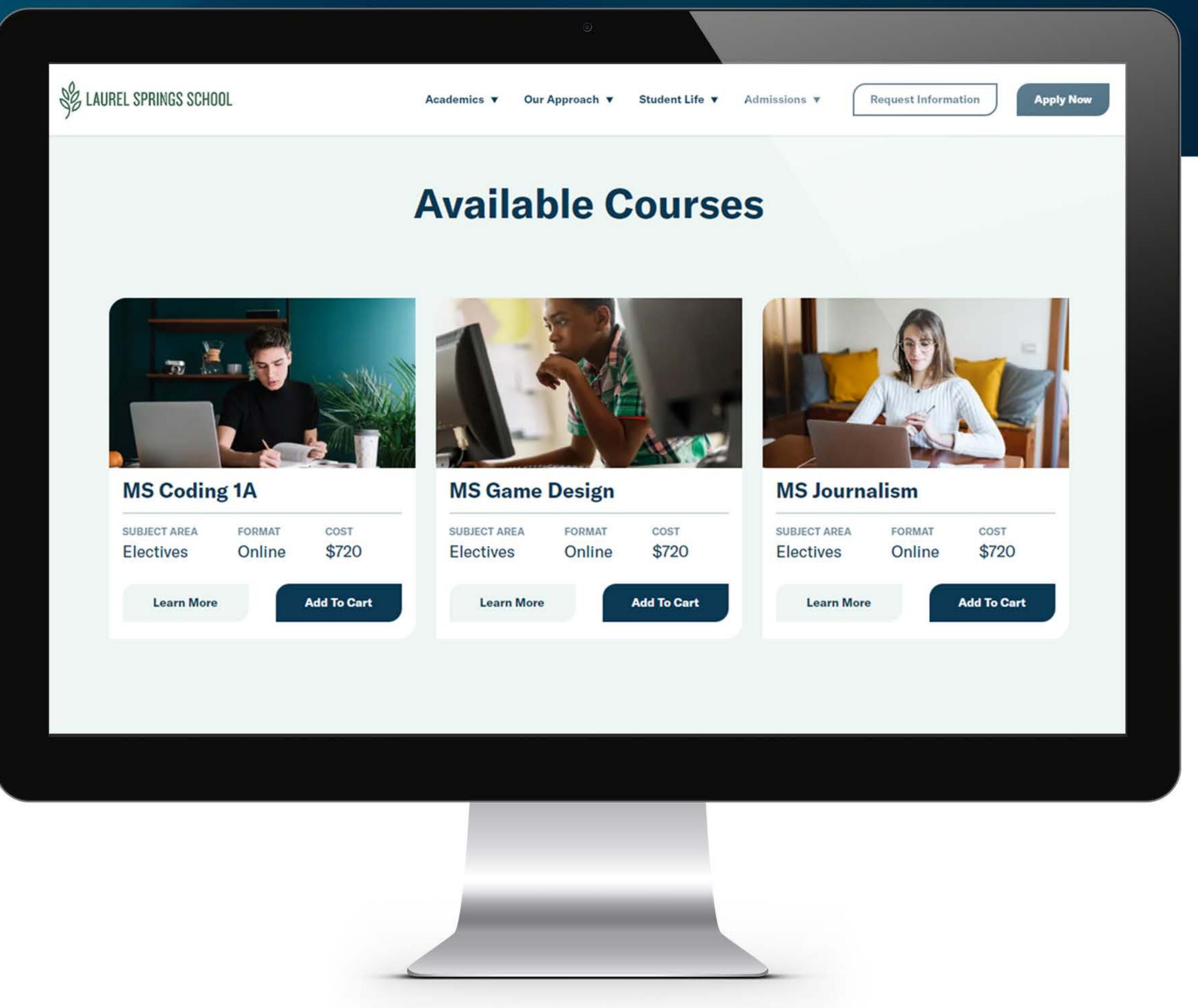
XCENTIUM



Laurel Springs School is an accredited K-12 online education institution. Their program has served more than 4,500 graduated students and continues to expand its global reach, working with families in all 50 states and more than 100 countries.

Fastest Commerce Implementation

XCentium delivered Sitecore's first OrderCloud implementation and the fastest commerce implementation delivered on Sitecore.

The promise of a live commerce system in 4-6 weeks was fulfilled, and Laurel Springs continues to trailblaze their leading-edge digital experience journey by implementing and enhancing one of the first Composable DXP solutions comprised of OrderCloud and Sitecore XP, leveraging Next.js/JSS.

Laurel Springs' digital commerce goals and marketing capabilities had fallen behind. In response, they identified two trends with the potential for explosive growth in demand for their products and services. The first opportunity was the global pandemic and the second was the overall growth and acceptance of K-12 online learning. To maintain their reputation of excellence, they took advantage of these opportunities by partnering with XCentium and Sitecore to deliver a fast-to-market commerce implementation.

XCentium designed, implemented and deployed Sitecore's first OrderCloud implementation in just under six weeks. This included the integration of a new OrderCloud storefront and solution with Laurel Springs' legacy ERP (NetSuite), Learning Management System (Genius) and payment processing gateway (CyberSource).

Following the success of the initial implementation, the team applied composable DXP architecture. The rollout of a full Experience Platform solution on headless JSS and Next.js for over 25 countries was achieved in just eight weeks.

Project Scope

Laurel Springs' digital transformation journey continues through multiple phases. A key part of their roadmap was the planned deprecation of their legacy WordPress website and migrating over to Sitecore to support a more robust and rich digital experience with industry-standard content management capabilities.

CLIENT

Laurel Springs School

WEBSITE

shop.laurelsprings.com

INDUSTRY

Education

KEY PLATFORMS

Sitecore XP
OrderCloud
Sitecore MCS
Composable DXP
Mulesoft
NetSuite ERP
Genius LMS

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Phase 1 of the project consisted of a six-week OrderCloud implementation with a mid-December 2021 project start and launch of shop.laurelsprings.com on February 1st, 2022. The commerce storefront initially offered a restricted number of course offerings for purchase and is powered by a React front end utilizing OrderCloud as a headless commerce system. Integrations and features included:

- Mulesoft
- NetSuite ERP
- Genius Learning Management System
- Next.js
- Sitecore Managed Cloud (Azure, SaaS)

Phase 2 consisted of enhancing the OrderCloud implementation to support full course offerings in over 25 countries and fully implementing and enhancing one of the first Composable DXP solutions comprising of OrderCloud, Sitecore XP and Next.JS/JSS. This phase of the project quickly progressed during hyper care of the Phase 1 implementation with a successful April 11th, 2022 delivery.

Phase 3 of the project will deliver all required functionality to fully replace their legacy WordPress website with a fully composable DXP solution with a targeted release in Summer 2022.

Leading Through Digital Disruption

XCentium transformed Laurel Springs School's digital experience by providing the necessary tools and architecture to achieve their business goals. Implementing a composable architecture enabled Laurel Springs to rapidly deliver new content and course offerings to their customers, with the ability to purchase courses directly online. The flexibility of the underlying technology architecture and tools has also strategically positioned Laurel Springs to deliver personalized content and targeted course offerings.

The Composable DXP allowed Laurel Springs to choose the product roadmap based on their needs rather than technological dependency. This implementation marks a monumental milestone that eliminates the need for technical resources to manage Laurel Springs' content, course lifecycle and country-specific processing. It also drastically improved the speed of new feature delivery.

Key Wins

Laurel Springs' leadership is thrilled with the results to date and is highly motivated to continue our partnership focused on their digital experience transformation journey.

- Increasing digital presence reach
- Delivering a full-scale and flexible commerce solution
- Supporting personalized content and course information
- Improving lead and marketing automation
- Reducing operation costs
- Enabling direct online course purchasing
- Empowering marketing teams to manage course content and delivery

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