



La Redoute  
Roubaix, France  
[www.laredoute.fr](http://www.laredoute.fr)

La Redoute

## Optimized editing

French online retailer revamps multilingual e-commerce sites for optimal efficiency, productivity, and higher sales with Adobe Experience Manager

A Redcats Group brand with more than 11 million active customers worldwide, La Redoute does business in 25 countries and sells its collections via websites and catalogs. Laredoute.fr is the largest women's clothing and accessories retail website in France and is ranked among the top three e-commerce websites in France. La Redoute has geared up for additional growth with the acquisition of a new web content management solution. The company is adopting Adobe Experience Manager, to increase content publishing speed and optimize its editing processes for accelerated development of its web properties and to increase the volume of the products available to customers online.

### Multispecialist in ready-to-wear and home furnishings

With 6.5 million unique visitors each month, 11 million page views daily, nearly 12,000 categories for 30,000 products, and 150,000 items, La Redoute is a leader in the clothing and ready-to-wear fashion industry. The company also has websites in Belgium, Switzerland, Spain, Portugal, Italy, Austria, Sweden, the United Kingdom, Norway, Russia, Ukraine, Greece, and China.

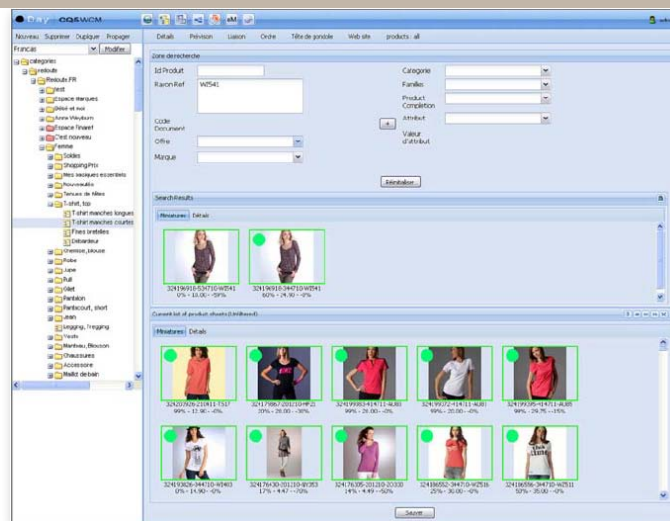
"In order to manage our websites, we initially developed a tool, but recognized it had limitations in terms of speed, responsiveness, and flexibility," says Sebastien Laithier, ISD project manager at La Redoute. "We needed a lot of manpower to manage operations when launching new collections or during periods of heavy traffic like holidays and sales, and we knew we needed something better."

### Overcoming unique challenges

In implementing a new web content management system, La Redoute sought a solution that could automate the publishing of product information, and allow for greater flexibility to apply data changes to websites for multiple countries with ease. "Our platform redesign was based on our unique business and functional challenges. We wanted to easily manage multiple languages and quickly develop new features for the websites to be launched this year," Laithier says. "We wanted to integrate an ISO-level of functionality in the short term and automate processes that were manual until now. We also wanted to make progress with management's ongoing marketing and e-commerce projects using our existing web platform, Millena, and manage processes by business entities."

The platform redesign was split into two applications. First, digital asset management capabilities in Adobe Experience Manager allows the company to manage product photos and logos and associate them with products and their color variations. It publishes media and their association to products for use by Experience Manager web content management capabilities across seven websites, while other publishing tools are used to produce and manage assets for the other sites.

Leveraging digital asset management and web content management capabilities in Adobe Experience Manager, La Redoute can manage its full range of product photos and logos, and associate them with products and their color variations.



## Challenge

- Modernize La Redoute web publication tool
- Improve performance and flexibility of web publishing platform
- Enable bulk changes to content and product information
- Automate publishing content and product information
- Gain visibility into sales operations and share practices between different countries

## Solution

- Leverage Adobe Experience Manager, part of Adobe Marketing Cloud, to optimize digital channels to attract new customers, capture customer insight, and deliver personalized content for increased conversion rates
- Adopt Adobe Experience Manager to handle the volume of products
- Integrate Adobe Experience Manager with La Redoute's web platform, Millena

## Benefits

- Improved efficiency and employee productivity by automating certain tasks
- Optimized web publishing processes, enabling limited staff to handle the growing volume of product listings
- Simplified sales management process
- Grew the number of products sold online by 30 times

Adobe Experience Manager web content management capabilities manage the content of the product database, classifies product definitions and data from Experience Manager digital asset management capabilities, and helps enhance them with complementary information to streamline creation, publication, product association, sorting, and product showcasing online. "We were interested in several solutions. Some were very e-commerce oriented, but lacked the functionality and flexibility we needed and were not aligned with our model," Laithier says.

Choosing Adobe Experience Manager was primarily based on implementation criteria required for consistency with La Redoute's existing architecture. The Adobe solution's performance and ability to support the demand in volume and load were also critical factors. Experience Manager, including multi-site manager capabilities, manages seven multilingual websites with an average of 20,000 products per year, anywhere from 4 to 12,000 product categories sorted by country, and nearly 150,000 items and 200,000 product pictures. "During peak times, Adobe Experience Manager processes about 150 simultaneous connections updating our website in France, and a total of 300 potential users," says Laithier.

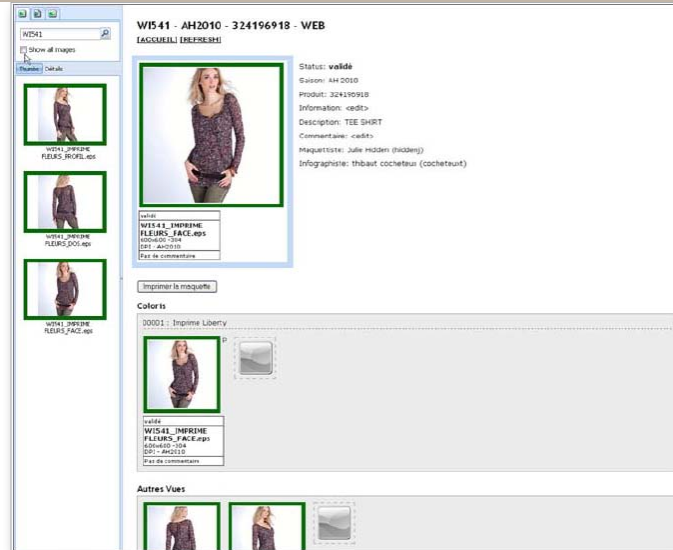
## Simple integration of powerful solutions

"We chose Adobe Experience Manager because of how easy it is to integrate additional resources for a comprehensive, high-performance platform," Laithier says. "Adobe Experience Manager is an intuitive solution for centrally managing digital assets and web content more efficiently."

A group of Information Systems managers constructed a proof of concept (POC) to validate the solution's feasibility. "We wanted to demonstrate that we could associate image management to product structure using digital asset management capabilities in Adobe Experience Manager in order to quickly associate images to products and enhance our overall process efficiency," Laithier says. "With Adobe and our existing web infrastructure, we wanted to prove that we could generate product descriptions that show variations for several competing versions of the product and automatically prioritize management of one product over another. This was important for us to manage our sales operations with more flexibility."

The POC clearly highlighted that Adobe Experience Manager was the ideal solution for developing and revamping the company's web publishing processes. "The POC demonstrated the flexibility and power of Adobe Experience Manager. In just a few days, we were able to establish new workflows and processes that bring us closer to achieving our goals and objectives. We were convinced it was the right solution," says Laithier.

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Sebastien Laithier  
ISD project manager,  
La Redoute

### Optimized web publishing processes

La Redoute believes its users should be able to easily modify web content and product specifications. Typical product listings include dimensions, colors, sizes, and other important information, as well as product variations. For better product and category management, users must be able to easily associate a product to a category, modify criteria, and apply them simultaneously to all products affected by these changes in any given category. They must also be able to prioritize categories and manage publication based on seasonality, sales strategies, or other factors that require greater publishing flexibility.

"We have developed standard business rules to automate many of the processes, but also allow users to manually indicate starting and expiration dates of a product listing, manage and validate product images, and assign categories to the template," says Laithier. "We can quickly execute searches to find a file and change settings. Adobe Experience Manager digital asset management capabilities provide all versions of image sizes necessary for the online listing of a product and can put these pictures in their proper places on the sites."

The development and implementation of La Redoute's new web publishing platform took just a few weeks. The company followed closely the guidelines established in Adobe Experience Manager. "Adobe Experience Manager is an efficient, modern platform that made it easy to adapt our initial plans and create optimal workflows and functionality to meet our organizational needs," Laithier says. "The processes and procedures we were able to develop are specifically designed to be significantly more reliable and more efficient than what we previously had in place."

### Improved performance

La Redoute's transition to Adobe Experience Manager is delivering significant benefits, especially concerning increased user satisfaction, simplicity in data entry, and greater responsiveness to searches. "We can now make bulk changes on product categories; we were able to do this before, but it was much slower," Laithier says. "Automating previously manual tasks allows for faster processing and better service." The increased processing speed allows La Redoute teams to be more responsive to customer demands and better handle periods of heavy traffic, including the launches of specific sales and new winter or summer collections. "Adobe Experience Manager is critical in helping better manage our support teams during peak seasons," Laithier says. "Our teams vary in size depending on the location, so automating product prioritization for sales campaigns enables us to update the site instantly with accurate data instead of relying on manual entry that is slower and prone to errors."

Modernizing its web content management tool also allows La Redoute to improve data sharing between countries. "We can create flowcharts of products, images, and information to be represented specifically on one site or across all of them," Laithier says.

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#### Toolkit

Adobe Marketing Cloud, including the Adobe Experience Manager solution.

Capabilities used include:

- Web content management
- Digital asset management

#### A powerful product engine

Adobe Experience Manager will help La Redoute capitalize on its investment with a powerful and productive web publishing platform that allows the company to comfortably increase the volume of content managed on its websites. With the launch of a new marketplace feature, La Redoute is now capable of carrying and displaying 30 times more products than previously possible.

"Today we sell approximately 25,000 products on our sites and have nearly 30,000 more products in our marketplace that are ready to be uploaded to Adobe Experience Manager in coming weeks," Laithier says. "With the integration of Adobe Experience Manager and the redesign of our web content management system, we gained flexibility and performance, allowing us to handle the growing volume of data on the sites. Experience Manager is a powerful solution that helps us optimize our processes to be able to publish more than one million product listings."

#### For more information

[www.adobe.com/solutions/  
digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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