



Salesforce  
Commerce Cloud  
Implementation



## Salesforce Commerce Cloud Implementation

Based in the UK, Vision Direct is Europe's largest online optical retailer of contact lenses and eye care products, designing, manufacturing and distributing ophthalmic lenses and equipment for eye care professionals all over the world. Vision Direct has recently been acquired by the Essilor Group, a French-based international ophthalmic optics company looking to further strengthen their online optical products retailing business in Europe.

Vision Direct is one of more than 100 companies acquired by the Essilor Group and, as such, there is a need to create uniformity within and between their companies and to provide IT systems on a single platform for streamlined operations management. The Essilor Group have chosen Vision Direct as their first UK based company to migrate across to the new platform.

Methods' partnership with Vision Direct began in 2018 when they had a requirement for two Backend Magento Developers. This was an area of expertise for Methods, and we successfully resourced these roles within a week of receiving the requirement. Impressed with our delivery, Vision Direct asked for help with multiple other roles over the last two years. In all, we have placed over 22 technical candidates in various roles, including Architects, Front and Backend Developers, API Specialists, Product Managers, Automation Test Engineers and a Business Analyst.

## CHALLENGE

Because SFCC is a scalable, cloud-based software-as-a-service (SaaS) eCommerce platform, it offered Vision Direct a highly functional and optimised eCommerce solution. As it's a constantly evolving platform, it would give them the ability to stay up to date with ever changing technologies within the eCommerce sector.

There would be a full systems integration, solution design, build and implementation, leading to performance optimisation, enhancement, and support.

Methods' task was to understand the client's requirements and, provide additional staff to execute a successful migration from Magento to SFCC - this would form Vision Direct's new centralised platform. Crucial to the success of this process was to mitigate any risk of interruption to online services.



It was clear that the project would be extensive (estimated to last one year) to ensure that all new systems met the client's needs. Phase One migration requirements included sourcing:



### **Salesforce Commerce Cloud Architect (Contractors) x 6:**

- Support and enhance Vision Direct's current team (Scrum)
- Develop and support the new Salesforce Commerce Cloud websites with the ability to adapt to their development workflow
- Assist in the development of the junior developers



### **MuleSoft Developer (Contractor) x 1**

- Support the data migration team in building and deploying MuleSoft flows
- Ensure a robust and secure feed between Vision Direct's existing systems and their new Salesforce Cloud offerings (Commerce Cloud, Service Cloud, Marketing Cloud)



### **Salesforce Lead Developer (Perm) x 1:**

- Understand business requirements and user stories, and translate these into technical and actionable software within the new Salesforce environment (long term requirement)
- Participate in daily scrums, working with Project Managers, Business Analysts, QA and the Infrastructure team on all related issues - timelines & priorities.



### **Technical Delivery Manager (Perm) x1:**

- Leverage technical expertise to drive project delivery and lead the project team
- Harness vast experience to assume ultimate responsibility for the leadership of this large, strategic, and complex migration

## SEARCH CAMPAIGN

Our advertising campaign was directed at companies and candidates using Demandware and SFCC technology - headhunting via LinkedIn was the predominate focus as well as targeting specific technical forums. It was highly unlikely we were going to create a surge of applicants purely through advertising via job boards, but they were used as an additional method, in order to keep all channels and options open.

The shortage of good SFCC Developers in the UK meant that Methods had to undertake a rapid but broad search. Our aim was to venture further afield to source candidates - this included qualifying candidates across the UK and mainland Europe, and to assist with any relocation requirements.

In order to select the best quality candidates to put forward for the interview stage, it was essential to maintain a consistent and rigorous hiring process, focussing on candidate suitability in key technical areas to increase the likelihood of a successful and fast single-stage interview.



Of the 10 CV's sent for the Contract Architect roles, all 10 were interviewed with 6 successful hires.

The Perm candidates were all headhunted with 2-3 CV's submitted for each role; 100% of candidate's submitted were interviewed, with both of the required hires coming from this.

We sourced three MuleSoft Developers, who were submitted to interview - Vision Direct were able to offer the successful candidate the role after a one-stage interview.

## TIMEFRAME

Methods was given two weeks to complete the resourcing requirements set by Vision Direct. However, given the length of the contracts and the fact that these fell outside of IR35, we had far more flexibility within the time period to attract a strong pool of candidates. Owing to our long-term relationship with Vision Direct, and having a history of delivering exceptional results, they always felt confident that we would deliver on time.

## RESULT

Working in Partnership with Vision Direct, Methods was able to complete this initial tranche of the hiring campaign within 10 working days, including:

- ▶ Candidate sourcing interviews
- ▶ Contract agreement
- ▶ Setup

Resourcing for additional new roles is ongoing.

Based on our ability to foresee and mitigate challenges such as IR35 legislation, and our capacity to deliver and place strong candidates to our client's specifications, we were able to ensure that the project started on time; delivery is still ongoing and on schedule.

Given the complexity of the project, we have taken steps to ensure open lines of communication with both the client and the candidates, meeting regularly to reflect on progress and adapt and evolve in-line with any changing requirements.

In turn this regular contact has helped to build a strong, open and constructive relationship.



*Vision Direct and Methods have developed a great working partnership since 2018. Repeatedly, Methods has been able to rapidly source and deliver hard to find talented Technical Resources for both Permanent and Interim roles*

*I wholly recommend the services that Methods provide and look forward to us continually working together in the future.*

*Adrien Sala  
Head of Engineering at Vision Direct*

# methods III



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