



SKUvantage | Salsify ANZ

CASE STUDY

HOW **OROTON** MANAGES PRODUCT CONTENT OPTIMISATION FOR **MORE THAN 10,000 SKUs**

The heritage fashion brand changed its approach to ensure strong foundations for its future growth strategy

ABOUT OROTON

Oroton is an iconic Australian brand known for its craftsmanship and quality.

Known for its branded accessories and classic ready-to-wear pieces, the heritage brand has been investing in technology to set the foundations for its future growth strategy.



THE CHALLENGE

When purchasing luxury brands, consumers expect a richer buying experience that is seamless and consistent across all customer touchpoints. For Oroton, it was essential that product imagery and descriptions were not only aspirational, but detailed and accurate.

With over 10,000 SKU's, 36,000 Digital Assets, and 200 individual attributes within its range, photographers, copywriters and digital teams needed to streamline their communication and processes, to work together as efficiently as possible to accelerate their time to market.

Oroton's content needed to be effortlessly fed to their website, which was built on BigCommerce, and in the near future their social media channels, including Google Shopping, Facebook, and Instagram. This was essential for creating a consistent product experience.

THE SOLUTION

IMPROVING SCALABILITY AND INTERNAL EFFICIENCIES WITH SALSIFY PXM

As part of their growth strategy Oroton had already begun to replatform their IT ecosystem and Salsify was a natural choice for them to set the foundations for scalability and internal efficiencies. Having previously used our technology with the SKULibrary platform and SKUstudio creative services, Oroton were already familiar with our team and processes and we were easily able to facilitate native integrations.

OROTON WORK WITH DIGISHELF TO RESTRUCTURE RICH PRODUCT DATA

Oroton worked with DigiShelf, a local Salsify implementation partner, to help structure, cleanse and publish rich product data across a number of channels within a few months and are now also feeding this content back into the business to support business operations whilst reducing user effort on content maintenance.

TAKING ADVANTAGE OF THE SINGLE SOURCE OF TRUTH

Oroton's ERP items were integrated seamlessly into the Salsify PIM platform so that all their product data /automations were centralised into one place. Having a single source of truth allowed all their teams to have greater visibility and control of their product data.

THE RESULTS

Salsify has helped Oroton to meet its objective of designing its business around the customer by providing them with accurate and enhanced product content to help drive sales across their product range.

Through automating more of their process they have saved valuable time and resources whilst reducing speed to market and reducing business risk.

By using Salsify they are continually looking at ways to incorporate automation into their processes, utilising the platform's workflow capabilities so they can focus more of their efforts on value-added activity.

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Migrating to Salsify provided the ability to centralise, connect and automate product content to help improve efficiency, scalability and flexibility into new markets and channels.

Before Salsify it would take the team weeks to get products to market, and hours of internal and external resources to connect to a new channel, now it can be done in days.

With the support of DigiShelf, we were able to build a structured yet streamlined PIM that will support Oroton for years to come.

*Matt Alexander, Manager of Digital Solutions
Oroton*

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Salsify helps brand manufacturers, distributors, and retailers in over 100 countries collaborate to win on the digital shelf. The company's Product Experience Management (ProductXM) platform serves as the system of record for products, facilitates cross-team and cross-organisation collaboration at scale, and provides the insights needed to continuously optimise product pages across channels.

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