Objective
Increase sales and improve efficiency by creating a mobile platform to give beauty consultants access to vital business applications wherever they are.

Approach
Sought an IT partner that could deliver outstanding technical support, strong and stable product technology and expert team service.

IT Matters
• Provide access to vital e-commerce system to increase productivity of salesforce
• Deliver an easy-to-use interface to assist beauty consultants
• Speed up sales process by replacing a manual desktop and fax system with a streamlined mobile platform
• Develop an application that works on thousands of different devices

Business Matters
• Puts mobile beauty consultants in touch with the latest product and sales information and trends to streamline operations
• Support’s Mary Kay’s operation in China, which is seen as a key territory

The Chinese branch of world-leading cosmetics company Mary Kay wanted to support its beauty consultants by providing anytime, anywhere mobile phone access to its enterprise business systems. The solution was a Mary Kay Mobile Platform proposed by HPE Technology Services.

Challenge
Widespread sales force
In 1963, Mary Kay Ash founded Mary Kay Inc. in Dallas, Texas, USA, with the aim of helping women gain personal and economic success. Today, Mary Kay has become the world’s leading direct sales cosmetics brands, with annual sales exceeding US $3 billion. Mary Kay can be found in more than 35 countries and territories worldwide and it employs a sales force of more than 2.5 million.

Mary Kay was launched in China in 1995, and established its Asia-Pacific Production Center in Hangzhou, Zhejiang in 2006. This was Mary Kay’s only production center outside the US and following more than a decade of development, China has become Mary Kay’s largest foreign market.
“In this project Hewlett Packard Enterprise demonstrated the strength and vision of its Technology Services team, who not only accomplished the objective of developing a full-featured easy to operate mobile application system for Mary Kay China’s beauty consultants, but also implemented a big data plan with the future in mind, carrying out detailed research and development as well as deployment.”

— Du Siyuan, vice president of Information Technology, Mary Kay China
Solution

Mobility platform
A leading global IT company, HPE has a long standing reputation within the technology services field. It has an experienced team of consultants, well tested methodology, and a wealth of practical experience, as well as successful know how in providing services to customers in different industries. Specific to this project, the team of technical experts developed multiple codes based on HPE EOS (Electronic Ordering System) enterprise mobile application platform. This provided applications for hundreds of smart phones with different systems and configurations. This not only resulted in reduced costs and risks for the project, but also provided a powerful solution to address the group’s fragmentation problem.

For research and development of the Mary Kay Mobile Platform, HPE Technology Services consultants factored in the future of mobility and internet trends, including inputs on how Mary Kay China drive their business, including feedback from the beauty consultants.

To ensure congenial user experience, quick and simple, yet comprehensive app functions were built into the front-end interface. This allowed beauty consultants who were not technologically savvy to use the application straight away and with minimal training. It is modeled after a social networking application over a web browser. Consultants can access the latest information through their cell phone and complete orders immediately after the customer confirms their purchase, streamlining the whole business process.

In addition, to cater to remote areas or third-tier cities where the 3G or even 2G networks are underdeveloped, HPE has specially implemented offline features to ensure that the application can provide sales support in any part of China.

Benefit

Keeping in touch
The new mobility platform has enabled orders to take place quickly without the situation where beauty consultants needed to return to their computers to carry out their transactions. This has led to generate productivity and efficiency as the transaction can now be completed when the user confirms purchases quickly, leading to increase in business volume, sales success, and conversion rates.
“The long term objective of Mary Kay’s mobile platform is to enhance the productivity of mobile users, and to build an enterprise application platform to support the company’s long term business development strategy, improving the enterprise information utilization rate and the quality of service for the mid-range user.”

— Ling Bing, general manager, IT Infrastructure Consulting Services, Technology Services Division, HPE China

It also enables consultants to access sales metrics, immediately accessing and sharing the latest sales and market information with beauty consultants as part of daily operations.

The successful implementation of the project has addressed challenges faced by Mary Kay’s beauty consultants across the country, while enabling the company to meet the needs of a new era.

Commenting on the partnership with HPE, Mary Kay China’s vice president of Information Technology, Du Siyuan, expressed his satisfaction with the overall quality of service provided by HPE Technology Services team: “In this project HPE demonstrated the great strength and vision of its Technology Services expert team, who not only completed the objective of developing a full-featured and easy to operate mobile application system for Mary Kay China’s beauty consultants, but also implemented a big data plan with the future in mind, carrying out detailed research and development as well as deployment.”

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