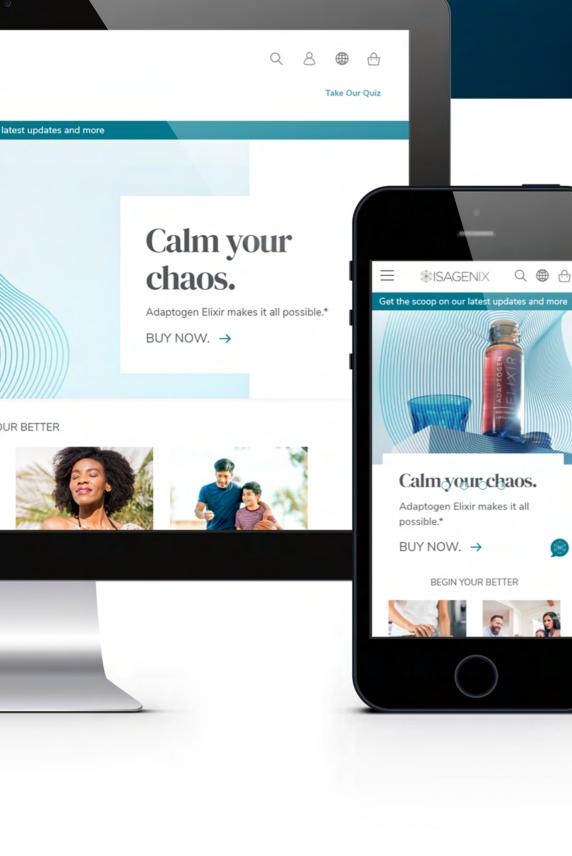Isagenix is a lifestyle, manufacturer, and multi-level marketing company that sells dietary supplements and personal care products in the wellbeing space. Their premium products and content are created to help people eat, feel, look, and move better.

A Sense of Urgency

Isagenix's business model depends on having different pricing and availability in many countries for different customer types and order flows. Their legacy commerce system severely limited Isagenix's growth by forcing them to maintain separate catalogs for each permutation manually.

Isagenix manages almost 200 separate catalogs across 28 markets. Their new, Sitecore Commerce system dramatically reduces all this complexity by normalizing catalog data and providing flexibility with availability and pricing based on any number of dimensions, including customer type, country, and order flow.

Building a Great Buying Experience

The new Isagenix experience can handle up to 15,000 web orders per hour with inventory controlled catalog and checkout. Visitors get the benefit of global product search and highly customized shipping calculation rules configurable by country. Other features include:

- Disconnected and guaranteed delivery of order submission via Azure Service Bus
- Advanced bundling configurability with default configurations and upcharge capabilities
- Personalized associate member sites
- Faceted product search with the additional ability to aggregate specific facets into more generic ones (Dark Chocolate, Rich Chocolate, Chocolate Peanut Butter facets associated with products can be simplified to Chocolate)
- Sitecore and Sitecore Commerce 10.0, hosted on 2 region Managed Cloud Premium (Azure/Rackspace/Sitecore). Primarily PaaS, with IaaS for SOLR Cloud and Commerce Minions/Ops, and Azure SQL SaaS.
- Integrations:
  o Paypal and Paymetric payment
  o Salesforce Service Cloud – CS can place orders on behalf of customers
  o Vertex tax calculation and reporting
  o Mulesoft for payment capture and fraud detection via Kount
  o Melissa address validation

CLIENT

Isagenix

WEBSITE

www.isagenix.com

INDUSTRY

Nutritional Supplement

SOLUTIONS

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Sitecore Commerce 10.0
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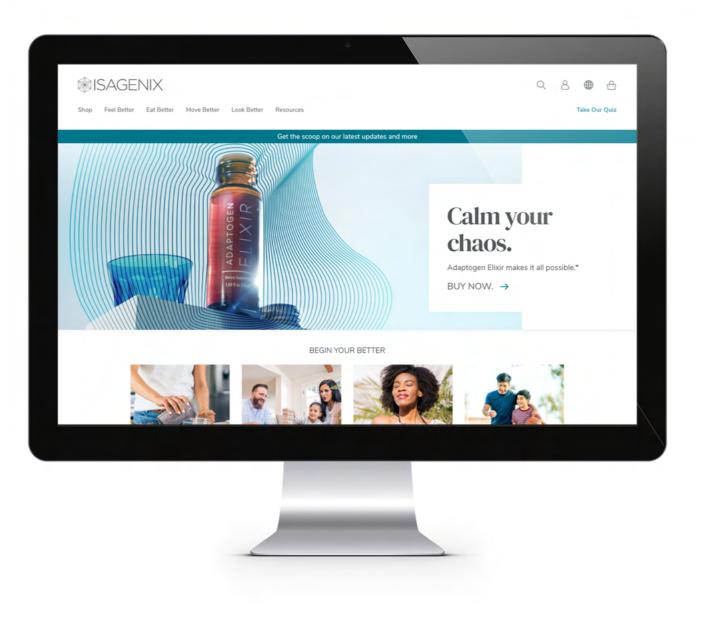Azure Service Bus
Paypal and Paymetric
Vertex

Noteworthy Features

- Multiple pricing tiers. Product pages can display personalized pricing depending on the member type/flow that the user selects. The same product family type will have different prices and may have other product availability based on country.
- Faceted search on Product Listing Pages. These super facets reduce decision paralysis and product confusion by limiting facet filters without altering the product catalog.
- Advanced bundling product page - "Build My Pack" & "Build for Me."
- Shipping surcharges added to custom shipping calculation in scenarios where a cooler is needed to ship perishable products between high temperature regions during the summer months.

The Next Phase

While this launch provides an essential foundation from which Isagenix can build future capabilities and expand into new markets, we anticipate that the second major release will be equally significant.

Features of version 2.0 will focus on the "Associate" members. Market rollouts for Australia, New Zealand, and Europe are soon to follow after that.