



Customer Stories

EssilorLuxottica

**EssilorLuxottica transforms
the optical ecosystem with
APIs and the Conecta platform**

EssilorLuxottica is the global leader in eyewear and vision care, bringing together iconic brands and a broad network of laboratories, partners, and more than 40,000 optical stores. In Brazil, the company grew organically through acquisitions and operates a complex ecosystem, with multiple systems and processes distributed across different players.

With a highly heterogeneous technology environment, made up of several ERPs, legacy systems, and external partners, EssilorLuxottica faced significant challenges:

- ▶ *Low standardization across systems*
- ▶ *Complex integrations with high maintenance costs*
- ▶ *Manual processes in the order journey*
- ▶ *Difficulty scaling new integrations*
- ▶ *Limited visibility into operations and flows*
- ▶ *Heterogeneous journeys for market customers*

Full standardization of the technology park was not feasible, which demanded a more flexible, scalable, and integration-oriented approach.





Why Sensedia

To respond to this challenge, EssilorLuxottica adopted an **API Management**-based strategy, in partnership with Sensedia.

This approach enabled the creation of a decoupled integration layer capable of **connecting different systems in a standardized, secure, and scalable way**, without the need to replace existing systems.

With this, it became possible to:



Ensure governance over integrations



Standardize the consumption and exposure of services



Increase security and traceability



Reduce integration complexity



Ensure the integrity and enforcement of program rules

This technology foundation made it possible to build **Conecta**, the company's central digital ecosystem platform.

"Sensedia's professionalism and experience allow us to move forward confidently in the journey of building an **API-oriented ecosystem**, ensuring the application of best practices and the scalability of our solutions."

Simon Corbi

Front-Office IT Manager at
EssilorLuxottica

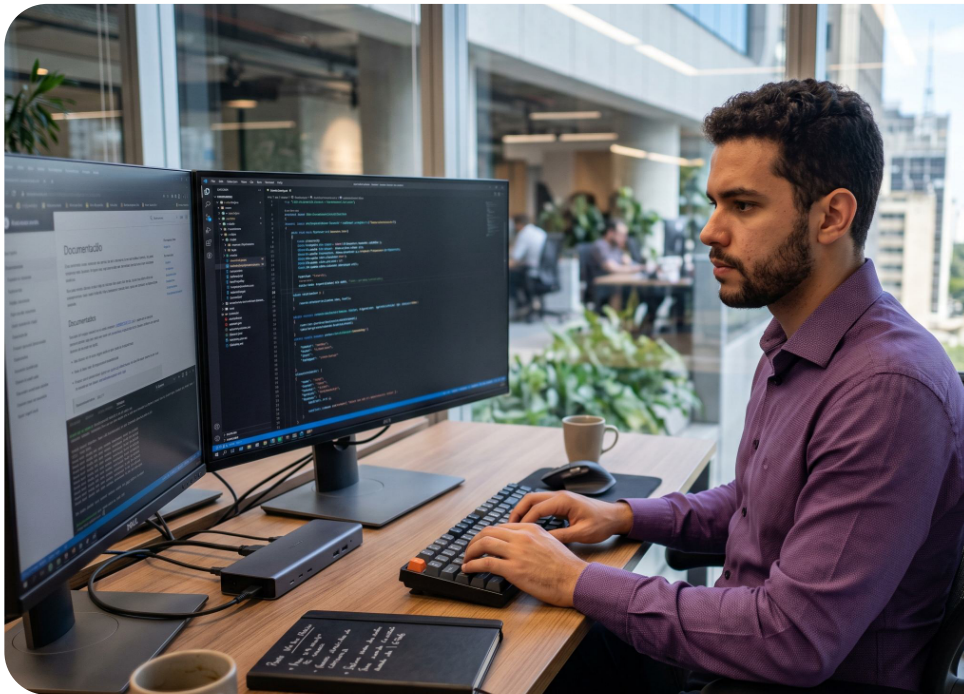


The Conecta platform

Conecta is EssilorLuxottica's **integration hub**, responsible for connecting optical stores, laboratories, and partner systems in a single platform, offering an omnichannel experience.

It acts as an intelligent orchestration layer, enabling the continuous and structured flow of information across the entire value chain.





Main objectives of Conecta

- *Digitize and standardize the order journey*
- *Facilitate integration with partners*
- *Increase operational efficiency*
- *Ensure real-time visibility and control*
- *Sustain ecosystem growth*

Key Conecta capabilities

Conecta was structured into modules that support different stages of the process:



Conecta Orders

Centralization of order entry

Reduction of manual processes through the integration of EL programs



Conecta Routing

Intelligent redistribution of orders

Production allocation optimization = operational efficiency



Conecta Finance

Consolidation of financial information

Greater transparency and control



Conecta Tracking

Real-time order tracking

Improved customer experience



Conecta Marketing Center & Midia Labs

A single place to share information with customers

Personalization of communication between laboratories and optical stores



Conecta Products

Support for laboratories to ensure the efficiency of integrated processes

Reduction of inconsistencies



Results and benefits

The implementation of Conecta delivered significant gains for the business:

- *Scalability for ecosystem growth*
- *Digitization of the order journey, with fewer manual activities*
- *Plug & play integration with partners and heterogeneous systems*
- *Faster onboarding of new players*
- *Real-time operational visibility*
- *Reduced errors and rework*
- *Standardization and simplification of the customer journey*

In addition, the platform began to act as a **strategic enabler of the company's digital transformation**.

“Building Conecta allowed us to structure our ecosystem in a scalable and sustainable way. Today, we are able to offer a single journey to our customers and onboard partners with much more agility and governance, supporting the growth of our business”, celebrates Simon.

Strategic impact

More than an integration solution, Conecta established itself as a **strategic asset for EssilorLuxottica**:

- *Sustains the expansion of the digital ecosystem*
- *Enables new business models*
- *Accelerates innovation*
- *Reduces dependence on legacy systems*

The adoption of APIs as the foundation of the architecture made it possible to transform a fragmented environment into a connected, agile, future-ready platform.



Next steps

With the foundation in place, Conecta's evolution includes:

- *Expansion of integrations with new partners*
- *Expansion of analytical capabilities*
- *Greater governance and process automation*
- *Continuous evolution of API governance*

"The partnership between EssilorLuxottica and Sensedia made it possible to transform a complex, fragmented environment into a modern, integrated, and scalable platform, positioning the company to grow with efficiency and innovation in an increasingly digital and integrated market."



Simon Corbi

Front-Office IT Manager at
EssilorLuxottica

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