

Customer Story



SEAFOLLY



I always recommend Comestri... they have many years in integration alone, but they also understand retail and the challenges retailers have. One of the best things is that they truly work in partnership with your business.

They are one of our strongest partners... it all comes back to trust and delivering what they say they're going to deliver.

NATHAN ALEXANDER - IT DIRECTOR

01 Enablement of a true omnichannel experience.

02 Robust technology stack to support future growth.

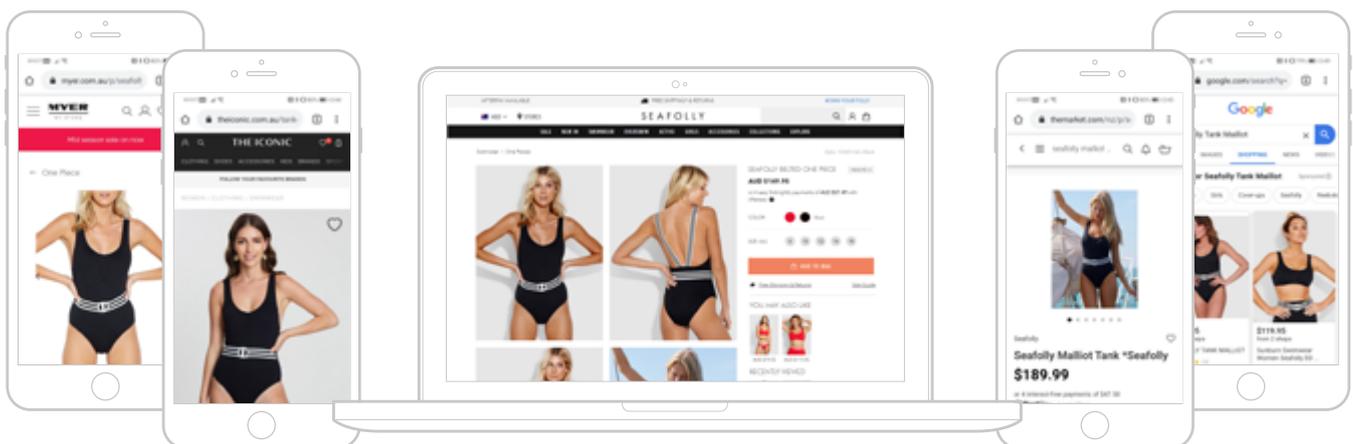
03 Streamline processes and driving efficiency gains.

The iconic 40 year old swimwear brand embodies the spirit of the Australian summer filled with sun, surf and sand. Founded on heritage, quality and style, [Seafolly](#) is classically Australian. They're bold, and not afraid to explore and stand out from the crowd.

Seafolly boasts 25 concept stores across 3 continents and is sold in over 2,700 locations in 41 countries. As they looked to further expand and grow their business, IT Director Nathan Alexander knew their current ecommerce solution needed an upgrade.

"When we started to look at what our options were in replacing our technology stack, and when we started to look at new ecommerce platforms, we realised that we wanted to make the architecture much more robust in the future to support the business growth.

"To do that, we knew we needed better middleware in place to account for the current shortfalls of the APIs. We also wanted a piece of technology that would enable us to optimise our ecommerce channel, especially with respect to SEO and onboarding new channels and new marketplaces," said Nathan.





25

CONCEPT STORES

57,611

SKUs

03

CONTINENTS

16

ACTIVE CHANNELS



Comestri is the technology that will help us tie together our bricks and mortar stores with our digital channels to get to that place; that true omnichannel customer experience. **Comestri will power that for us.**

NATHAN ALEXANDER - IT DIRECTOR

Seafolly upgraded to Salesforce Commerce Cloud, CRM and Marketing Cloud, complimenting their Apparel 21 ERP solution.

“Comestri has had a lot of experience with our systems; they’ve had experience with AP21 and Salesforce and a lot of marketplace experience. Given our growth objectives for marketplaces and for international growth, it made sense for us to partner with them and leverage Comestri and FLOW to power that integration,” Nathan reflects.

Previously, loading products, making changes and updating sale pages was very time consuming. The Seafolly team were getting lost in data, and needed a solution to drive efficiency gains through automation.

The Comestri platform did all that and more. It enabled the automation of loading digital assets, driving the efficiency that Seafolly was seeking.



Comestri’s PIM allows us to enrich our product so they’re SEO friendly very efficiently; we literally upload spreadsheets of our product categorisation and descriptions.

Being able to quickly and easily bring on new channels and leverage drop shipping was also a huge opportunity for Seafolly.

Nathan reflects on the benefits Comestri have brought to Seafolly:

“The process of managing our ecommerce is now simpler and the business benefit of being able to onboard new marketplaces and channels quickly and simply.

“The platform enables our digital and ecommerce team; it makes their life easier,” he added.

Seafolly’s integration has also enabled and enhanced the customer experience. After launching Salesforce CRM and Marketing Cloud, Seafolly were able to integrate their loyalty program, The Beach Club. With 3 membership tiers tied to annual spend, the program wouldn’t have been possible without Comestri.

“Without Comestri, we wouldn’t have been able to build out our (CRM) integration. They’ve enabled us to integrate and launch our CRM and to enter new marketplaces and new sales channels that wouldn’t have been possible before.

“There are a number of parts that all pull together for a customer experience - Comestri and FLOW are all part of that. Their features are powering the backend and enabling the front end to sell to our customers.”

Looking to the future, Seafolly are beginning to explore new technologies to further enhance their customer experience. Short term, ship from store, click and collect and endless aisle are critical. Further ahead, mobile POS, RFID, smart mirrors and smart scanners are all on the table.

Anything is possible with the right technology and the right partner!

Like to know more? [Let’s talk.](#)