

Overview

- Oakley, Inc.'s brand collateral was faltering in its attempt to support a global sales force.
- Local and regional sales teams were unsupported and creating non-brand compliant messaging.
- Current legacy systems could not add new functionality needed for direct mail and email messaging.

RE: Managing a Global Brand

Objective

- Develop a solution to support a global sales force.
- Provide an intuitive and simple interface for a global sales team to create and procure brand and legal compliant marketing collateral.
- Flexibility in marketing creation to support a wide product base.
- Integration into current legacy systems.
- Quick Deployment to support current year initiatives.

Solutions

- Deploy OptifiNow's Content Management solution to maximize flexibility in marketing creative.
- Full integration into Oakley's Toolbox system using the OptifiNow robust API integration, provided a seamless interface.
- Oakley Brand and Legal rules are deployed within the OptifiNow asset library.

Results

- Custom application development completed within 45 days.
- Large Library of Marketing Collateral and Direct Mail campaigns are made available to international sales force.
- Quick adoption to the OptifiNow feature set enabled with a transparent interface for sales teams.