Oroton deploys new POS solution in just 30 days, nation-wide using SureDeploy

The Challenge

- Staff in Oroton's 50+ Australian stores were still relying on dated Windows 7 devices, and most locations suffered from poor internet connectivity.
- Rolling out important security and functional updates to Oroton's existing point-of-sale (POS) solution was slow and manual.
- Both the employee and customer experience were suffering.

The Solution

- Major technology overhaul, providing each store with multiple Microsoft Surface Pro Laptops and a new POS solution via Intune with SureDeploy.

The Result

- Overall roll-out of the new solution took just 30 days – compared with the four months the business had originally estimated.
- Individual device deployment reduced from 1.5 days to just a few hours.
- Significantly enhanced user and customer experience thanks to the new Intune Standard Operating Environment (SOE) and enhanced IT reliability.

Client Overview

Oroton

Oroton is Australia's oldest luxury fashion company, founded in 1938. Synonymous with craftmanship, accessible luxury and uniquely Australian style elements, Oroton sells leather bags as well as eyewear, accessories and small leather goods.

In 2019, it also launched a ready-to-wear apparel line.

Australian Luxury Heritage

Founded in 1938, Oroton is Australia's oldest luxury fashion brand, known for premium leather goods and accessories.

Digital Innovation in Retail

Oroton leverages technology across eCommerce, customer experience, and supply chain to stay competitive in the modern fashion landscape.

Modern Fashion Expansion

The brand offers ready-to-wear collections, eyewear, and jewelry, blending classic style with contemporary design.

Global Retail Presence

With nearly 50 stores and a strong online platform, Oroton continues to grow across Australia and Malaysia.

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"SureDeploy has provided exceptional automation services for Oroton's end user compute roll out. Their platform has facilitated seamless device deployment, application packaging, security and compliance for our organisation. SureDeploy's automated policies have enabled us to secure our POS endpoints by deploying all the necessary policies into Intune. We have also benefitted from their application security update automation, test deployments, and the subsequent roll-out to all 150+ devices in store. This has instilled confidence in our devices are up to date and as secure as possible. Overall, SureDeploy has demonstrated its ability to deliver comprehensive automation solutions that streamline operations and increase efficiency. Their services have greatly simplified our processes and allowed us to focus on other important aspects of our business."

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Daniel Cerreto
Chief Information Officer

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The Challenge

Time for a major hardware refresh

As a luxury brand, it's essential Oroton provides a seamless, high quality in-store experience for both customers and employees. However, Oroton's ability to deliver was hampered by dated and unreliable technology.

Staff working in Oroton's 50 Australian stores were using a POS application on Windows 7 laptops. Many stores lacked robust internet connectivity, and it wasn't uncommon for the application to crash during a customer transaction – causing considerable frustration. Rolling out a new device or providing support to existing devices sometimes took over a day and a half. IT staff often needed to be in-store in order to push updates or provide security patches.

Employees also had to rely on these communal devices to review their rosters and mark their attendance. The overall employee experience was slow and cumbersome. Realising the need for significant change, Oroton's executive team hunted down a team of Intune experts enter SureDeploy.

The Solution

Oroton's first priority was rolling out a fleet of 150+ powerful new Surface Pro Laptops to each of its stores, along with a sleek, new point-of-sale application.

> "This was a huge project that involved both overhauling all of our in-store hardware, as well as adopting a new software deployment method that would allow us to easily deploy applications across all of our stores,"
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> "When we were introduced to SureDeploy to facilitate the deployment of our devices, we knew it was exactly what we were looking for," he adds. Oroton's Head of IT, Ben Mitrevski.

Mid-way through the scoping of Oroton's new device solution, COVID-19 forced most of Oroton's Australian stores to temporarily shut their doors. Fortunately, SureDeploy enabled the deployment to continue in the background – and staff who had already received new devices were able to practice using the new cloud-based point-of-sale solution remotely.

While the COVID-19 lockdowns did delay Oroton's overall digital transformation, the actual deployment of new devices and the new point-of-sale solution remained on track.

> "Without SureDeploy, a device roll-out of this scale would have taken at least three or four months, and would also have required us to be on-site at many of our stores. SureDeploy automated everything, and we were able to get the actual device and application deployment done in less than 30 days in total, and all from our head office" says Ben

The Results

Oroton now has a sophisticated, easy to use POS solution in all their stores across Australia. This not only makes life easier for in-store retail staff, but also improves the onboarding experience for new employees.

Staff can also use the new devices to check their roster or mark time and attendance.

> "As well as being fantastic for employees, our new point-of-sale solution is crucial to the experience that customers have when they step inside an Oroton store," says Ben.
> "In the past, sometimes a customer would be waiting ten minutes just to process a sale, or they'd have to leave and come back when the system was back up and running. Now, everything is instant and seamless," he adds.
> "Staff can also look up information on products when they are actually with the customer, which really improves the overall sales process."

SureDeploy has also reduced time-consuming administration tasks for Oroton's IT team. Previously, maintaining devices, packaging and updating applications was time-consuming and difficult. Now, a new device can be set up without any input from IT.

Travelling to stores to provide maintenance was a significant overhead, and took IT staff away from other transformation initiatives. Now, everything is managed centrally and remotely. Oroton's IT team can now focus on more strategic digital transformation initiatives that will bring value to the business.

> "The roll-out went incredibly smoothly and there was no interruption whatsoever to our stores, nor to our customer experience. We're very grateful to have had SureDeploy leading us through this deployment."

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Daniel Cerreto
Chief Information Officer

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