

Case Study

dōTERRA

**Turns to Virtustream to
Power its E-Commerce
System While it Focuses
on Improving World's
Health and Wellness**

When dōTERRA's business began to experience rapid growth, it needed to implement an enterprise SAP e-commerce solution that could scale up or down according to fluctuating business demands. After selecting Virtustream Enterprise Cloud to deliver their Commerce solution, dōTERRA's business has more than tripled while becoming the world's largest SAP Commerce platform running on SAP HANA®.

About dōTERRA

Founded in 2008, dōTERRA® is an integrative health and wellness company and the world leader in the essential oils market. dōTERRA sources, tests, manufactures and distributes CPTG Certified Pure Therapeutic Grade® essential oils and essential oil products to approximately six million dōTERRA Wellness Advocates and customers. Through industry leading responsible sourcing practices, dōTERRA maintains the highest levels of quality, purity and sustainability in partnership with local growers around the world through Cō-Impact Sourcing®. The dōTERRA Healing Hands Foundation®, a registered 501(c)(3) non-profit organization, offers resources and tools to global sourcing communities and charitable organizations for self-reliance, healthcare, education, sanitation, and the fight against human trafficking. Through the life-enhancing benefits of essential oils, dōTERRA is changing the world one drop, one person, one community at a time.

As the global leader in essential oils, dōTERRA's growing consumer demand for its products ushered in the need for an upgraded IT platform that would scale to meet continued growth. As its legacy systems struggled to keep pace with a massive increase in online traffic,

dōTERRA required a platform that would provide stability and minimize customer wait times.

dōTERRA's success and growth plans, in addition to the fact that more than 90 percent of its orders are submitted online, led the company to focus on e-commerce solutions to ensure customers were receiving a high-quality experience when placing orders. And with international sales projected to continue to grow, it needed a reliable, high-transaction e-commerce system to handle the increased volume.

The Solution

After evaluating SAP and its suite of products as potential remedies to its operational challenges, dōTERRA decided to pursue an SAP Commerce solution, because of its reputation with Fortune 500 companies and ability to support its vital e-commerce business.

As dōTERRA saw the trend of increasing demand for natural health and wellness solutions and its own business growth around the world, it knew it needed a platform that could scale with the services to support that growth. After exploring the world of managed services providers, dōTERRA realized there were few who could do both SAP and e-commerce well, and that is what set Virtustream apart.

In selecting a cloud partner to provide managed services and host the solution, dōTERRA wanted assurance that it was working with a service provider who had proven expertise and capabilities across managing SAP and SAP HANA environments, with the ability to deliver an offering that can scale-up or down with its evolving consumer demands.

dōTERRA selected Virtustream Enterprise Cloud to run its SAP Commerce solution on HANA due to Virtustream's deep experience migrating and running mission-critical applications for I/O intensive workloads.



When dōTERRA expressed interest in expanding its SAP Commerce footprint, Virtustream was able to provide separate landscapes, giving it two staging environments, which mimicked the capabilities of its existing production environment. These environments enabled dōTERRA to concurrently execute performance and functional testing, significantly reducing the development lifecycle timetable. To complement the company's SAP Commerce footprint, Virtustream is also running SAP Fiori, providing a role-based, consumer-grade user experience across all lines of business, tasks and devices, and also SAP S/4HANA® Enterprise Management, covering all mission-critical business processes of an enterprise.

Virtustream was committed to ensuring dōTERRA's success and established an on-site war room for the core project team to quickly address any issues. As dōTERRA's needs grew throughout the project, additional landscapes were provisioned to ensure the project stayed on schedule and met dōTERRA's scaling requirements.

The Results

Virtustream has enabled dōTERRA to meet its growth and continued global expansion. In the run-up to the 2017 holiday season, more than 2 million dōTERRA wellness advocates and wholesale customers were migrated to the new SAP Commerce platform from its legacy e-commerce system. Although there were many challenging activities during the go-live phase, Virtustream and dōTERRA's SAP Commerce implementation partner, Deloitte, worked hand-in-hand with the team to ensure that the go-live launch went smoothly.

With SAP Commerce running on HANA, dōTERRA is now able to efficiently run its e-commerce site (www.doterra.com) and handle its continually growing retail traffic. On a peak sales day in 2018, for example, dōTERRA processed more than 170,000 online orders on its new SAP Commerce platform, the highest number of online transactions recorded in one day for the dōTERRA team up to that point, and the growth didn't stop there.

In a monthly comparison between November 2017 and November 2018, dōTERRA experienced a 49 percent increase in total orders during that month. Additionally, when comparing the company's 2017 and 2018 BOGO deal week in November, which occurred Monday-Friday during the week of Black Friday, dōTERRA achieved a 67 percent growth rate in total orders.

Since its initial investment, dōTERRA has experienced incredible increase in their business while becoming the largest SAP e-commerce running on an SAP HANA implementation in the world. As it works to roll the SAP Commerce system out to additional markets around the globe, dōTERRA is relying on Virtustream to be its dedicated mission-critical workload hosting partner to support their projected growth.

Contact

For more information on Virtustream, please contact us at info@virtustream.com or visit us at www.virtustream.com.

About Virtustream

Virtustream, a Dell Technologies business, is the enterprise-class cloud company that is trusted by organizations worldwide to migrate and run their mission-critical applications in the cloud. For enterprises, service providers and government agencies, Virtustream's xStreamCare Services expertise combined with the Virtustream xStream® Management Platform and Infrastructure-as-a-Service (IaaS) meets the security, compliance, performance, efficiency and consumption-based billing requirements of complex production applications in the cloud – whether private, public or hybrid.

