CASE STUDY

Capri

Practice: SFCC
Technology: SFCC
Services: Transition to Astound, Dedicated Development Support (including Fixed Projects), Technical Assessment, Performance and Load Testing
Buzz Words: Fashion, Transition, Luxury, Performance, Retail, Ecommerce

Capri
Greetings for the Digital Age

We worked with the British luxury fashion group to develop and optimize their Salesforce Commerce Cloud platform, ensuring enhanced performance, scalability, and seamless feature adoption.
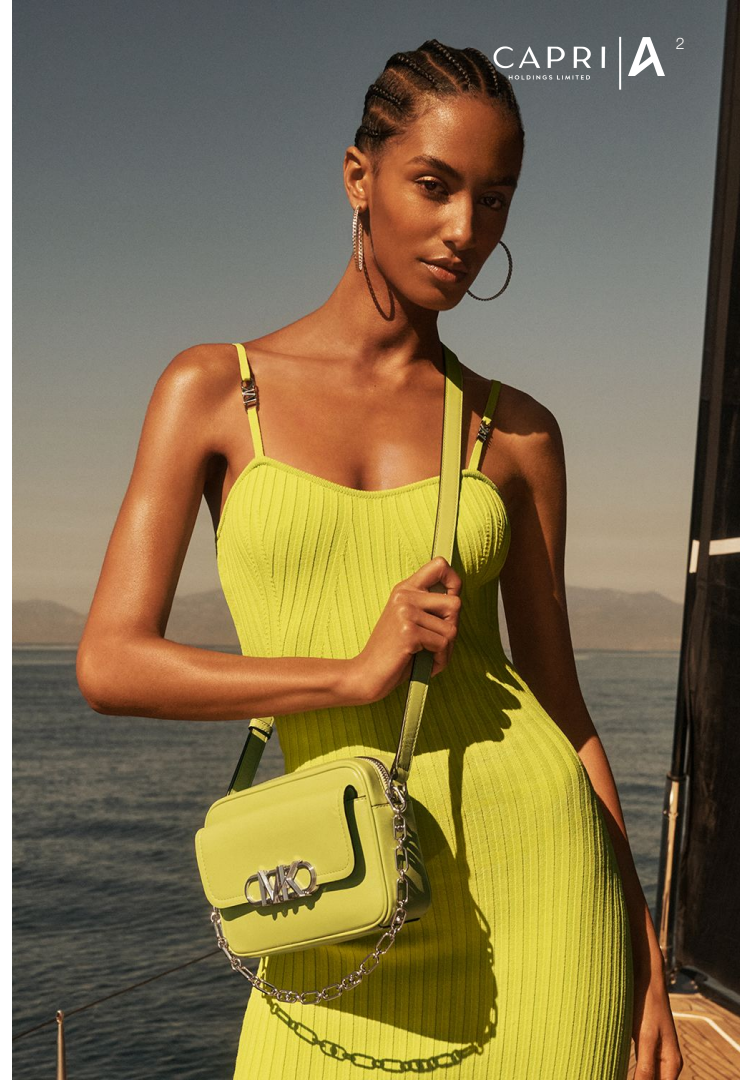
PROJECT STRATEGY

- Presented comprehensive solutions rooted in Salesforce Commerce Cloud, emphasizing collaborative governance, accountability.

- Optimized SFCC codebase and infrastructure for enhanced performance, scalability, and seamless feature adoption with increased release frequency.

- Seamless transition from the client's previous e-commerce partner to our agency, including strategic workshops, technical assessment, and Agile implementation.

- Conducted dedicated Agile teams for each brand, Michael Kors and Versace, to support execution of Global DevOps initiatives

- Established collaborative process with Capri Holdings to agree on FY25 project guidelines, deliver fixed-fee contracts, and offer flexibility for scheduling and adjustments according to their business needs.

VERSACE | **JIMMY CHOO** | **MICHAEL KORS**

CAPRI|A²
HOLDINGS LIMITED

Capri Holding
Development Support, Performance and Load Testing

○ Capri Holdings is a renowned fashion luxury group known for its portfolio of iconic brands, including Michael Kors, Versace, and Jimmy Choo.

○ They were facing scalability issues with their current partner, their launches were constantly being delayed and presented quality issues.

Astound Responsible For:
Dedicated Development Support (including Fixed Projects), Technical Assessment, Performance and Load Testing

CAPRI
HOLDINGS LIMITED

Capri Holding
Challenges & Solutions

CHALLENGES

Challenge #1
Facing quality concerns to deliver high-quality products, Capri sought a solution. High costs were met with low-quality results, leading to dissatisfaction and a need for change.

Challenge #2
Capri faced scalability issues resulting in delayed launches and an extensive backlog of work. This hindered their growth and market competitiveness.

Challenge #3
Lack of trust in their current partner's ability

SOLUTIONS

Enhancing Long-Term Maintainability
Astound presented a suite of solutions rooted in Salesforce Commerce Cloud for the Michael Kors and Versace brands, emphasizing agile innovation and collaborative governance.

Optimizing Infrastructure Performance and Scalability
Enhanced performance and scalability of the SFCC codebase increasing release frequency and ensured seamless feature adoptions. By establishing dedicated Agile teams to support the execution of Global DevOps initiatives.

Implementing Reliable Sandbox Setup Process Establishing a collaborative process with Capri Holdings to agree upon assumptions and guidelines for FY25 projects.

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Services provided by Astound:

Dedicated Development Support

Technical Assessment

Performance Testing

Load Testing