



THE DIGITAL MAKEOVER AT THE BODY SHOP

VIDEO TRANSCRIPT

The project has absolutely transformed our business in modernising the technology that it runs on.

I think the scale of the transformation that we delivered in the time frame is phenomenal.

The Body Shop was founded in 1976, by Dame Anita Roddick. She firmly believed that business can be a force for good. Here we are 40 years later, still fighting for a fairer and more beautiful world.

We have 3000 stores globally split between ourselves and our franchise partners. We also operate e-commerce channels and have the Body Shop at home, which is our direct selling arm.

Now in an omni-channel world, customers demand much better interactions between all of the different sales channels, so that the technology needs to keep pace with that.

We had quite a lot of challenges around data fragmentation, data availability. We would have challenges with downtime. It was really, really clear that we needed to re platform.

We needed an expert partner that understood the complexity of retail and our business and also a partner that understood the intricacies of deploying SAP.

We really wanted to make sure that we had a partner that was tried and tested that can demonstrate that they done this successfully with other brands, and that's why we chose Accenture

It was clear the Body Shop needed to really find a new path forward around their technology, and the S4 HANA solution from SAP was part of that core transformation to enable their business to operate more effectively.

Accenture started the programme by laying out a very, very clear roadmap. So as a business, it immediately makes you feel reassured because you've got better clarity on the deliverables and the timings and the requirements from all parties.

The way that we delivered the programme together was very much focused on unlocking value to the business as quickly as we could.

One of the first components that was on that road map was something called the Head Franchisee portal.

It was a new sales entry point for all of our franchise partners around the world, so they could better place their orders through the central system.

For phase two, we moved from our legacy systems to S4. So that was the global migration of SAP to S4 and also to the cloud.

We delivered it through a global big bang, which is an incredible feat to transition an entire business in one go.

We started on Friday and we went live on Monday morning successfully. We had really great feedback that this is one of the most



seamless SAP implementations that many of our business leaders have actually experienced.

This isn't solely a technology project. This is about how we're enabling a business transformation.

At The Body Shop we've got some really massive ambitions and now I really feel like we've got the technology platform and a partnership to achieve them.

Copyright © 2021 Accenture
All rights reserved.
Accenture and its logo
are registered trademarks
of Accenture.