



# Accelerating a fashion leader's pandemic response

Capgemini Quick Start Commerce for B2B spins up mask sales in just five weeks

**Industry: Fashion retail**

**Location: North America**

**Technology and services:**

- Quick Start Commerce for B2B
- Salesforce Commerce Cloud for B2B
- Salesforce Marketing Cloud
- Salesforce Service Cloud



## Business need

- Leverage existing materials and production infrastructure to produce masks and PPE required in the fight against COVID-19
- Create a B2B marketplace to sell masks online
- B2C experiences were unable to support this new model
  - No contact allowed, no stores open
  - Bulk minimum-quantity purchases
- Rapid deployment of a viable product that could be iterated upon moving forward







## Solution

- Capgemini Quick Start Commerce for B2B program
- Rapid deployment of a fully functional digital-commerce experience
- Utilized native platform functionality to enable seamless transactions and support large, 200,000-mask minimum-order quantities
- Accomplished with a flexible team of dedicated Salesforce experts
- Instant client buy-in and collaboration enabling a fast, smooth deployment



## Outcome

- Successful launch of an engaging commerce experience in less than five weeks
- Rapid go-to-market approach enabled immediate revenue realization
- Future iteration and expansion capabilities: UX enhancements, product customization and visualization, and robust analytics and reporting

## About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of \$18.5 billion.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

**People matter, results count.**

© Copyright 2020 Capgemini America, Inc.