



Case Study

Sundial Finds Like-Minded Technology Partner with EndPlay

Natural and Organic Personal Care Solutions Manufacturer Selects EndPlay to Expand Online Presence

INDUSTRY:

Retail, Manufacturing

CHALLENGE:

Sundial wanted to move all of its operations online, provide more product information and educational opportunities to its customers, and create an interactive community forum for users of its personal healthcare products to connect with one another and share their experiences.

SOLUTION:

EndPlay Web Content Management (WCM) System

GOALS:

- Expand the company's online presence to include more educational materials
- Create a media-rich, interactive, and educational community forum for consumers
- Provide a seamless, evolutionary path that will easily adapt as the company grows and technologies mature

The Company

Sundial Creations is a manufacturer and distributor of natural and organic personal care and fragrance products. Established in 1992 in Harlem, New York, the company's mission is to promote the "democratization of beauty", making high-quality products that are effective, clean, healthy, and wholesome—at a price that is affordable across all socio-economic groups.

"All of our products are based on traditional herbal recipes from a wide variety of indigenous cultures," explains Richelieu Dennis, founder and chief executive officer of Sundial Creations. "We studied how the various cultures heal, their medicinal and tribal practices, and looked closely at their personal care products. We then incorporated those practices along with their unique ingredients and processes into our Sundial personal care solutions."

Dennis developed an interest in cultural remedies at a very early age. When he was boy, he spent his summers working with his grandmother in a rural village market in the Republic of Sierra Leone, a small country in Western Africa. His grandmother made and sold a variety of soaps, hair care products, and skin care concoctions based on the village's traditional healing philosophies. "My grandmother's recipes and processes served as the foundation for everything that we do at Sundial," notes Dennis.

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“We have taken all of the thought processes behind what she did and the ingredients that were present in her community, and then used them in a purposeful way for healing people.”

Dennis also studied the herbal practices of many other cultures, including a number of aboriginal tribes, Caribbean villages, and other indigenous locations across northern and western Africa and the Mediterranean. He then incorporated all of that knowledge and personal research to develop Sundial’s all-natural, organic product line.

Dennis started by selling his health care and beauty products on the streets of Harlem. As demand for his organic solutions increased, he started supplying his products to other street vendors and then to several of New York’s smaller “mom and pop” retailers. But business really took off when Macy’s expressed interest in the line and started to carry the products in their large department stores across the nation.

Sundial products are now available almost anywhere that people are looking for affordable, top quality personal and health care solutions. Over 15 thousand retail locations across the United States carry the Sundial product line—from a myriad of local street vendors and flea markets in New York, to mid-range and high-end department stores—to several large national retailers, including Target and Walgreens.

Moving to the Next Level

In addition to helping individuals with their own health and beauty needs, Dennis is also deeply concerned with protecting the environment. “We have come to the point where we are nearing a complete depletion of our natural resources and an irreversible destruction of our environment,” explains Dennis. “At Sundial, we are dedicated to helping people understand that they can take care of themselves without destroying the health of the planet or utilizing the harmful processed chemicals that they have grown accustomed to using.”

To accomplish these goals, Sundial wanted to provide its consumers with easier access to information on how all of the ingredients that make up the company’s solutions work. Dennis explains, “There are tons of personal care brands out there, but not many of them are truly healthy for the consumer or for the environment. We need to provide straight-forward information to help consumers understand how they can transition their use of personal care products to support a healthier lifestyle—both for their own benefit as well as for the health of the planet.”

In order to deliver quality education to consumers, Sundial has begun to expand its online presence. “The Internet is clearly the best and easiest place to share information with a large audience,” notes Dennis. “But to us, the value of our site is not just a place to sell our products, it’s a place where we can

educate consumers and help them understand how to achieve a healthier lifestyle, help them create a better living environment, and enable them to see why they should change their habits.”

Why EndPlay?

Sundial began looking for a new technology partner that understood the importance of providing easy access to information in a compelling and interactive environment. Dennis explains, “We spent a lot of time and resources to find the right technology partner. We tried working with four different providers over the last few years, but none of them were able to execute our vision of educating consumers in a simple, easy, and compelling way. After going through years of frustration, we were extremely fortunate to finally find EndPlay.”

Sundial is now working with EndPlay to create a new, interactive, media-rich, and compelling website for its end users. “Before we started the implementation, EndPlay came in and had an in-depth discussion with us about our business, where we were going, the way we wanted to do things in the future, and how we felt we would get there. This was a very inspirational beginning because it enabled us to really analyze what we wanted to do and encouraged us to think outside-of-the-box. We had a blast working with the EndPlay Client Services team. They challenged us to think about what we really wanted, versus what we thought we wanted, and then helped us to crystallize that into an actionable plan. This exercise helped us imagine things we didn’t even know were possible.”

The transition to the EndPlay platform is progressing well. “Our new site will serve as a home for people

that are trying to figure out how to adopt a healthier lifestyle. It will provide a place where they can access all of this great information and connect with like-minded people. This is what will enable us to achieve our democratization vision. By building an online community, EndPlay is helping us to demystify what it means to live a natural and organic lifestyle.”

Sharing Similar Philosophies

“EndPlay’s philosophy is very similar to our own,” notes Dennis. “We both believe that a company’s success is not just about having a good product. Of course the product needs to deliver exceptional value. EndPlay does that, whether it’s the reporting capabilities of the EndPlay WCM system, the ability to easily customize the solution, the powerful inventory management capabilities, or the ability to easily connect to our ERP solution—it includes all of the functionality that we would expect from a content management system. But EndPlay’s offering goes far beyond anything we have seen from the other vendors.

“EndPlay not only delivers a superior Web content management solution, they also demonstrate a deep understanding of how to monetize those functionalities while still providing a compelling, media-rich experience to our consumers that is succinct and simple. Discovering these various attributes really got us emotionally connected to EndPlay. Until EndPlay, we could only find solutions to merely display our products on the Internet, sell them, and then collect the revenue. For us, that’s just the beginning—the baseline of where to start. EndPlay is giving us the opportunity to really share with our consumers how easy it is for them to live a healthier lifestyle.”

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Richelieu Dennis
Founder and Chief Executive Officer, Sundial Creations

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Creating a Rich, Interactive Experience for End Users

In addition to providing easy access to product information, Sundial also wanted to create an interactive forum where its users could connect and share experiences. “Our site will serve as a community that will support users as they try our products. All of the content will be easily accessible, live, and vivid. Users will be able to connect with other people that are trying to improve their lives and support wellness, and interact with each other in real-time.”

Sundial’s new customer forum will enable users to discuss their experiences on a wide range of topics—whether they want to go natural with their hair, get away from chemical relaxers into a more organic state of being, understand the nut allergies their kids have and how different people are dealing with them, find out where to go for gluten-free products, or understand why allergies are happening—the number of potential topics is virtually unlimited. “I’ll know we have achieved our goal when our consumers say, ‘Wow this is exactly the information I needed in order to really change my habits! I can now see how all of these different ingredients will impact my life.’”

Looking to the Future

“EndPlay not only took the time to understand our current operations, but also looked at where we want to be five years from now. With EndPlay, our online presence is future-proof. As new technologies become available, EndPlay will integrate them into its WCM offering. This will enable us to stay ahead of the technology curve, instead of having to build an entirely new solution every time a new technology comes along.”

According to Dennis, Sundial’s relationship with EndPlay is still in its early infancy. “The initial EndPlay deployment is just the beginning of the ‘new Sundial’, where we are moving from an offline business to an entirely online enterprise. Going forward, all of our transactions will be online, all of our interaction with our consumers will originate online, and all of our access points to distribution will originate online. We are betting that our relationship with EndPlay will be the force that sets Sundial apart from all its competitors.”

About EndPlay

EndPlay is a leading provider of SaaS Web Content Management (WCM) solutions delivered in the cloud. Powered by its unique ‘Intelligent Rendering’ technology, the EndPlay solution empowers clients to seamlessly produce, manage and instantly deliver content optimized for virtually any device. The company’s extensible architecture and integrated partners ensure EndPlay clients can expand, engage, monetize and leverage their WCM solution against the complexities facing all brands in the era of Big Data and Quantum Content.

Enterprise clients in media, entertainment, consumer packaged goods (CPG) and education verticals have turned to EndPlay’s experienced Client Services team to support collaboration, implementation and optimization of their EndPlay solutions. EndPlay’s commitment to innovation and customer-centric approach enables clients to stay ahead of their competition, increase audience engagement, and future-proof their digital business investment.

EndPlay is headquartered in Los Angeles, California with regional offices in Florida and New Jersey, and currently expanding to Europe and Asia. For more information, visit www.endplay.com.



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