Case Study

SuperGroup Speeds Up Communication With Its Wholesale Customers With Extensis Portfolio

About SuperGroup.Plc

SuperGroup is the owner of British lifestyle brand Superdry. A brand designed for attitude not age with affordable, premium-quality clothing, accessories, footwear and cosmetics.

As it develops the breadth and nature of its product range, SuperGroup continues to appeal to a much broader, aspirational age group. Those who want to feel amazing in what they wear and appreciate style, quality and attention to detail.

Already well established in the UK – its home market – SuperGroup operates a significant and continually expanding international business, selling through its websites, wholesale partners, a network of franchise stores and, increasingly, its own independent stores. SuperGroup is becoming a more efficient business as it improves processes from design to customer and refines its wholesale model. Simultaneously, SuperGroup is focused on expanding its business globally, and has a clear strategy for growing its e-commerce business as well as Europe, North America and China.

Over the past 12 years, SuperGroup has expanded rapidly, with a physical presence in 45 countries and 573 stores and concessions globally. It also has a successful e-commerce business with 25 international websites across 18 countries covering 12 different languages and delivering to 169 countries.

Where they started…

One of the biggest challenges that SuperGroup needed to address was developing the product catalogue for its wholesale customers.

Working with over 100 countries, the processes and systems involved in creating and presenting this content were complex, time-consuming and labour-intensive. Data, such as product images, information and up-to-date stock positions colour coded for quick recognition, were gathered from multiple sources and the catalogue production was largely manual.

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"By introducing Portfolio, we have managed to reduce the time it takes to find and use approved reference images within the business. In turn, this has enabled new ways of working by reducing the time of finding, extracting and using these images from hours to minutes."

SuperGroup Spokesperson

Industry	Retail & Distribution
Product	Portfolio

Extensis™
Portfolio™

This process took two days per week for one person. The time taken to produce each file limited the number of communications that could be sent each week. A shifting stock position further complicated the process if it couldn't be produced quickly.

Finding a Digital Asset Management (DAM) solution became essential.

What they did…

After a selection process, SuperGroup chose Extensis Portfolio™ combined with InDesign plug-in InCat from E-Spec. In addition to the functionality this combination offered them, the company chose Portfolio because of its image-handling capabilities and the opportunities offered for integration with other systems using its API.

InCat was used to automate the process of finding images, associating information with the image and publishing them all into an InDesign document. The combination of the two systems provided SuperGroup with the software needed to create such a complex catalogue more efficiently and held the promise of wider use within the company.

Working with Extensis' implementation partner MCL and E-Spec, Luke Dalton, International Wholesale & Sourcing Systems Manager at SuperGroup, drove the development of the prototype solution. After the first image library had been configured and populated, and InDesign templates created, links were established with the company's ERP system.

Where they landed…

MCL handled managing the implementation of this complex project and helped SuperGroup overcome every challenge they encountered throughout the process. Working together with Extensis and E-Spec teams', changes to the configuration were delivered. After thorough testing, the implementation was signed off and the system went live for wholesale catalogues.

SuperGroup has been using Extensis Portfolio and E-Spec's InCat for some months now and they are very happy as the solution has greatly expedited its production times. Previously the production of the wholesale catalogue took two full days, but now it only takes one hour.

Where they're headed…

One of the main reasons for choosing Portfolio was the potential for wider use within the company. SuperGroup is now considering extending the use of Portfolio to other parts of the business that also rely on a huge number of images and digital assets. Future internal departments include Legal; Brand Protection and Merchandising. External partners would include the Wholesale Customer Portal, for brand consistency, or even HMRC through the use of Netpublish by creating a product image reference website for Brand Protection.

By expanding the Portfolio platform to other departments and challenges within the company, SuperGroup expects to increase the time and money savings achieved so far.

To learn more about using Portfolio, please visit www.extensis.com.

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