

Customer Success Story



TAORAY WANG

taoray taoray

TAORAY WANG and its second line taoray toaray are new fashion brands that needed a full end-to-end Omni-channel trading solution that adapts and scale as their business model matures.

As part of the overall solution, Sonetto® PXM on Azure provided the business with solid foundations for managing product information effectively across all channels.

Using the solution, the business was able to start small in China then gradually expand to multiple business models and markets - managing product experience and information in Chinese initially and including English for the international market.

Win Results

Omni-channel Product Experience Management right from the start - product information was managed centrally but published to fit for purpose for different business models, channels and languages

Microsoft Azure provided cross-regional scalability as the business grows to include more products and markets and made managing a global presence seamless and transparent

Collaboration between teams as each department contributed to a single version of the truth maintained through a centralised governance process