



MOBILE-FIRST AND FASHION HUNGRY

Amplience & Nelly



Overview

NELLY and NLY Man are Scandinavia's largest online fashion stores, offering catwalk-inspired trends for young adults.

With clothing, accessories and beauty products from 700+ brands on sale across Europe and the UK, NELLY looked to level up its online experience to meet the demands of fashion's rapid pace and shoppers' mobile-first preference.



The Challenge

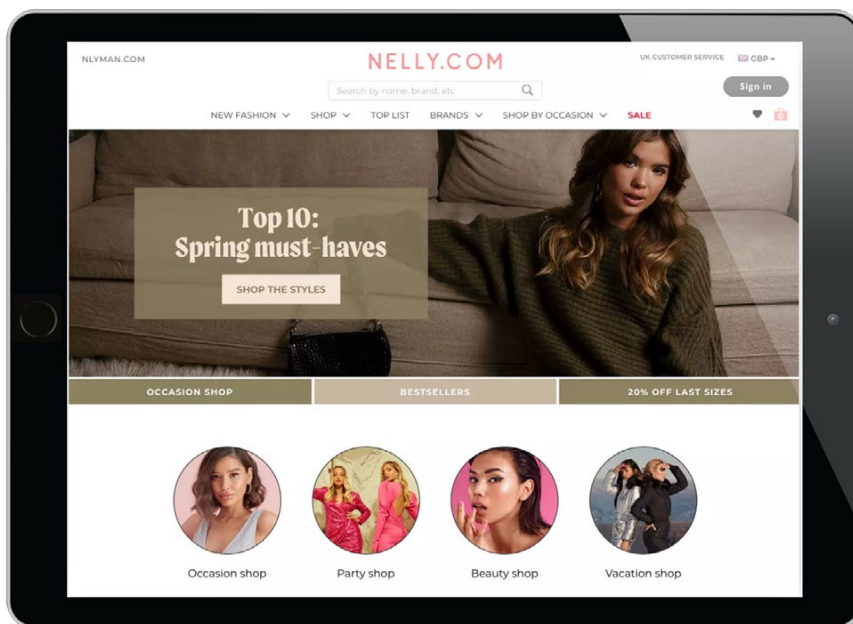
Today's hungry 'fast fashion' customers don't want to wait around for new styles to become available. Brands like NELLY are under pressure to deliver. And to do it fast. That's not new info for NELLY, but it felt the need to upgrade to give customers the immersive experience they want.

Rapid creation and delivery of interactive product images are essential to stay on top of fashion's relentless pace. New agile systems were needed so that NELLY and NLY Man's teams could produce content at pace, without disrupting teams' day-to-day activities.

NELLY had received poor levels of support and communication from its current legacy provider. So finding a proven platform that they trusted was one thing, migrating was another. With nelly.com and nlyman.com combined, they had a staggering 1.1 million image assets to be migrated.

KEY CHALLENGES

- High customer expectations in a fiercely competitive market
- A huge customer base with a mobile-first preference
- 1 million assets to be migrated

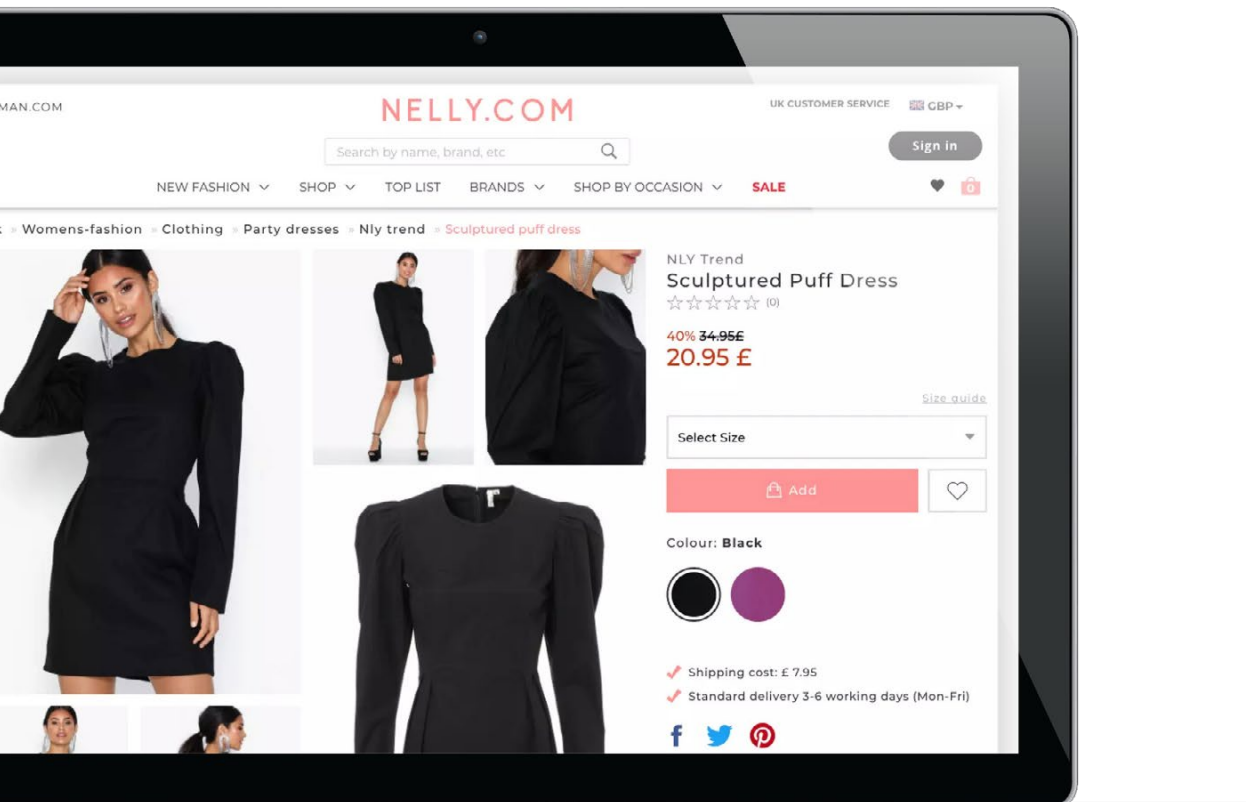


The Solution

NELLY chose Ampliance to help them deliver an outstanding online experience. Ease of use, superior functionality and its bold list of comprehensive features put NELLY's mind at ease that it now had the platform to deliver what customers want.

The staggering 1.1 million assets were migrated in just two months, providing major relief. Teams can now get instant access to any asset from the cloud. Any changes can be swiftly adapted without developers' help, so teams can react fast to the latest trends with stunning content.

To ensure all shoppers get the best experience, Ampliance Dynamic Media automates images, videos, and analytic workflows to create smart product pages. The best suitable format for each device is picked and automatically transcoded into the best file format for that device.



How Amplience Made The Difference

NELLY was able to move away from a dislocated production cycle to a single, consolidated process from creation to delivery. More efficient asset management and a better way to deliver experiences means they can rapidly respond to the latest trends with engaging content.

The speed, support and communication of the Amplience project team made a tangible difference for NELLY. Our expert consultants were on hand to help teams adapt quickly.




And sharing their in-depth platform knowledge at every stage made sure the system was working at its best, shortening the delivery time. NELLY now has the platform to exceed the high expectations of fast fashion shoppers. Delivering better experiences, at speed, on every device. So that every customer gets a flagship online experience.

“Amplience are highly attentive to our needs. And the speed and efficiency of their solution made an immediate difference.”

Nelly



The Results

-  2x faster image load and page speed
-  Able to dynamically render any image variant on demand from a single asset
-  Streamlined processes for improved developer productivity



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

Named a Strong Performer, Amplience was recognized by Forrester in The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021 report with the highest possible scores attained in the criteria of decoupled delivery, deployment and system performance, components, and marketplaces.

Powering customer experiences for the world's most innovative brands, Amplience's customers include Ulta Beauty, Coach, GAP, Crate & Barrel, Harry Rosen and Missguided.

Experience FREEDOM



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