

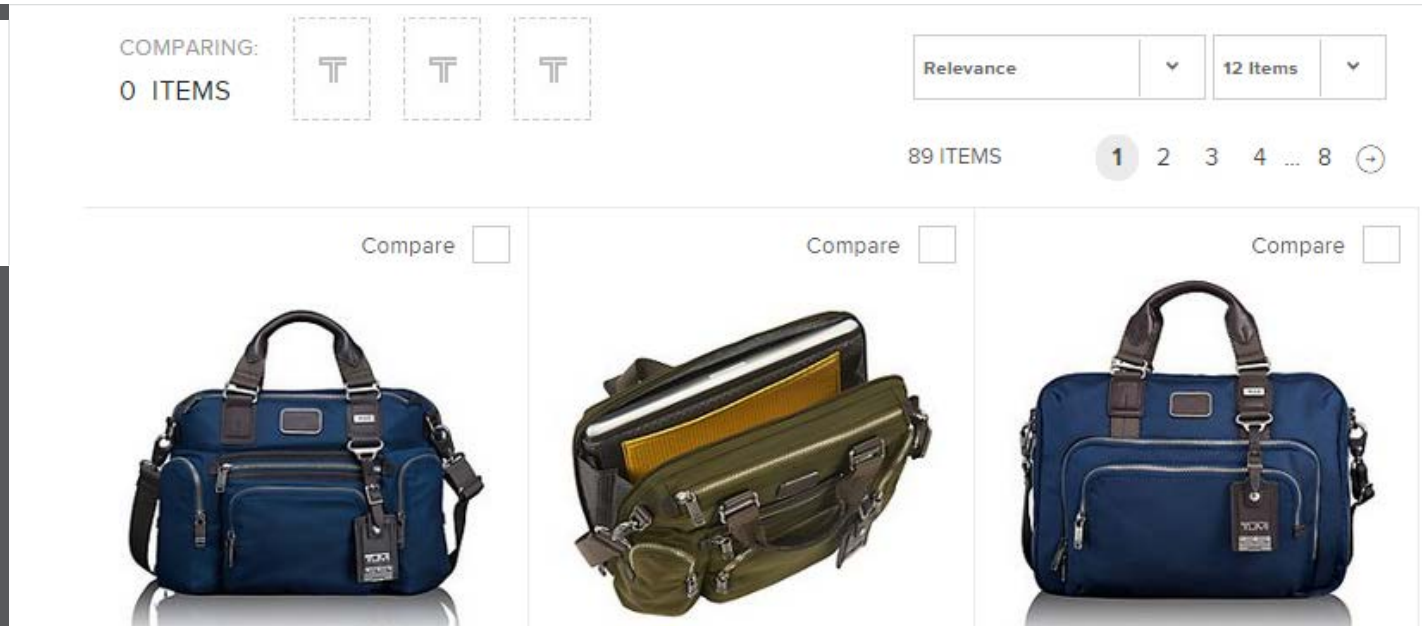
Tumi: upping the fun factor for shoppers.

Online customers enjoy up-close looks at personalized Tumi bags with Adobe Marketing Cloud.



“With Adobe Experience Manager, we can get product content prepped and onto our site as much as 40% faster.”

Naveen Gunti, Senior Director of e-Commerce Technology and Operations, Tumi



SOLUTION

Adobe Experience Manager and Adobe Analytics solutions within Adobe Marketing Cloud

RESULTS

UP TO **40%**
FASTER

NO DELAYS

Product launches happen up to 4 weeks faster with time to prep and post digital images cut by as much as 40%



MOBILE READY

Ability to use one image or video viewable across devices dramatically reduces volume of content Tumi has to shoot, edit, and manage

40%
INCREASE

STAYING LONGER

Online shoppers explore more options and spend more time with dynamic images and videos, increasing time on site up to 40%



REAPING RETURNS

Quick creation and delivery of digital content keeps shoppers engaged and supports easy access to products

Tumi Holdings, Inc.

Established in 1975

Employees: 1,500

South Plainfield, New Jersey

www.tumi.com

CHALLENGES

- Speed time to market by getting product images and videos online faster
- Improve online experience for customers
- Gain simpler, centralized control over large library of product content

“We’re providing the best possible shopping experiences to keep customers happy and sales high.”

Naveen Gunti, Senior Director of e-Commerce Technology and Operations, Tumi

In the bag

Every aspect of product design at Tumi Holdings, manufacturer of popular Tumi luggage and bags, is approached with a fine eye for detail, from the rugged ballistic nylon fabrics used to the personalized monogramming services. Given its reputation for excellence, Tumi wanted to be sure that online shopping experiences on desktop and mobile devices captured its outstanding product craftsmanship, especially as more customers skip traditional brick-and-mortar stores for the convenience of online shopping.

For Tumi, an important step in transforming online shopping was bringing in-house creation and management of all the images and video needed to show products online. The company previously outsourced managing digital assets to a partner, but it was difficult to post new product images and video in time with rapidly changing inventory. “We regularly offer about 3,000 products and introduce almost 1,500 new products each year on tumi.com. Keeping our site current was a constant challenge,” says Naveen Gunti, Senior Director of e-Commerce Technology and Operations at Tumi.

Adding to the challenge is frequently changing consumer tastes, which demands that Tumi keep online shoppers engaged with a steady stream of quality digital content.

Getting products off shelves

As the date approaches for a new product to be sold, the Tumi e-Commerce team has about three months before the first shipment arrives at its warehouses, and all digital assets have to be ready by then.

“A problem facing many retailers is having ready-to-sell products sit in warehouses while products are photographed and images resized, edited, and uploaded to websites,” explains Gunti. “It’s a scenario we have to avoid, so we set out to find the best digital content management system.”

After evaluating solutions, Adobe Experience Manager assets, including support for dynamic media, stood out as Tumi looked to speed preparing and posting dynamic images and video. “With Adobe Experience Manager, we can get product content prepped and onto our site as much as 40% faster,” says Gunti.

For each bag on the website, Tumi offers multiple product views and videos, showing products from different angles, inside and out. With a click, shoppers can zoom in on images to get a closer look at color palettes, zippers, and stitching. Short videos also introduce a bag’s features while showing wheels, telescoping handles, and other elements in motion.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager and Adobe Analytics. Capabilities used include:
 - Assets: dynamic media, video, and personalized media
- Marketing reports and analytics

Going mobile

Because the Adobe solution automatically resizes content to any format, Tumi's teams need to work with only one video or image for each view versus having to create multiple variations to display properly on different devices. "We can't control which devices our shoppers use, but we need to control the experience. Adobe Experience Manager makes that possible," says Gunti.

The benefits of needing only one piece of content for each product view cascade across Tumi's operations. The company's photography studios now take far fewer product pictures, which reduces costs and speeds turnaround times. Content preparation and delivery are also streamlined thanks to dynamic video transcoding in Experience Manager. "Adobe Experience Manager cuts about four weeks off the time to produce assets," says Gunti. "We're moving products through our warehouse quickly and turning stock into sales."

Experiences as unique as each shopper

In addition to rich imagery and videos, Tumi's online store lets shoppers personalize bags with things like monograms. With Experience Manager running in the background, Tumi customers can overlay any three-letter monogram onto the image of a bag or luggage tag in real time. They can even experiment with font style and color to get the look they want.

To track how customers interact with digital services, Tumi uses Adobe Analytics, also part of Adobe Marketing Cloud. "Session times have increased by up to 40%, so we know customers are taking more time to explore our products," says Gunti.

Quality inside and out

Adobe Experience Manager centralizes creating and managing assets for teams inside and outside of Tumi. The unified approach eliminates the need for teams to manage their own images and keeps everyone working with current, branded assets.

"We've transformed our digital marketing from the quality of content to how we understand and interact with customers," says Gunti. "With Adobe Experience Manager and other Marketing Cloud solutions, we're getting products online faster and delivering the best possible shopping experiences to keep customers happy and sales high."

For more information

www.adobe.com/marketing-cloud/enterprise-content-management.html

www.adobe.com/solutions/digital-marketing.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com