



# Brown Jordan Case Study

## Brown Jordan Configures a Personalized Customer Experience with Amplience

### Background

Founded in 1945, Brown Jordan has carved a unique position for itself in the crowded outdoor furniture and accessories market. The company is renowned for the high-quality of its products, its detailed and meticulous designs and its unparalleled customization capabilities. BrownJordan is committed to making distinctive pieces that cater to individual customers' likes and preferences via five brands. In many cases, this involves 100 percent customization of products with every element ranging from frames to upholstery made to order for the customer.

### The Challenge

Brown Jordan needed a way to showcase its exceptional customization capabilities online. It's not uncommon for the company to have hundreds of options for an individual piece of furniture—for example, the item in different colors, fabric swatches or cushion detailing, among other options. Photographing every product in all possible variants was an unrealistic and cost prohibitive process, but the company wanted to allow customers to visualize its items in each option and enjoy a more personalized online experience. Brown Jordan began searching for a technology partner that could power this functionality and lay the foundation for future product customization innovations.

### The Amplience Advantage

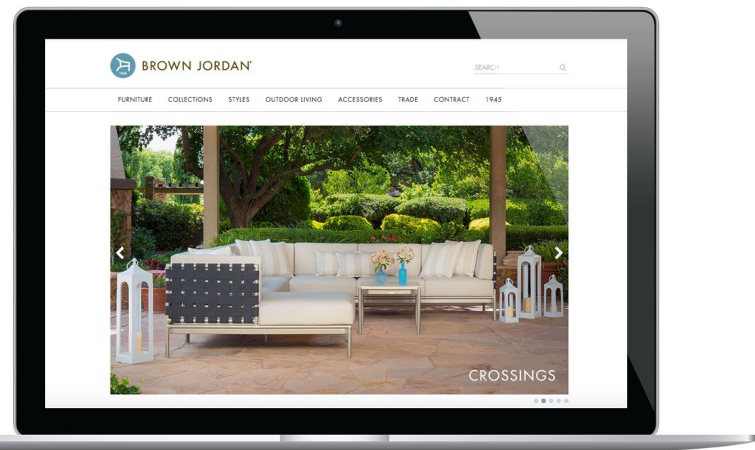
Brown Jordan evaluated several vendors but none of them provided the powerful configurable capabilities it required—with one exception. Amplience enables Brown Jordan to streamline and automate the processes involved in creating engaging digital experiences, and enrich its online presence by rendering products in different colors and other variations. Amplience's Content Hub dynamically generates image variants from existing photography, enabling on-demand image substitutions that allow shoppers to more accurately visualize and personalize products.

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**Rob Morris,**  
Former Director of Software Development at Brown Jordan International

### Key Business Benefits

- First year cost savings after implementing Amplience solutions is 65% and subsequent years are 82%
- Deliver 1,200 configurable products to drive product-page conversion uplift and reduce production costs
- Unique functionality for product personalization to improve customer satisfaction
- Create rich custom configurators that visualize complex product categories to drive engagement, conversion and average-order-values



### The Solution in Action

The technology allows Brown Jordan to produce a tailored, high-quality customer experience while simultaneously reducing digital production costs. Rather than devoting significant time and resources to in-studio production, the Product Customization Solution turns reference product images into Scalable Vector Graphic (SVG) templates. From there, the images can be dynamically rendered on-demand in any color and option variant, through URL parameterization. This allows Brown Jordan’s shoppers to visualize its products in more colors and other option variants than ever before. For example, changing the pattern of a sofa’s upholstery and pairing it with different throw pillows and feature accents.

In addition to providing this seamless, interactive customer experience, the Product Customization Solution is intuitive for Brown Jordan to manage on the backend. The technology provides a comprehensive workflow with user task assignment and SVG approval status. Contact sheets can be easily generated showing the output of each SVG template, which can then be either rejected or approved by business users. This reduces production time and development costs, and enables the entire configuration process to operate efficiently.

According to Rob Morris, the company’s Former Director of Software Development; “Since the solution uses technologies that are familiar to any development or creative team, it was simple, fast and flexible enough to implement quickly and meet the business goals.”

Given the high-end nature of its business, Brown Jordan caters to numerous interior designers who need its furniture to match a certain look and feel—and, in some cases, design the product entirely according to their specifications. As Morris put it; “Many of our customers have very specific requirements for their products. The ability to interact with our furniture by adjusting color, fabric or pattern variants is a huge differentiator, and a capability that delivers a much more personalized purchase journey.”

Brown Jordan currently has 1,200 configurable products online, and has plans to expand its usage in the years ahead. Morris envisions an environment in which customers could create scenarios pairing different products together, experimenting with color and fabric options, until they find the right combination for them. Taking it a step further, Brown Jordan has discussed creating a portal in which customers could upload a picture of their patio and configure what it would look like with various furniture styles and colors. This would further set the company apart from its competition and enable its customers to explore its full product catalogue in the context of their own home or project environment.

While these are not near-term initiatives for Brown Jordan, Morris views the Ampliance partnership as an essential element in ultimately bringing these goals to fruition. “I really can’t say enough about our relationship and the strength of their technology,” he said. “We’re essentially married to Ampliance at this point, and I’m excited that we have the opportunity to expand our usage of their solutions as our online presence increases.”



### ABOUT AMPLIANCE

Ampliance dramatically simplifies how clients plan, create, manage, and deliver content. With a modern API-first approach, the Ampliance solution can unleash the creativity and productivity of content and technology teams. Ampliance serves more than 200 of the world’s leading businesses including Crate and Barrel, Heritage Parts, Boohoo, Mulberry, BMC, and TUMI. For more information on the Ampliance solution, please visit [www.ampliance.com](http://www.ampliance.com).