



CASE STUDY

Salesforce Commerce Cloud Implementation

FUNIMATION





Funimation Productions, LLC is an American entertainment company that specializes in the dubbing and distribution of foreign content, most notably anime. Based in Flower Mound, Texas, the studio is one of the leading distributors of anime and other foreign entertainment properties in North America alongside Viz Media, Sentai Filmworks, Aniplex of America, and more

Challenges & Requirements

The challenge was to efficiently integrate multiple technology platforms and provide an omnichannel experience to the users with an updated Storefront.

With a continuously expanding user base, Funimation sought to continuously upgrade the application with new features and create individualized, branded customer experiences.

- A system which can do scheduling of campaigns, promotions in advance and do not need any user intervention.
- A feature rich ecommerce solution which is flexible and scalable.

ETG Solution

ETG team worked closely with Funimation to develop a seamless marketplace model that could manage the Video Streaming service subscriptions and the merchandise commerce.

- Implemented new eCommerce Portal on Salesforce Commerce Cloud (Migration from Magento to Salesforce Commerce Cloud platform)
- Migration of Cloud Integration services from Dell Boomi to Salesforce Integration cloud (Mulesoft)
- Salesforce Service Cloud and Marketing Cloud Integration

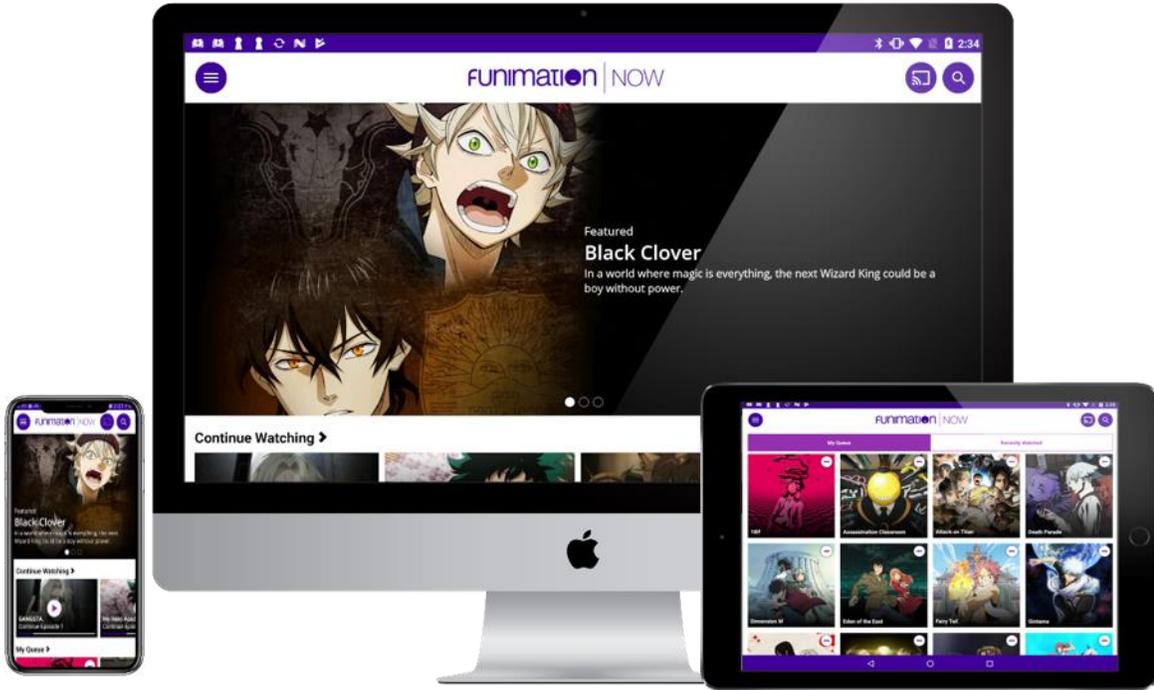


Benefits

ETG consulted and engineered a highly customized implementation process involving multiple technology platforms, and built a robust integrated back-end.

- Empowering the Business and Merchant team by allowing them greater control over storefront management.
- An easy to customize homepage with dynamic campaign updates
- A Storefront which can be extended on the go to different regions with similar or different catalogue
- Increase in turn around time for marketing
- Statistical Dashboards with Business Critical Reports
- Easy-to-Maintain Customer Service & Engagement Capabilities. And More...

Technology Expertise



 salesforce commerce cloud

 salesforce marketing cloud

 salesforce service cloud

 MuleSoft

 Magento Enterprise

 Boomi

 JIRA

 appium

 python + django

 Selenium

The Outcome

- 200 % increase in Subscriptions
 - 90 % increase in Mobile Conversion Rate
 - 100 % ROI within One Year
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Quality Assurance

QA Services included the Functional and Performance testing of their Digital Streaming services, ensuring compatibility and speed on all platforms.

Outcomes

- Reduced regression testing time by 90% per cycle.
- Achieved 70% automation of identified applications.
- Reduced time-to-market for new features.
- Improved and quantified test coverage.

Thank You!



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