Kinerase.com Gets a Makeover with New Ecommerce Platform

Top skin-care provider improves website design, user experience and administration with Volusion

Goals:
- Build a more sophisticated website and launch within 30 days
- Improve back-end administration and inventory management to speed up internal processes
- Create a better user experience

Results:
- Eliminated time spent importing and exporting batch files
- Streamlined inventory management with one-button integration
- Achieved high-end design and more intuitive navigation
- Improved shopping experience with refined product search and enhanced zoom features
- Expedited buying process with one-page checkout

Kinerase

Kinerase, a registered trademark of Valeant Pharmaceuticals International, provides powerful anti-aging efficacy, delivering clinically-proven visible results in gentle skin-caring formulations.

The Challenge

Kinerase's website had become outdated. The company wanted a new site that reflected the brand's innovative products, offered customers an intuitive ecommerce interface and had an easier-to-use back-end system to streamline internal processes. Kinerase entrusted the decision to Lori Homsher, VP of Information Technology at Sheeran Direct Marketing, the company that provides fulfillment services for Kinerase.

KINERASE

Fast Facts

- The power behind Kinerase is Kinetin (N6-furfuryladenine), a plant-based antioxidant whose anti-aging properties were discovered when scientists found that it prevented plant leaves from drying out and withering.

- Working with Volusion, Sheeran was able to launch a customized site for Kinerase within 30-days.

- Kinerase is available on Kinerase.com, through dermatologists and plastic surgeons, Sephora, Ulta, Nordstrom, Skinstore.com, Skinwest.com, Skincarerx.com, Drugstore.com, Lovelyskin.com, www.Skinthology.com, Dermadoctor.com, Dermstore.com, Beauty.com, Skin-etc.com, Faceetc.com, www.Likeaprincess.net, www.Astonishingskincare.com, www.Spalook.com and www.Totalskincare.com.

Faced with a pending vendor agreement expiration, Kinerase challenged Lori to get a new-and-improved site running within 30 days.

Kinerase's existing website had been custom-built by a third party using outdated templates and site navigation was not intuitive for customers searching for products. Also, fulfillment was outsourced to another vendor so inventory data integration posed a challenge for the site's back-end system. Inventory management was complicated by the fact that Kinerase's products must be organized by lot number and expiration date. Sheeran's unique fulfillment and inventory control system was able to handle the lot and expiration issue, but keeping inventory updated daily was arduous. For most clients, Sheeran must pick up batch order files from an FTP server and run an import process to receive the orders into the fulfillment system. Subsequently, it is necessary to run an export process after the orders have shipped and then finally post the shipping confirmation file on the FTP server.
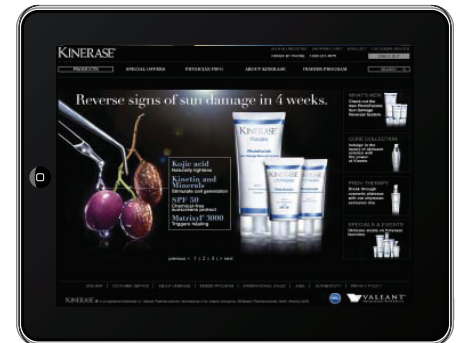
Given the tight timeframe, Lori did not have time to execute a custom development project. She needed a solution that offered a quick turn-around with customizable design and an open API that could integrate with the Sheeran fulfillment system to automate inventory control.

The Solution

Lori studied the marketplace and determined that Volusion's Enterprise Ecommerce Platform was the only "one stop shop" that had everything she was looking for. Volusion worked closely with both Kinerase and Sheeran to meet the company's needs and offered the following features and benefits that were critical to the success of the project:

- Full Customization: Volusion worked with the Kinerase creative team to implement an upscale look, simplify navigation and incorporate refined search to make it easier for customers to find products.
- Open Integration: Volusion's open API allows applications such as the Sheeran fulfillment system to easily integrate with the site's data.
- Complete Data Access & Reporting: From precreated reports to custom developed SQL queries, Kinerase can quickly generate reports to highlight every aspect of site performance.
- Sophisticated Order Fulfillment & Inventory Management: Complete integration increases efficiencies in the ordering process, leading to higher levels of customer satisfaction and an increase in repeat business.
- Intergrated CRM: With an advanced ticketing system and all-in-one admin area, Kinerase can manage the entire order process and customer experience from a single area of the store.

Our Site

A registered trademark of Valeant Pharmaceuticals, a company with 20 plus years of experience in dermatology, Kinerase is the first product line to harness the anti-aging benefits of Kinetin and Zeatin.

Founded in 1999, Kinerase has grown from a doctor's-office-only brand into a widely-available and popular skincare powerhouse.

In 2009, Kinerase launched an online store with Volusion. The new and improved site was implemented, from concept to final design, within 30 days.

Kinerase's secret to success is Kinetin, a growth hormone found in the Blue Anemone flower. Kinetin helps the flower retain moisture, keeping it from withering. Kinerase's Kinetin formula resulted in products that keep skin healthy and vibrant. Another key ingredient specific to Kinerase's Pro+Therapy line is Zeatin. This substance is derived from plant RAN and helps reduce wrinkles and prevent skin darkening.

- **Centralized Order Tracking:** Allows Kinerase to track the results of its search marketing campaigns and order types with built-in ROI tracking tools.
- **Product Zoom:** Enhanced merchandizing feature allows Kinerase customers to instantly magnify product details.
- **Stringent Security:** Data is secured against theft or manipulation with integrated IP blocking, 24x7 surveillance and advanced encryption. PCI/CISP certification also ensures maximum protection of card-holder data. Volusion provides Kinerase with a guarantee that their customers' credit card information is securely collected, protected and stored.
- **Unlimited Scalability:** The easily scalable architecture with advanced load balancing and dynamic resourcing helps Kinerase meet its demanding traffic challenges.
- **Mission Critical Hosting:** With 100% redundancy, virtualized hardware-independent systems, and continuous data backups with data clustering, Volusion offers Kinerase the same technology infrastructure that powers systems for financial institutions.

The Outcome

Working with Volusion, Sheeran was able to launch a customized site for Kinerase within the 30-day timeframe. The new site brings a level of sophistication, intuitive search capabilities and simple checkout procedures that Kinerase was seeking. Additionally, the site offers seamless back-end integration for Sheeran's fulfillment system.

" With Volusion, we're able to go into the back-end tool and update the fulfillment and ordering data with one button. Everything is now in real-time, which has greatly improved order efficiency and accuracy. "

" Volusion was the only provider to offer API access which got the site up and running within 30 days. "

www.volusion.com
Send us a note. sales@volusion.com
Give us a call. 800.646.3517 opt. 2

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