

Seamless Migration Success: E.Leclerc's Journey to improved media performance



Industry:

Retail

Size:

> 23,000 employees

Headquarters:

Ivry-sur-Seine
734 stores and 731
drive-thrus throughout
France



Olivier Naro

Chief Technology Officer

Case Study Highlights



12.5 million
assets successfully
migrated



5x reduction
in TCO expenses



3x faster
implementation

E.Leclerc, founded in 1949, aims to democratize consumption by offering necessities at the lowest prices. Today, the E.Leclerc Movement is a cooperative brand with 598 members in 734 stores and 731 drive-thrus, serving millions of customers in France.

E.Leclerc faced several challenges with their existing media management solution as it **struggled to handle massive media ingestion efficiently**.

The strategic decision to migrate to **Scaleflex DAM and Media Acceleration solutions** offered numerous benefits:

- Greater flexibility and scalability with **MACH capabilities**
- **Quicker media ingestion** process
- **Enhanced content operations** via the CLI
- Attained a **5-fold decrease** in costs
- Seamless migration, with **no business interruptions**

“ *We're impressed with how seamless the migration of the massive number of assets and metadata took place without any business interruption!* ”

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The Challenge

E.Leclerc faced several challenges with their existing media management solution, Adobe Experience Manager (AEM) and Adobe Dynamic Media Classic. Their existing platform **struggled to handle massive media ingestion efficiently**, resulting in **slow performance** and **limitations** in meeting their needs and expectations for their growing e-commerce presence.

Additionally, the **high maintenance, development, and licensing costs** of the Adobe solution posed financial constraints. E.Leclerc then sought a more flexible, cost-effective, and powerful alternative to enhance their media management capabilities.

The Solution

To address these challenges and with the goal to increase team productivity, E.Leclerc made a strategic decision to migrate to **Scaleflex's Filerobot Digital Asset Management** and **Cloudimage Media Acceleration solutions**. The migration offered numerous benefits:

1. **Greater flexibility and scalability:** Filerobot's MACH-certified Headless capabilities and APIs empowered E.Leclerc to make agile enhancements and create tailored solutions to align their roadmap with their customer needs and expectations.
2. **Quicker media ingestion process:** Filerobot provided a robust media management platform, seamlessly connected to other company tools with fast synchronization and quick response time, improving E.Leclerc's performance and handling of massive media assets.
3. **Enhanced content operations via the CLI:** Powerful features like auto-resizing upon upload, smart-tagging to efficiently organize digital assets, version control to keep track of revisions and maintain asset history, and intuitive search functionalities for quick asset retrieval empowers teams at E.Leclerc to speed up time-to-market.
4. **Attained a 5-fold reduction in costs:** The migration to Filerobot significantly reduced maintenance, development and licensing costs, providing E.Leclerc with a cost-effective solution.
5. **Timely and Responsive support:** Scaleflex's support team offered round-the-clock assistance, and in multiple languages, ensuring timely and efficient resolutions to any issues or inquiries.
6. **Robust Data Privacy and Compliance:** E.Leclerc found reassurance in Scaleflex as it was a French company, aligned with French Tech, and strictly compliant with GDPR, enhancing data security and privacy.

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- 7. **Seamless migration, with no business interruptions:** The switch of providers took place in 3 stages and implementation was 3 times faster than their previous providers.

Phase 1
(2 weeks)

Phase 2
(1 month)

Phase 3
(2 weeks)

DAM Configuration

E.Leclerc stakeholders engaged in 8-hour workshops to customize Filerobot's DAM platform to their specific needs

Data Migration

E.Leclerc developers efficiently migrated 12.5 million master assets from Mirakl to Filerobot

URL Mapping

Scaleflex's R&D team facilitated the mapping of their existing Scene7 URLs to Filerobot URLs, enabling E.Leclerc to migrate without any front-end modifications

The Company

Founded in 1949, E.Leclerc's core objective is to democratize consumption, providing access to necessities at the lowest possible prices. For over 70 years, E.Leclerc has been devoted to providing a positive, sustainable, and engaged consumer experience, exemplified by their dedication to develop expertise in various fields such as health and mobility.

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