

CASE STUDY

# Playboy Group's **Honey Birdette** Accelerates Time to Market with **Kibo and Perfaware**

Kibo Order Management accelerates time to value and reduces costs while still retaining important omnichannel functionality for a luxury Retail brand.

## COMPANY OVERVIEW

Honey Birdette is an intimate apparel company founded in 2006 in Australia with 60+ store locations there, and another dozen or so locations in the United States. It's owned by the Playboy Group headquartered in Los Angeles. The luxury retail brand owes its success to empowering women through transformational, mesmerizing customer experiences. Its eCommerce sites in Australia and the United States support New Zealand and Canada based transactions respectively. In addition to its store network, Honey Birdette has one DC location in Australia and one in the United States that are used to service the stores and fulfill direct-to-consumer orders in its respective markets and to neighboring countries.



**We're getting more value from Kibo's platform than our previous provider, allowing us to invest more in customer-first innovation.**

**Mike Starkey**

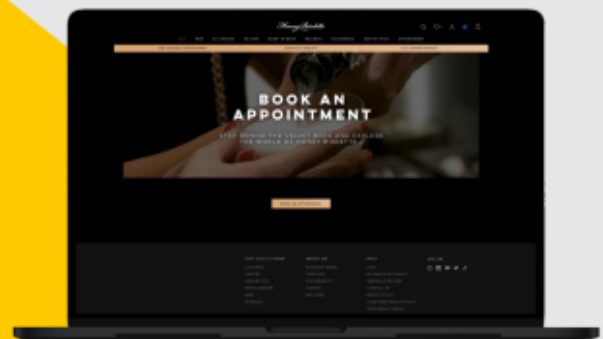
*Chief Information Officer at Playboy Entertainment Group*

## THE CHALLENGE & OPPORTUNITIES

Honey Birdette was leveraging the Salesforce® OMS platform for OMS-related capabilities, including DC and store fulfillment. In addition, Honey Birdette was using the Mulesoft® platform to support all the integrations in and out of SF OMS to its Shopify® eCommerce platform, which it used for customer-facing commerce sites.

While the team was pleased with the costs and performance of the Shopify sites, they believed there was an opportunity to reduce costs and licensing fees by replacing the Salesforce-Mulesoft combination with Kibo-Boomi. Their brief analysis showed that this choice could result in improved margins without compromising any functional capabilities used by the business. Additionally, Honey Birdette was looking to improve the overall customer and associate experiences across all the channels.

To achieve these goals, Honey Birdette selected Kibo for its cloud-native, microservices-based architecture that provides unparalleled agility and flexibility as business requirements evolve. Kibo Order Management offers real-time inventory visibility across all locations, with intelligent order routing and omnichannel fulfillment to help elevate the customer purchase experience while reducing costs.



## PERFAWARE STRATEGY & EXECUTION

Perfaware partnered with Kibo to undertake a detailed analysis to validate the client's hypothesis about the benefits of switching to Kibo. We worked together with the client team at Honey Birdette to understand the business operations for both geographies and all the order-to-cash processes that were being executed in the Salesforce OMS. The team was particularly excited because Kibo had just launched a Shopify adapter on the Alloy Automation platform which was a great fit for Honey Birdette's use cases.

Perfaware and Kibo Professional Services teams scoped out a detailed roadmap to get the customer on the new platform in a tight 12-week timeframe imposed by contractual deadlines. The time frame had to factor in the migration of their integration platform from Mulesoft to Boomi as well. The new solution was initially scoped as a "lift and shift" of current capabilities onto the new platforms, but eventually was expanded to include the use of new capabilities from the Kibo OMS solution. Perfaware's partnership and prior expertise with Boomi gave Honey Birdette the confidence to sign up with Kibo and Perfaware to kick off this transformation journey.

In 11 weeks, Perfaware and Kibo implemented Ship to Home from DC, Ship to Home from Stores, and Buy Online Pickup in Store (BOPIS) for North American customers. This was followed by Ship to Store (STS) in North America and omnichannel commerce capabilities for Australia in the next 2 weeks. They configured routing logic and email notification services in Kibo, and replaced Mulesoft services with Boomi Integration Services, ensuring seamless inventory sync and shipment management.

## THE RESULTS

The Perfaware and Kibo teams worked closely with the Honey Birdette project team to scope and deliver all the omnichannel commerce capabilities they had prior on the SF OMS platform. Additionally, the following new capabilities were delivered:

- ▶ Store picking with Images shown on the Pick Sheets
- ▶ BOPIS Transfer to Store in the case of stock-outs
- ▶ New Order Ready for Pickup and Pickup Reminder Emails

**Less than 12 weeks to launch Kibo OMS and implement 6 fulfillment options.**



**By leveraging the digital commerce expertise and partnership that Kibo and Perfaware brought to the table, we were able to fast track our order management implementation and get to market faster, accelerating our overall time to value while reducing costs.**

**Mike Starkey**

Chief Information Officer at Playboy Entertainment Group

