



L'Oreal Redken®

Case Study

CLIENT CHALLENGE

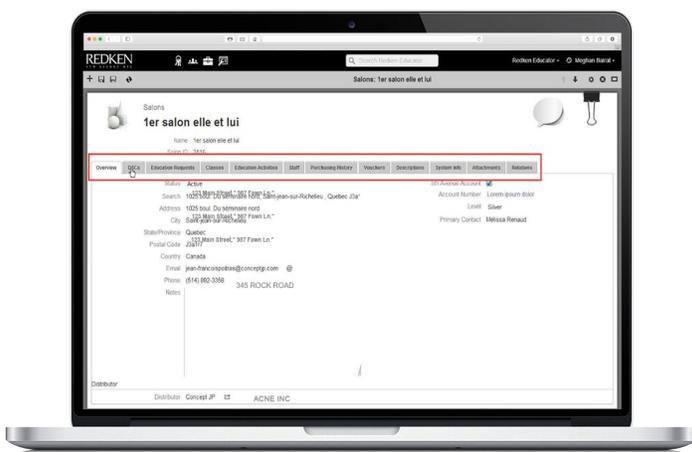
L'Oreal Redken was using a cloud-based application to manage critical information about their salons, the scheduling of classes and seminars held at these salons, and the reporting of expense information related to the courses. The end-users of this application, from salon employees requesting classes, to scheduling resources reviewing requests and analyzing the expense data, felt the current solution was very cumbersome and time-consuming. Due to the restrictions of the old solution, end-users would have to perform lots of scrolling and clicks to either identify or find information they were seeking, or to perform actions critical to the class and seminar process.

MCFTECH SOLUTION

Redken was seeking a way to make their process more efficient and reduce the time wasted by their end-users. The old solution managed a process in which salon employees would log-in and request a class or seminar be held in their salon. These classes and seminars are key to Redken's continued growth and had to be planned and staffed properly to keep expenses low and generate great value. MCFTech worked collaboratively with Redken to understand the ideal business process, and how the proper technology would fit to make the process as efficient as possible. After identifying the ideal process and work flow, MCFTech, leveraging the Intalio | Create platform, designed and developed a Business Process Application to serve the business need.

The issue of too much scrolling and too many clicks to perform certain actions was addressed by creating forms with a tabbed layout (seen at left). This allowed the end-user to quickly find, view, and edit important information without scrolling vertically on a long form. As Redken continues to grow, the amount of information needing to be stored in the old application would likely expand as well. With the new and

improved tabbed layout, as data needs expand, the end-user experience will remain virtually the same with no additional wasted time.



ABOUT REDKEN

REDKEN
5TH AVENUE NYC

Founded in 1960 by entrepreneurial actress, Paula Kent, and her hairdresser, Jheri Redding (combining last names to derive REDKEN), REDKEN brings New York City style and creativity to the salon community through a unique mix of fashion, science, and inspiration. As the leading brand in the U.S., Redken is committed to supporting hairstylists and empowering them to "learn better, earn better, and live better" through innovative products and an industry-leading education platform.

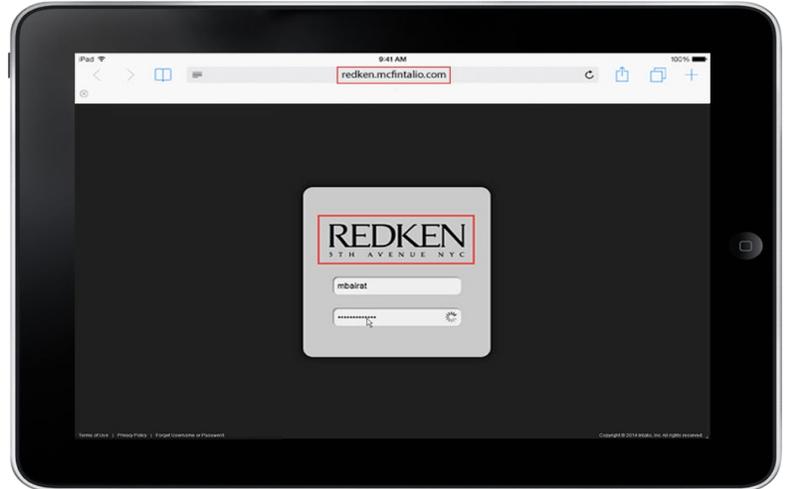
In 1993, L'Oreal purchased Redken and moved the company to 5th Avenue NYC, where the brand developed a strong presence backstage with top designers at Fashion Week.

For more information visit their website at <http://www.loreal.com/brand/professional-products-division/redken>



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Once the end-user experience of tracking salon data had been addressed and improved, the process through which salon employees requested certain courses and seminars needed to be improved as well. Drawing on the salon, hair care, and beauty industry's desire for aesthetic appeal, MCFTech designed a log-in screen (seen at right) for salon employees to access the application. The log-in screen utilized modern design elements, keeping it flat, simple, and leveraging the existing Redken color scheme.



Once the end-user from one of Redken's salons logs in, they are able to execute a process which opens a request for a class or seminar to be held in their salon. A user opens a new request and fills out pertinent information such as the salon name and location, desired class type, date, and time. Once the request is submitted, the Regional Education Manager (REM) and desired course facilitator receive automatic email notifications alerting them a new request has been submitted and needs to be approved or denied. This process, along with the notifications, help reduce the possibility that class requests are missed or overlooked. Intalio, already leaders in Business Process Management Systems (BPMS), include advanced business process functionality in their Intalio | Create platform. Leveraging this functionality, MCFTech implemented an approval or denial workflow for REM's and Facilitators to execute once the class request was opened. If the class is approved, the application automatically creates a new class record and includes the information submitted by the salon employee. If the request is denied, the status automatically changes to closed and the requester receives an email alerting them to this.

The continuing education courses and seminars are a key component to the continued growth of Redken. To that end, identifying and tracking the expenses related to holding these courses is crucial to help measure the impact they're having. While the old solution provided adequate reporting, the process of actually importing the data became very time-consuming. Every quarter, multiple salons sent Excel Spreadsheets in listing the various expenses related to their classes, and this data was manually imported. Leveraging Intalio|Create's ability to create import templates, MCFTech helped develop a template which eliminated the need to map data each and every time an import was run. Now, with a quick and easy import of data, employees are able to access more current, relevant data utilizing the robust reporting capabilities of Intalio|Create.

ABOUT MCFTECH

MCF Technology Solutions delivers Services, Strategy, and Products to business customers worldwide. We focus on the successful development, deployment, and support of Business Applications for diverse teams. We believe the best solutions come from a sound business understanding and the thoughtful application of technology. Our Business-First approach ensures a high-level of collaboration with our clients and results that satisfy the organizational needs. As a modern, virtual company, MCFTech provides resources and services in the Americas, Europe, Africa, Asia, Australia, and the Middle East. Our global footprint includes deployments in more than twenty countries as well as systems that touch nearly every corner of the business world.

We utilize a proven methodology, dubbed the "The MCF Way," which has led to hundreds of successful engagements. It is an iterative, customer-centered methodology based in extensive experience with leading software development, business process, and project management practices such as Lean, Six-Sigma, Agile, and PRINCE2®. This methodology allows our expert teams to deliver technical solutions to the world's top companies. We bring the best value to help our clients achieve flexibility, collaboration, and intelligence in adapting to a changing global marketplace.

We believe that the best solutions are born out of sound business understanding combined with the skilled application of technology. Why accept anything but exactly what you need from a software application? You shouldn't! Contact MCFTech today to find out more.

