![Progress Sitefinity]

Tom Tailor's Builds Ecommerce Experience in Just 3 Months That Out Earns Brick-and-Mortar by 10%

AT A GLANCE

When the global pandemic temporarily shuttered many of Tom Tailor's Southeastern Europe brick-and-mortar locations, the fashion brand quickly pivoted to launch an ecommerce experience from scratch. Progress® Sitefinity® and Ucommerce helped Tom Tailor deliver this captivating multi-region online store, all while still keeping operations easy to manage.

COMPANY
Tom Tailor

INDUSTRY
Retail

PRODUCT
Progress Sitefinity

COUNTRY
Germany

> With Sitefinity and Ucommerce, we were able to deliver the online shopping experience that our customers didn't even know they wanted. And by filling that gap, we've also been able to create a new revenue stream that enables us to grow our brand in new markets and reach new audiences."
>
> **Aljosa Bajrovic**
> GM, Tom Tailor SEE

Challenge

Tom Tailor's website was difficult to manage and didn't offer a functioning ecommerce experience.

Solution

Sitefinity and Ucommerce align content and commerce under one roof, making it easy to manage everything at once.

Easy integration with other systems ensures ecommerce experiences can access necessary data.

User-friendly content management interfaces enable anyone to create, edit and refresh content as needed.

New ecommerce experience out earns the average SEE brick-and-mortar location by 10% daily.

Free from relying on an agency to make basic content changes, Tom Tailor reduced agency retainer costs by 70%.

Adapted to COVID-19 by going live in less than 3 months, 50% faster than offers from other vendors.

→ Align Content and Commerce to Deliver Easy-to-Manage Shopping Experiences

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