SAMSUNG ✕ **hygraph**

Binding with consumers with a composable Members platform

Learn how Hygraph helped Samsung to improve its Members platform with a composable architecture

1/2
Expected page update turnaround time

10%
Estimated increase in new members

15%
Estimated increase in engagement rate

KEY HYGRAPH FEATURE
Composable Architecture, GraphQL API, Intuitive UI, Content Based Permission

INDUSTRY
Consumer electronics

PREVIOUS STACK
Adobe Experience Manager

The Samsung story

Samsung is one of the world's largest companies. With over 200.000 employees worldwide, Samsung manufactures mobile devices and consumer electronics with a wide range of products.

Since roughly 8 years ago, Samsung has had a loyalty program that consists of a Members platform. Originally, it was a mobile-only platform intended to engage Samsung customers. The D2C team at Samsung Electronics Germany (SEG) has taken on the Members platform, working closely with Cheil, an agency that handles Samsung's technical digital environment worldwide.

As the program grew, the CMS of the Members platform in place was no longer capable of meeting its needs. To keep their platform up-to-date and provide customers with a better digital experience, Samsung has since chosen Hygraph to rebuild the Members platform.

Project blockers

Lengthy local request process

As the Samsung Group owns the digital content management globally, providing local solutions for individual subsidiaries has historically been challenging. Requesting new components is often time-consuming, especially if the requirements are so specific that the previous template-based Enterprise CMS lacks the components to meet them.

Inefficient content management

Managing the Members platform and updating content was difficult because of the static setup and code base of the CMS in place. It was impossible for editors to change content by themselves. Cheil developers must handle all the changes, it means that every update requires a local build pipeline and CMS deployment, which made it hard to maximize resources.

Hard to connect with non-mobile consumers

Although the Members program initially focused on mobile, the team strived to make the rest of the users happy as well. Relaunching the platform and finding a more efficient way to engage with users was evidently needed. This challenge could not be met by the CMS platform in place - to replicate the mobile app functionality, the team basically had to start from scratch due to the rigid setup.

Project needs

Adopt a flexible modern architecture

The Samsung team had to reduce the complexity of the architecture and deliver the local components faster to overcome the general global governance barrier. Meanwhile, to improve the digital experience for website users, they need to replicate mobile app features efficiently into the website.The project required a scalable, design-agnostic solution to deliver content in a flexible, single page application based on React.

Separate the content layer from the presentation layer

To better leverage resources and implement content faster, Samsung needed to enable the content team and development team to work independently. The content editors should own the regular content relaunch so that the developers can focus on improving the platform. Developers at Cheil needed a scalable solution that could meet the technical requirements without additional infrastructure, reducing ownership costs.

Gather user knowledge in the cookieless world

In light of the decreasing popularity of third-party cookies, loyalty programs provide the best means of learning about users. Ideally, Samsung should be able to gather user data through different touchpoints and then better predict users' interests and deliver them personalized experiences. The solution should increase customer engagement rate and encourage them to stay on the platform.

The current setup

The Members platform is the core service which includes all the member's data, and it is integrated with the following services:

- Authentication service for the Samsung account
- Interfacing with Windows platform and Samsung accounts
- A promotion tool that's connected to the members platform
- Secondary systems like online shop that is built on SAP Hybris commerce cloud, and its deeply connected to samsung.com
- Microservices

With the setup, it comes naturally for Samsung to rely on the API driven solution to fetch different information together and consolidate in the platform.

Hygraph's solution

Composable architecture

Hygraph's out-of-the-box GraphQL support has allowed frontend developers to focus on building features without involving backend developers. Content teams can also build a composable Members platform independently by using tools and microservices by using composable components.

Content Modeling

By using Hygraph's content modeling feature, Samsung can create a clear content structure, model content, and create custom workflows. There is no need to set up any additional infrastructure and can simply start the pilot. The team can easily grade the page and test different setups and models.

Intuitive UI

Onboarding was made easy with Hygraph's intuitive UI. Content managers and publishers can update content in no time, while developers can work on critical features and enhancements, build queries quickly and test them almost instantly, allowing them to shape content models flexibly.

Everything else that also catered for scalability

Samsung also liked the detailed developer documentation for various tech stacks. The team was happy to find that Hygraph integrates easily with modern stacks like ReactJS. Last but not least, Hygraph's Customer Success Manager has also been a great help.

Key benefits

- Improved content workflows for local custom solutions
- Increased Developer productivity by relieving them from content updates
- Quicker turnaround and time to market for page updates
- Increased user engagement on website page with more frequent update

> "Hygraph's out-of-box support for GraphQL allows our frontend developers to concentrate on building features without involving backend developers for API adjustments. They can swiftly build and test queries inside Hygraph intuitive UI which allows us to flexibly shape the content models and test the outcome almost immediately in the frontend."

Andre Lang
Head Of Development, Cheil Germany GmbH