PARTNER USE CASE

Go Live Date
May 2023

Industry
Retail

Products
Oracle Content Management (OCM)

Legacy Platform or Competitive Replace
NetSuite
Shopify
Big Commerce

ORACLE®
Enterprise Content Management

ORACLE
NETSUITE

SHOPIFY

BIGCOMMERCE

Webhook

Summary

A major industry leader in direct-to-consumer retail experiences with extensive product lines of over 20-25K SKUs in their product catalogues and 100k+ digital assets decentralized across computers, file shares, and the cloud, found relevant content access time consuming.

Fishbowl Solutions helped the company leverage NetSuite, Shopify, Big Commerce and Oracle Content Management (OCM) system to support their corporate, marketing, and product document schemas for managing their products.

Top Customer Objectives and Challenges

- Marketing needed to be able to make changes to imagery for the site, without IT intervention, and turn that around within 30 minutes or less
- Getting metadata on the imagery correctly based on the NetSuite tagging without having to manually assign it.
- Synchronizing the files, metadata and information between multiple systems is manual, error prone and time consuming

Features Completed

- Analyzed the customer's data structure along side existing NetSuite architecture.
- Implementation and migration of OCM and define content model architecture
- Develop a migration script to parse and format Shopify and Big Commerce API data to migrate product data
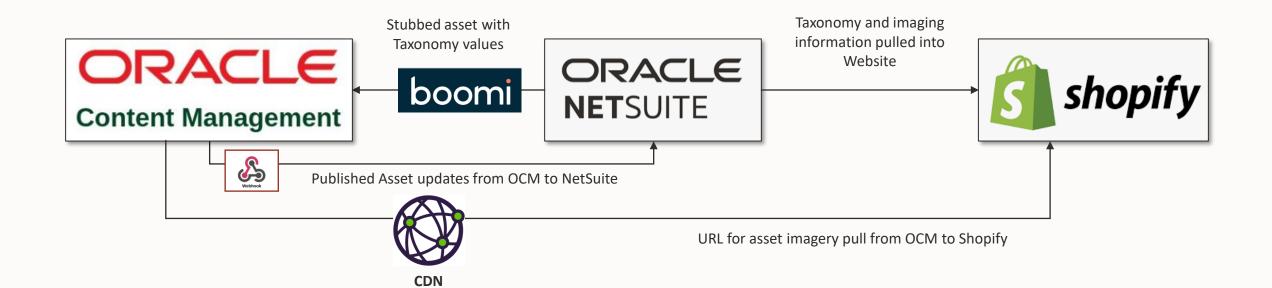
www.fishbowlsolutions.com

Partner Contact:
Tim Gruidl
952-239-5432
tgruidl@fishbowlsolutions.com

Results

✓ **Migration of OCM with NetSuite, Shopify, and Big Commerce creates a single source of truth for the digital assets and saves valuable time**

✓ **Asset lifecycle enables marketing teams to update certain fields that are synced and pushed from OCM back to NetSuite**

✓ **OCM implementation allows for almost instantaneous automatic updating of assets in Shopify**

High Level Flow

Stubbed asset with Taxonomy values

Taxonomy and imaging information pulled into Website

Published Asset updates from OCM to NetSuite

URL for asset imagery pull from OCM to Shopify

CDN