

Digital makeover at The Body Shop

Cloud-based IT lays
foundation for growth





Call for change

The Body Shop® is known for being forward-thinking, focusing on sustainable business long before the term became common parlance. Founded by Dame Anita Roddick in 1976 with her revolutionary belief that business could be a force for good, the skincare and beauty company's message has resonated across the world. The Body Shop has continued to grow ever since, now operating in 70+ countries. Its sales channels include approximately 3,000 retail stores, franchisee partners, online sales and The Body Shop at Home™, which has more than 30,000 independent sales consultants.

The Body Shop has big ambitions to build on the success of this organic, multichannel growth. With the retail industry rapidly evolving, The Body Shop strives to improve the customer journey and online experience for customers, franchisees and consultants;

it also continues to grow into new markets and with new products and channels.

The company's legacy IT systems, however, struggled to keep pace with its ambitions, making it difficult to share Important operational data across departments rapidly. It required manual reconciliation to manage the business, which slowed operations, reporting and decision-making. A more resilient centralized system would lay the foundation to transform the business with future-proof digital innovations. In addition, a cloud-based platform would drive better analytics across mission-critical applications, making operations more agile and responsive.

Taking on such a large-scale project would be difficult. Complex IT projects of this nature normally take several years to get off the ground, and The Body Shop wanted to see results fast.

https://careers.thebodyshop.com/content/About-Us-The-Body-Shop/?locale=en_GB

When tech meets human ingenuity

The Body Shop tapped into Accenture's extensive experience on large-scale projects to transform the business in only 18 months. First off, Accenture and The Body Shop collaborated closely on a strategic roadmap to replace the outdated systems in stages. This way, everyone knew exactly where they were heading and when.

To offer immediate value, the team created an order management portal for franchisees, who represent about one-third of business revenue. The online portal streamlined and

standardized order processes without requiring franchisees to update any hardware. A new cloud-based SAP S/4HANA® enterprise resource planning system as the digital core for their business helped transform the company's financial, supply chain and e-commerce processes. As a next step, the team migrated 6TB of The Body Shop's business data to the Microsoft Azure cloud. The team leveraged assets and templates from Accenture's myConcerto platform to assess data conversion needs, develop testing and measure cutover quality, in much shorter timeframes.

Despite remote operations during the pandemic, the team pulled off the big bang data migration without disruption. To prepare, more than 100 people worked together for a year. The switchover of 50 applications and 200 integration points occurred in all markets over a single weekend. The smooth go-live was a testimony to the extensive testing involving around one-third of the organization's users over 18 months. Clear communications were an important part of the program, and the workforce was engaged early on and trained on the new systems to minimize disruption.



Steven Woolvin
CIO, The Body Shop

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

A valuable difference

The Body Shop now has a centralized, agile cloud platform to enable business flexibility and future growth in a fast-changing market. Not only does the portal save time for franchisees with easy ordering, it also provides far better functionality and visibility of available products. For instance, franchisees can track orders and know when stock will arrive. With centralized sales data, The Body Shop can make more accurate stock forecasts, drive sourcing efficiencies and provide a seamless customer experience throughout bricks-and-mortar stores and online.

Leaders treat real-time data as a strategic asset to drive decision-making at speed and scale, as well as prioritize initiatives that drive the most value for the business and customers. Analytics dashboards give

workers a single source of truth to gain high-quality, reliable insights from operations all over the world. Workers spend less time finding the right information and more time on what they do best or can be redeployed to more strategic areas. As a result, the company is transforming operations, such as significantly reducing the time for quarterly and end-of-year financial closures.

With its powerful new tools, The Body Shop can expand its omnichannel capabilities to offer customers more valuable and convenient services. Most importantly, the new tools and capabilities are helping to reset the business, so The Body Shop has the flexibility to acquire new franchisees and extend into new markets.



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