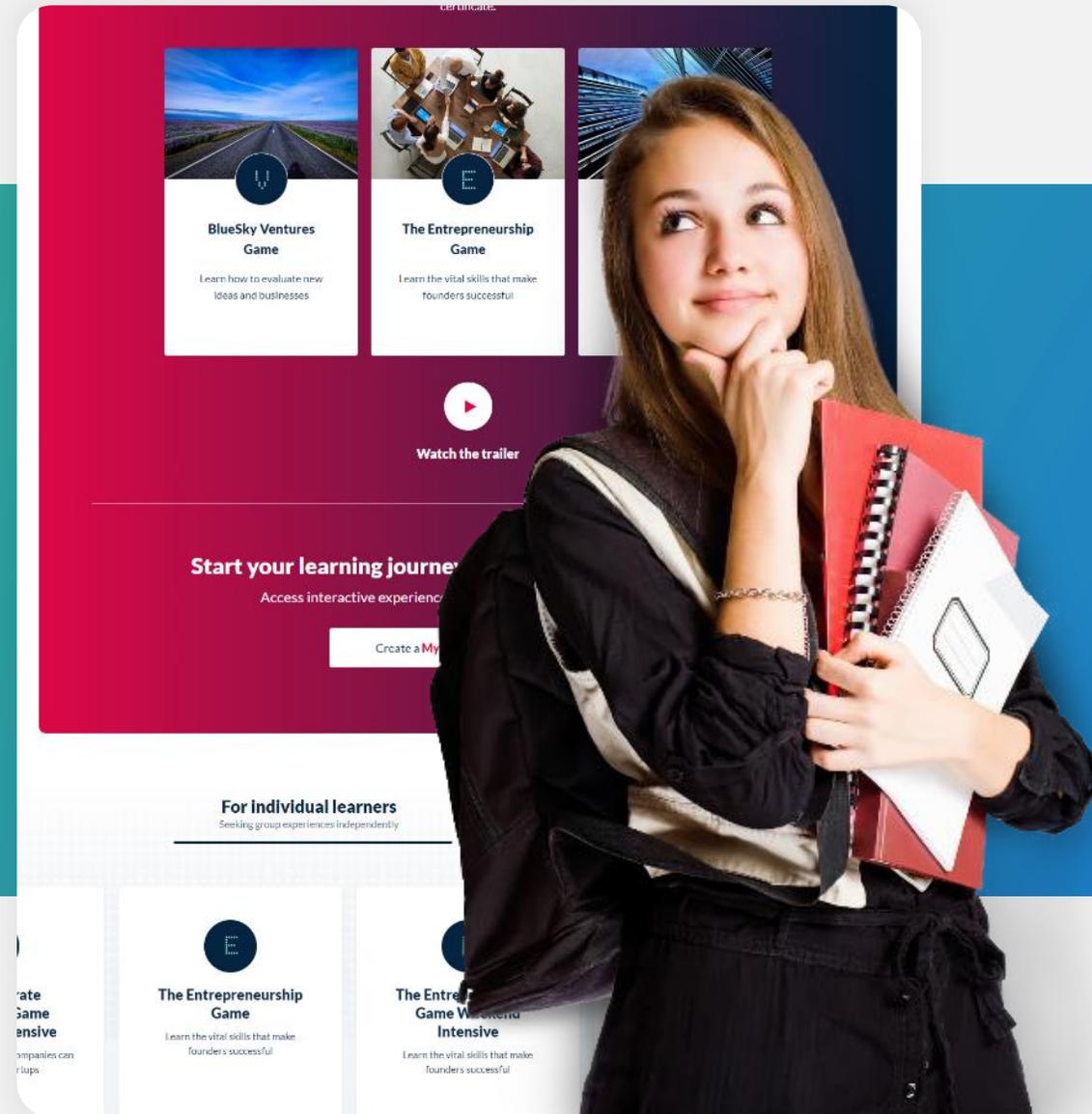
No other university has built a marketplace of this nature—one for students to enroll in alternate reality courses and one for instructors to create private classes.

2.5K unique daily visitors
to Wharton Interactive

3K BlueSky Ventures game
players in 10 weeks

500 verified
instructor signups

Dozens of private verified
instructor courses



TESTIMONIAL

OSF | DIGITAL

Our work through the eyes of our clients

Wharton is a pioneer in interactive pedagogy. We wanted to transform education in a meaningful way with effective, interactive learning and were looking for an ecommerce solution that didn't exist before OSF helped to develop it for us. Now we have a feature-rich, dynamic site for our students and faculty on a platform that enables us to make learning faster and more affordable. OSF's headless solution also gives us the flexibility to innovate, the ability to scale, and the speed we need to transform massive online learning. OSF also worked well with other third-party partners to help us achieve our goals.

Sarah Toms

Executive Director, Wharton Interactive



OSF | DIGITAL



THANK YOU!

[osf.digital](https://www.osf.digital) ↖

