



SALSIFY



**DOREL JUVENILE**

Care for Precious Life

# How Dorel Juvenile Built a Scalable Approach to Ecommerce with Salsify

If you take care of an infant or toddler, chances are you've used at least one stroller, car seat, baby gate, or other child safety product manufactured by Dorel Juvenile. With a diverse set of globally known brands including Safety 1st, Maxi-Cosi, and Cosco, Dorel Juvenile is a long-time market leader with 34 office locations, multiple manufacturing facilities, and thousands of employees around the world.

This vast operating scale made it challenging to quickly launch and effectively market products in today's fast-moving ecommerce landscape. Dorel Juvenile's North American division sought a way to streamline its product content and take control of its ecommerce go-to-market process.

Nora Duclos, Dorel Juvenile's Global Ecommerce Digital Technology Manager, took a steady, reliable approach to implementing technical change and building organizational confidence with Salsify as the centralized source of product data. The software will now power a global network of sites across multiple brands.

## A step-by-step approach to implementing technical change across an organization

### Step 1

#### **Choose a single “proof of concept” initiative.**

Dedicate a small team to focus on one sales channel and/or a single brand of products to have an initial win and build a scalable process.

### Step 2

**Consolidate your existing product content** into a reliable, flexible platform that is accessible to stakeholders across the right departments.

### Step 3

#### **Scope content requirements and needs for the initial sales channel.**

Catalog which assets are available and which are missing in order to properly support initial sales channels.

### Step 4

#### **Populate your direct-to-consumer web sites first to measure results firsthand.**

Use your centralized content to feed and refresh your product content to branded sites for a quick win.

### Step 5

#### **Syndicate product content to your full set of retailers.**

Transform product content to deliver required data to each retailer you work with, adjusting for specifications for each channel. Dorel Juvenile uses Salsify's Readiness Reports to confirm the product data is ready to fit each retailer's specifications before sending.

### Step 6

#### **Create product catalogs to share with sales teams.**

Dorel Juvenile automatically populates specific interactive product catalogs so sales teams have access to the latest product information and images based on a centralized record using Salsify's Digital Catalog feature.

## A centralized source of product content

To launch a new product before using Salsify, the North American Dorel Juvenile team had to work with multiple internal spreadsheets across many departments. With subsequent data validation, coordination of marketing collateral, and approval cycles, it could take a long time for a finalized product to start selling on Amazon, eBay, or Wal-Mart.

Dorel Juvenile needed a single source of truth for its product content. In the search for a solution provider, Salsify quickly stood out from other platforms during the late-2014 evaluation period, thanks to its ease of use, a high degree of flexibility, and a breadth of functionality.



## Preparing to take the leap

“Prior to onboarding Salsify, Dorel Juvenile did not manage product content in a way that was suitable for the end user. It’s an industry-wide problem that many are still tackling. Retailer requirements today are a lot different than they were even three years ago.”

*Nora Duclos, Global Ecommerce  
Digital Technology Manager at Dorel Juvenile*

Coming on board in early 2015, Nora was tasked with actively managing the organizational transition to Salsify from the earlier array of processes. With more than a decade of experience managing or consulting on ecommerce initiatives across a wide variety of large companies, Nora understood that Dorel Juvenile’s transition wasn’t going to happen overnight.



## An initial win with Safety 1st breeds confidence

Instead of trying to get all departments to buy in at once, Nora assigned a dedicated internal team to comprehensively tackle one major “proof of concept” initiative. The first project focused on the North American Safety 1st website, where Nora and her team reassessed the content requirements of the brand site, and cataloged which assets were available or missing.

“We built a new process for creating the assets needed to launch a product to a brand website as quickly as possible.”

*Nora Duclos, Global Ecommerce  
Digital Technology Manager at Dorel Juvenile*

Six weeks following the update to the North American Safety 1st website, the Dorel Juvenile product team tackled a new product rollout.

“With Salsify, the next product launch was seamless.”

*Nora Duclos, Global Ecommerce  
Digital Technology Manager at Dorel Juvenile*

“The product team had total control over their content, as well as the timing of that content appearing on the brand site. This initial successful launch provided the internal respect for Salsify, as we improved the process and attained the goals we expected.”

Today, Dorel Juvenile’s North American offices exclusively use Salsify for item setups at every major retailer carrying Dorel Juvenile-brand products, including Wal-Mart, Amazon, Target, Babies-R-Us, and Buy Buy Baby.

Additionally, roughly 200 people in Dorel Juvenile’s sales, marketing, and product teams can now access and manage content from a reliable and central source within Salsify.



To learn more, contact Salsify at [info@salsify.com](mailto:info@salsify.com) or (844) 725-7438