

E-Commerce Platform Unification



The Challenge

A leading biotech organization faced a significant hurdle following a series of acquisitions. With more than 10 distinct brands operating on separate legacy systems, the customer experience was fragmented, data governance was inconsistent, and operational complexity was escalating. Each brand had its own e-commerce platform, creating inefficiencies and limiting scalability. The client needed a unified solution that could deliver a seamless experience, reduce complexity, and support future growth – all while maintaining compliance and data integrity.

The Solution

Clientek partnered with the organization to design and implement a comprehensive modernization strategy. The approach began with a full assessment of existing systems and processes across all brands. From there, a multi-year roadmap was developed, prioritizing high-impact brands to minimize revenue risk and accelerate time-to-market.

The solution included:

- **Platform Consolidation:** Migrating all legacy systems into a single, scalable architecture capable of supporting future acquisitions.
- **Data Governance Modernization:** Establishing centralized governance and creating modern data structures to ensure accuracy and compliance.
- **E-Commerce Upgrade:** Implementing a robust platform using Drupal CMS, Elastic Path Composable Commerce, and Bloomreach for enhanced search capabilities.
- **Performance Optimization:** Leveraging Akamai for content delivery and modernizing synchronization processes through API-driven endpoints.

This phased approach allowed for incremental brand migrations, ensuring rigorous testing and maintaining a positive customer experience throughout the transition.

The Results

The unified e-commerce platform launched successfully, delivering measurable improvements across the organization:

- **Enhanced Customer Experience:** Consistent branding, improved navigation, and faster site performance drove higher satisfaction and engagement.
- **Operational Efficiency:** Consolidating multiple monolithic platforms reduced complexity and streamlined processes.
- **Data Integrity:** Centralized governance resolved long-standing synchronization issues, improving reporting and decision-making.
- **Future-Ready Architecture:** A modular, scalable foundation positioned the client for sustained growth and seamless integration of future acquisitions.

By aligning technology, governance, and user experience, the organization transformed a fragmented ecosystem into a cohesive, modern platform—setting the stage for long-term success.