

## \_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.

- > Competing in global eCommerce 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



**Nick Smotek**, Global Director,  
Digital Technology and UX, **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."



**DECKERS**  
— BRANDS —

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

UGG sanuk TEVA HOKA ONE ONE KOOLABURRA BY UGG

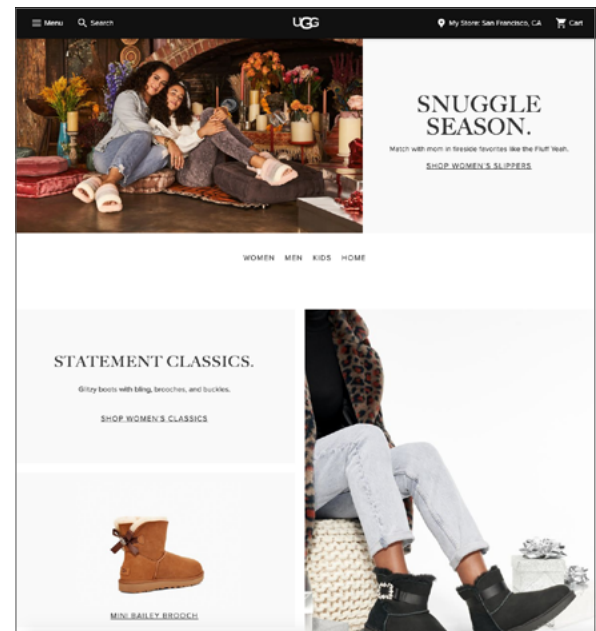
COREMEDIA



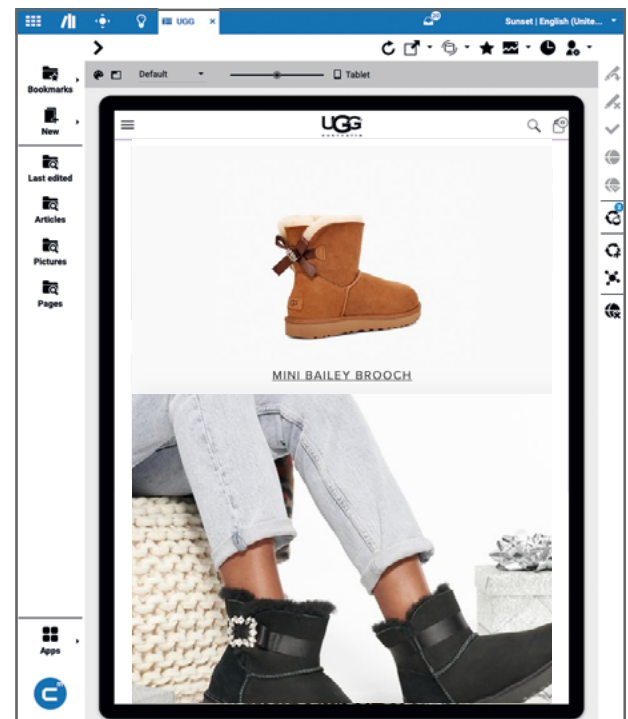
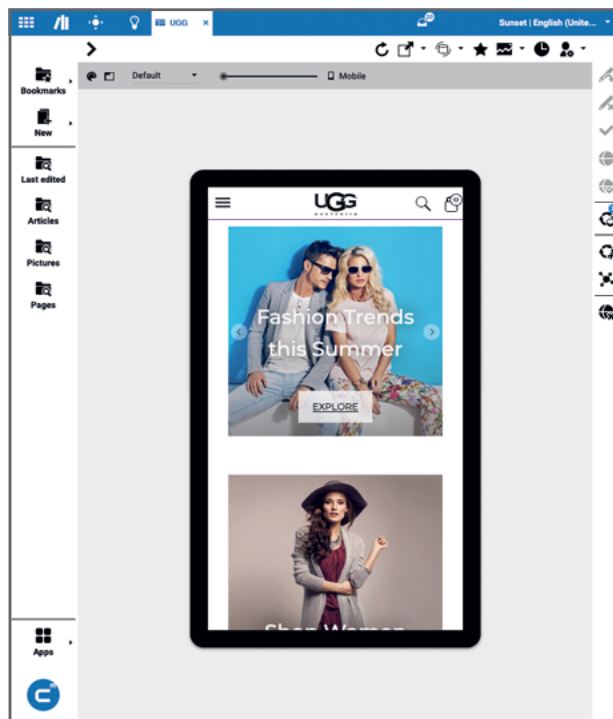
## The Solution

- 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 omni-channel 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 omni-channel architecture, and a great implementation team

Decker's first omni-channel site relaunch  
(Source: [www.ugg.com](http://www.ugg.com))



## Real-time Omni-Channel Preview



## The Results

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- › 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

**5** Brands to be  
Deployed Globally

**60** Days to Initial  
Project Completion

**12** Sites  
in Final Rollout



"We're incredibly excited to be working for a brand with such a stellar reputation for best-in-class capabilities, product quality, and corporate responsibility," **said Sören Stamer, Chief Executive Officer and Co-Founder at CoreMedia.** "We're confident CoreMedia Content Cloud will help them expand their brand presence, innovate faster, and deliver even more engaging shopping experiences to their global customers—regardless of language, region, or brand."