

# CONTENT CLOUD CASE STUDY

## Deckers Brands outruns the industry with a record-breaking launch on CoreMedia Content Cloud

### THE CHALLENGE

Deckers is a global leader in designing, marketing, and distributing footwear, apparel, and accessories developed for both everyday casual lifestyle use and high-performance activities. With revenues of US\$2 billion worldwide, the company's portfolio of brands includes UGG®, Koolaburra by UGG®, HOKA ONE ONE®, Teva®, and Sanuk®. Deckers believes in innovation and about doing things better for their customers and community. With CoreMedia Content Cloud, Deckers can not only meet their business goals faster, but they can provide their customers with personalized, frictionless, and deeply satisfying shopping experiences on any device.

### DECKERS — BRANDS —

**Company:** Deckers Brands (NYSE: DECK)  
**Industry:** Apparel & Fashion  
**Founded:** 1973 by Doug Otto and Karl F. Lopker  
**Headquarters:** Goleta, California  
**Locations:** Worldwide  
**CEO:** David Powers—CEO and President  
**Employees:** Approx. 3, 200 Globally



## 5 Brands to be Deployed Globally

- > Competing in global e-commerce through relevant content and storytelling with rich, visual user experiences
- > Global cross-disciplinary teams struggling to share content more efficiently across multiple brands
- > Need for immediate, localized content launches based on trends like seasonal weather changes
- > Immediately integrate with the eCommerce Platform



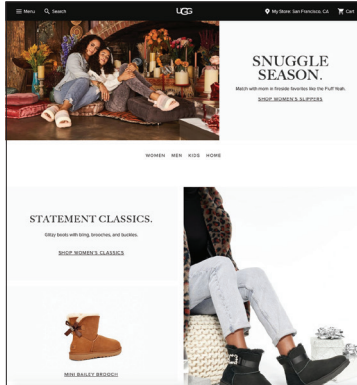
**Brian Fortier**

Snr. Digital Product Manager,  
Deckers Brands

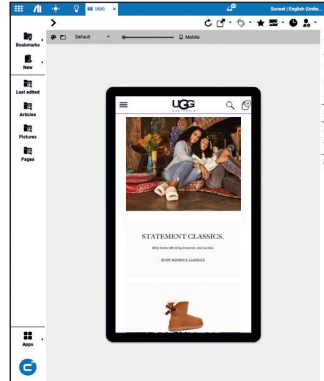
*"We picked CoreMedia after researching multiple content management systems for a couple of years. What stood out about CoreMedia was how easy it was for merchandisers to drag and drop both content and products from different repositories to quickly provide new customer experiences. The learning curve for a non-technical user was really easy."*

## THE SOLUTION

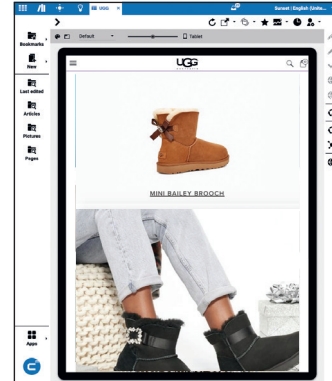
- > Open, best-of-breed, API-driven solution provides "the missing piece" for enterprise eCommerce solutions
- > Combines a headless content management repository and asset management system with an omnichannel delivery engine
- > Easy to learn, yet powerful visual UI that facilitates the real-time composition and preview of complex, front-end customer experiences across different digital channels and devices
- > Enterprise-level translation and localization capabilities, modular omnichannel architecture, and a great implementation team



Decker's first omnichannel site relaunch (Source: www.ugg.com)



Real-time Omnichannel Preview



## THE RESULTS

- > CoreMedia Content Cloud-based solution launched in under two months
- > All Deckers brands now share a platform enabling consistent mobile-first optimized experiences
- > Marketers and merchandisers can focus on customer experiences and respond to trends faster
- > Time-to-market for new campaigns and content reduced from several weeks to hours
- > Content is re-used more efficiently across brands and regions
- > Real-time Live Streaming of Ultramarathon made possible with 6 Homepage Updates in a day

**60** Days to Initial  
Project Completion

**12** Sites  
in Final Rollout

**COREMEDIA CONTENT CLOUD—THE BEST CMS FOR ECOMMERCE**