

## Sally Beauty Engages IBM iX to Transform its Commerce Experience

NEW YORK, Sept. 7, 2018 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced an agreement with Sally Beauty, the world's largest specialty retailer and distributor of professional beauty supplies, to digitally transform its commerce experience as a part of Sally Beauty's digital strategy evolution. Sally Beauty's vision is to design innovative digital and in-store customer experiences that are influenced by a strong understanding of the brand, consumer and retail landscape. Its Digital Transformation program is being led by its agency of record, IBM iX, one of the world's largest digital agencies and global business design partners, and Bluewolf, an IBM Company and global consulting agency.

Sally Beauty wanted a partner to evolve and execute an enhanced vision and deliver a robust set of capabilities across business and brand strategy, experience design and the Salesforce platform. Sally Beauty partnered with IBM iX to develop its brand strategy and connect seamlessly with delivery commerce experience design. Through the engagement, Sally Beauty intends to become a true omnichannel-focused brand, with an enhanced customer experience and consistency across its channels.

"The retail industry is changing dramatically, and that requires us to continuously respond," says Joe Condomina, Chief Technology Officer at Sally Beauty. "The IBM iX and Bluewolf teams are helping us realize our vision of providing the immersive ecommerce experiences that our customers desire. Their deep expertise in user experience design, track record for delivering ecommerce solutions on Salesforce Commerce Cloud, and ability to work together frictionlessly is what drew us to the IBM iX and Bluewolf teams."

"Success in retail requires a unified approach to brand, design and technology," said Matt Candy, Global Leader, IBM iX. "IBM iX, with our Bluewolf practice, will provide a harmonious brand and experience strategy, combined with an innovative design system and the agility of the Salesforce platform to create a differentiated customer experience for Sally Beauty."

Bluewolf will lead Sally Beauty through a complete commerce platform refresh to the Salesforce Commerce Cloud Storefront Reference Architecture to accommodate the latest Salesforce innovations, a mobile-first commerce site and an improved shopping experience. Additionally, the breadth and scale of the Salesforce platform will allow Sally Beauty to integrate commerce, marketing, and customer service to support the delivery of seamless, connected customer experiences across the entire customer journey.

### **About IBM iX**

<http://ibm.com/ibmix>

### **About Bluewolf, an IBM Company**

<https://www.bluewolf.com/>

### **About Sally Beauty**

Sally Beauty is the world's largest retailer of salon-quality hair color, hair care, nails, salon, and beauty supplies. For more information, please visit: <https://www.sallybeauty.com/>

### **Contact Details**

Suzanne Aronowitz Cross

617-693-1811

[saronowi@us.ibm.com](mailto:saronowi@us.ibm.com)

SOURCE IBM

---