Loreal Case Study

L'ORÉAL

L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine with a registered office in Paris. It is the world's largest cosmetics company and has developed activities in the field concentrating on hair colour, skin care, sun protection, make-up, perfume, hair care and men's skincare. Its brands are found in over 150 countries and include such well-known names as Lancôme, Maybelline, Garnier, Redken, and Matrix. As of 2017, L'Oreal has over $25 Billion in revenue and almost 90,000 employees.

PROJECT GOALS

L'Oreal came to BlueBolt with plans for multiple branded websites that needed to be migrated to the DNN Content Management System. Project goals for L'Oreal included the following:

- ✔ Set up development and production environments on DNN Content Management System for CeraVe and AcneFree brands

- ✔ Migrate site designs for CeraVe and AcneFree to DNN Content Management System

- ✔ Troubleshoot and Test websites

SERVICES PROVIDED

- ✔ **Technology (CMS Implementation - DNN)**

- ✔ **Quality Assurance**

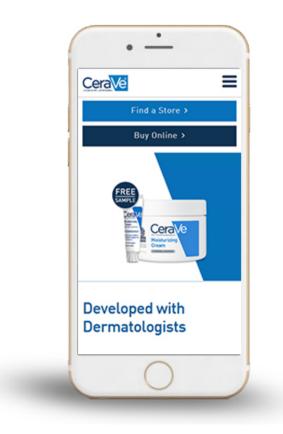- ✔ **Support (Maintenance, Training)**

DISCOVERY

The discovery for this project included understanding the customer needs for the user interface and the design decisions made by another firm for 2 websites - CeraVe and AcneFree. L'Oreal came to BlueBolt with user experience and design complete, so our team was just trying to understand this work that was already completed. The result of this discovery was a technical specification and understanding of how that would affect DNN CMS template development.

MIGRATE WEBSITES TO DNN

BlueBolt migrated the code and assets into the development environments first, then later into production (after testing was complete). This was done for each of the brands - CeraVe and AcneFree.

QUALITY ASSURANCE AND DEPLOY

Each website went through a process of troubleshooting and quality assurance within the DNN Content Management System environment to make sure that it was performing properly. Then the sites were deployed to the production environment and launched after the proper approvals.