

N°09

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CASE STUDY

EMPOWER GLOBAL

THE OMNI-CHANNEL ODYSSEY OF EMPOWER GLOBAL

EMPOWERMENT THROUGH INNOVATION

IN THE VAST, EVER-EVOLVING LANDSCAPE OF E-COMMERCE, SEAN “DIDDY” COMBS SAW MORE THAN JUST TRANSACTIONS; HE ENVISAGED CONNECTIONS....

RECOGNIZING A SIGNIFICANT GAP IN REPRESENTATION FOR BLACK-OWNED BRANDS, THIS MUSIC LEGEND AND ENTREPRENEUR TOOK IT UPON HIMSELF TO CHANGE THE NARRATIVE. EMPOWER GLOBAL WASN'T JUST AN IDEA; IT WAS A VISION.

LET'S DIVE IN.

Business Challenge

Setting up an e-commerce platform in today's digital age isn't groundbreaking. However, building one that resonates with culture, embodies passion, and elevates brand stories is. Empower Global's ambitions were hefty: 2500+ unique products and over 120 brands, each with its own history, ethos, and identity.

The task was crystal clear – build a platform that's nimble enough to handle scale, robust enough to ensure security, and enchanting enough to mirror the charisma of each brand. A marketplace, yes, but one with a heartbeat.

TechSparq's Role

In the vibrant tapestry of Empower Global's journey, TechSparq's role was undeniably central. When tasked with understanding the distinct needs and aspirations of the customer, we dove deep. Our mission? To craft a platform that was not just functional, but also resonated with the zeitgeist - it had to be dope, hip, and cool.

Understanding the gravity of Empower Global's vision and the urgency of their timeline, we knew a conventional approach wouldn't cut it. Millions of users would be tapping into this digital haven, and performance couldn't waver for even a moment.

A VISIONARY IDEA

*EMPOWER GLOBAL IS A SPACE
WHERE BLACK-OWNED BRANDS
WILL NOT PLAY SECOND FIDDLE
BUT TAKE CENTER STAGE.*

*IMAGINE A DIGITAL
THEATER WHERE
CONSUMERS
COULD WITNESS
THE RISE AND
GLORY OF THESE
BRANDS, LEARNING THEIR
TALES, AND BECOMING A
PART OF THEIR JOURNEY.*





“We’ve created a
REVOLUTIONARY

platform that offers a world
of boundless possibilities”

– VINCENTE PASS

The site had to be swift, responsive, and sturdy, embodying a seamless union of style and substance.

Recognizing the multifaceted challenges ahead, TechSparq assembled a dream team - a multi-disciplinary powerhouse. This elite squad brought together mavens from diverse domains

- eCommerce Experts: Our eCommerce maestros ensured the platform wasn't just a marketplace, but a digital experience. Every transaction, every click, every scroll had to feel intuitive and delightful.

- Process Optimization Pros: Efficiency was the name of their game. They streamlined workflows, eliminating bottlenecks and ensuring the project moved with clockwork precision.
- Business Optimization Buffs: Ensuring the business model was robust and scalable, they laid down strategies to ensure long-term growth and profitability.
- DevOps Dynamos: The backbone of our tech infrastructure, they ensured the platform was always on, always reliable, and always ready to scale, no matter the demand.

It was a symphony of skills, all orchestrated towards one goal: making Empower Global's digital dreams come alive.

TECHSPARQ'S DIGITAL MAGIC

Technical Solution

Enter TechSparq. Known for their unparalleled expertise in merging technology with emotion, they knew that Empower Global demanded more than just code and design. It was about crafting digital emotions.

- **Integration:** The seamless marriage of multiple third-party tools became their masterstroke. Four Salesforce tools (Commerce, Marketing, Service, and Loyalty), Marketplacer, Avalara, Stripe, LiveScale, and others were not just integrated; they were interwoven into the very fabric of the platform. The outcome? A holistic shopping experience where every tool amplified the platform's magic, making each user's journey feel bespoke.

- **Performance:** The power of headless commerce was unleashed in all its glory. This wasn't just about speed; it was about delivering unbroken, immersive experiences. From browsing to checkout, every step was optimized to ensure that consumers felt the fluidity of a platform built for tomorrow.
- **Teamwork:** Diversity became TechSparq's secret sauce. Their global team, with talents hailing from continents apart, came together like a symphony. While their geographical locations differed, their mission was singular – to realize the dream of Empower Global. The amalgamation of diverse thoughts, unique skill sets, and shared ambitions birthed a platform that was both technologically superior and emotionally resonant.

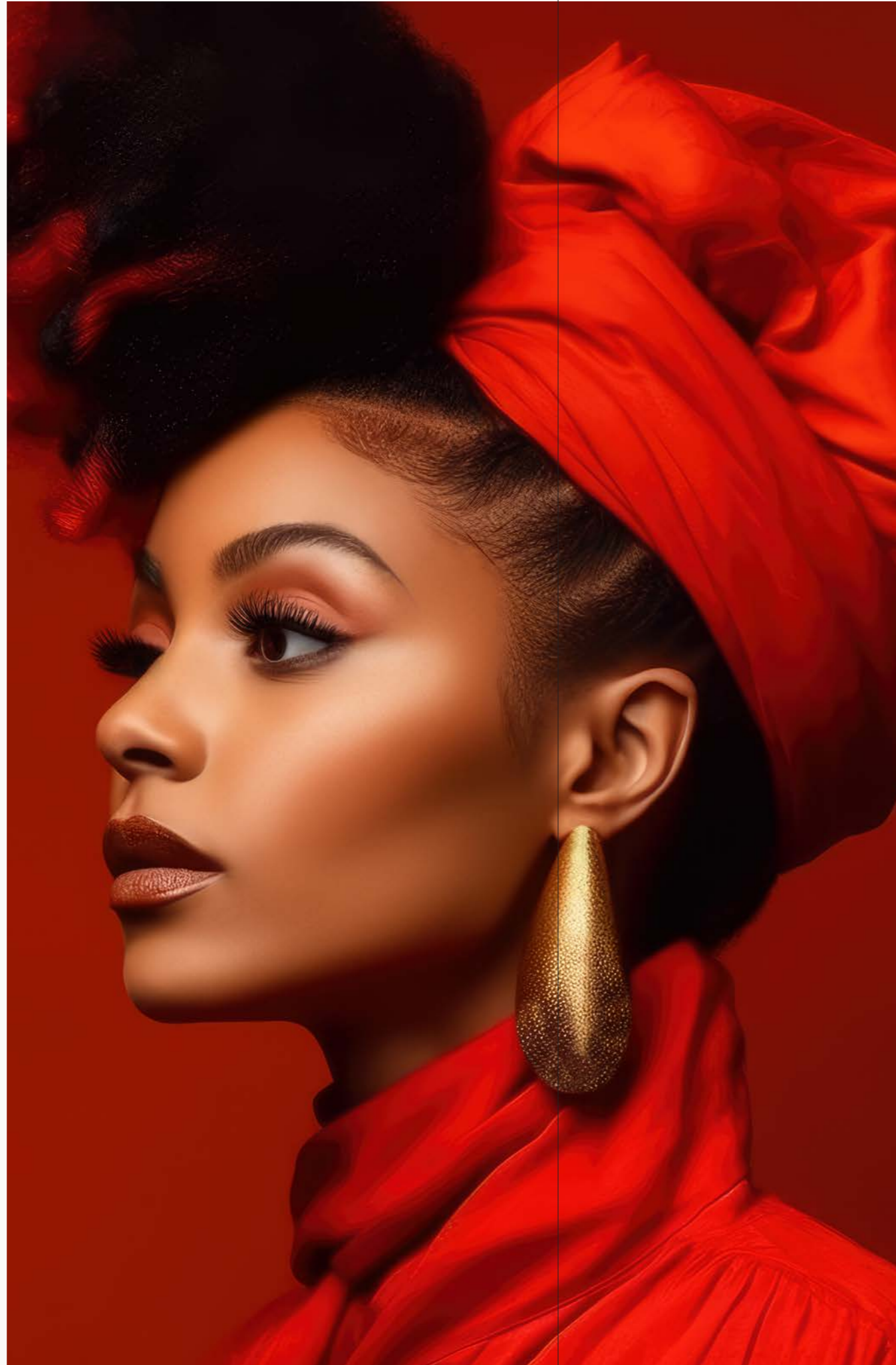
IMPACT

More Than Just Sales

Today, Empower Global isn't just a name; it's a phenomenon. It's a beacon for Black-owned brands seeking the spotlight and a haven for consumers yearning for authenticity. The marketplace is a vibrant tapestry of tales, traditions, and trends.

Every brand on Empower Global isn't just showcased; it's celebrated. As consumers navigate the platform, they aren't merely shopping; they're embarking on cultural voyages, understanding the essence of brands, and connecting with their roots.

And as they fill their carts, they're also filling gaps in representation, championing diversity, and driving change in the world of e-commerce.



TAKEN AWAY

The Road Ahead

Empower Global and TechSparq's shared journey reiterates an age-old truth: When vision meets vigor, wonders are born. Their story isn't just about overcoming challenges but also about envisioning a future where digital platforms are community spaces, fostering connections, and championing causes.

The legacy they're sculpting transcends transactions. It's about crafting a digital universe where every brand finds its voice, every story finds its audience, and every dreamer finds inspiration. In this symphony of brands and technology, each note resonates with passion, purpose, and promise. The crescendo continues, and the world eagerly awaits the next movement.

With TechSparq, the sky's the limit. Turn On What's Next.

TECHSPARQ

TURN ON WHAT'S **NEXT**

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