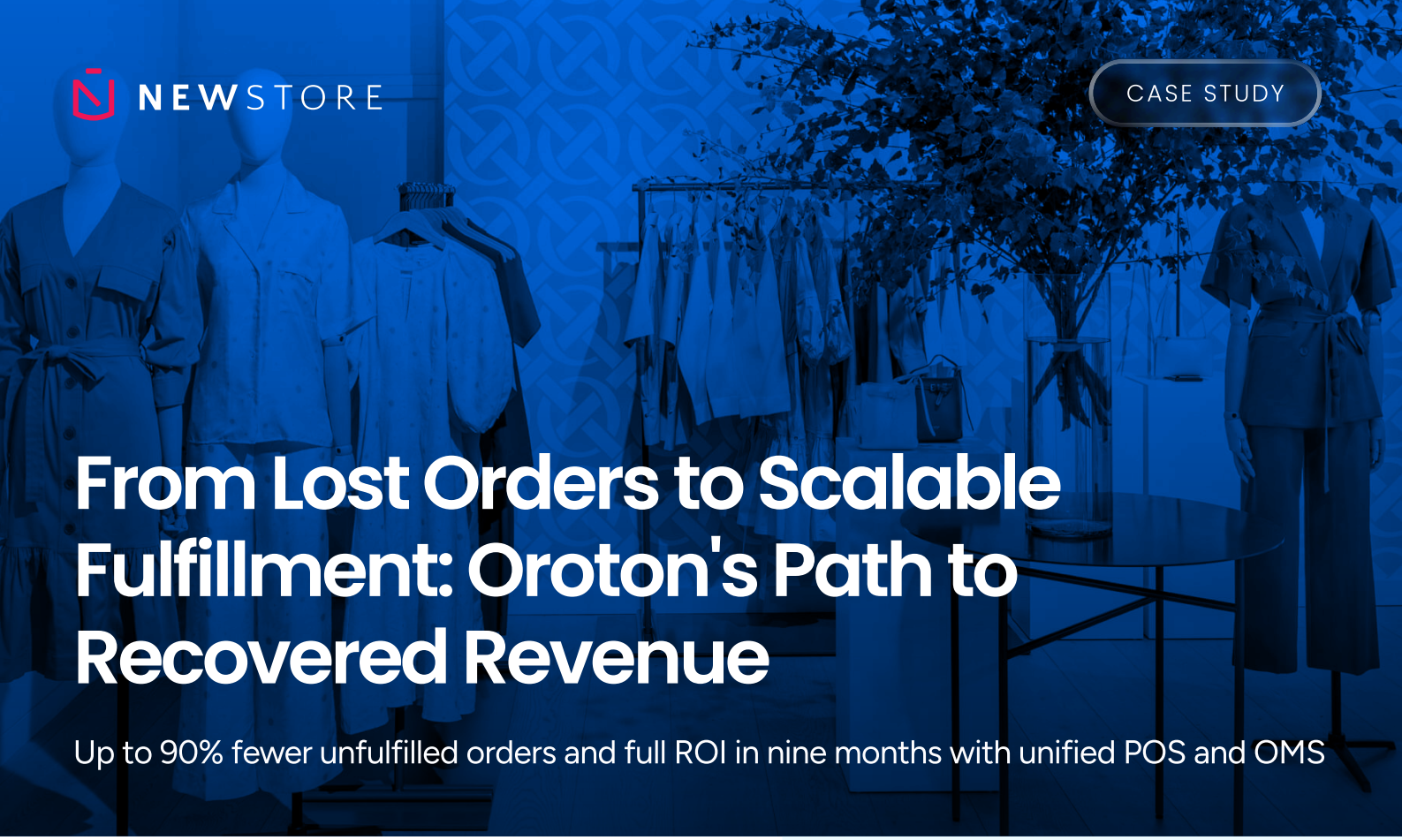
NEWSTORE

CASE STUDY



From Lost Orders to Scalable Fulfillment: Oroton's Path to Recovered Revenue

Up to 90% fewer unfulfilled orders and full ROI in nine months with unified POS and OMS

Oroton is an Australian luxury fashion and accessories brand with over 80 years of heritage in leather goods, jewelry, and ready-to-wear design.

Founded in Sydney in 1938, the company is known for its use of quality materials and a distinctly Australian approach to modern luxury. Oroton operates approximately 40 owned stores and 20 concession locations within David Jones and Myer across Australia, with plans to expand into New Zealand. With a growing retail footprint and increasing online demand, every store needs to operate not just as a point of sale but as a fulfillment location connected to the wider network.

Why NewStore

Oroton was running its point-of-sale and order management on separate systems, connected through an integration layer that the technology team could not monitor independently.

Uses

POS, Order Management & Store Fulfillment

Impact

Up to 90%

reduction in unfulfilled orders due to inventory discrepancies

9 months

to full ROI on the NewStore investment

12%

of store sales driven by store fulfillment

75%

reduction in manual operational checks for the technology team

The core issue was inventory inaccuracy. The business had low confidence in stock levels, and online orders were frequently routed to stores that did not have the product. Every unfulfilled order meant lost revenue, a disappointed customer, and manual work for the teams trying to resolve it downstream.

The legacy POS added to the challenge. Built over years of backward-compatible updates, it required weeks of training for new staff and created errors that flowed downstream into finance and technology workflows.

The decision was to replace both POS and OMS together on NewStore and implement MuleSoft to rebuild the integration layer with full visibility. One project, one platform, covering transactions, inventory, fulfillment, and integrations.

Fast Rollout, Immediate Adoption

Oroton went live on NewStore in August 2025 across all locations. The rollout followed a four-week pilot in three stores, limited to POS-only transactions. The team then moved to a full rollout of POS, OMS, and store fulfillment together.

The transition was framed as a business initiative, not a technology project. The retail team was involved from the beginning, with store champions testing the system and shaping requirements before it reached the floor.

Within weeks, most of the stores had moved entirely to iPhones.

Today, only about 10% of stores still use iPads.

From Inventory Gaps to Full ROI in Nine Months

Once POS and OMS were consolidated onto a single platform, online orders were routed to stores with accurate, real-time inventory. Unfulfilled orders dropped by up to 90% within eight months of going live. The investment reached full ROI in approximately nine months.

Store fulfillment now drives 12% of all store sales and 10% of total brand sales across store and web. By fixing inventory accuracy, Oroton not only recovered lost sales but turned store fulfillment into a scalable revenue channel.

One Platform, Three Wins

Beyond the headline metrics, the shift to a single platform changed how Oroton operates day-to-day.

Operational
Manual checks for inventory discrepancies and order flow issues dropped by approximately 75%. Full visibility across systems and integrations replaced the previous reliance on a third-party partner for diagnostics. The technology team moved from reactive troubleshooting to building for the future.

Retail teams
Associates picked up the mobile-first workflows immediately, moving naturally from product discovery to checkout on a single device. Faster onboarding meant new staff could serve customers from day one, and fewer errors at the point of sale meant cleaner data entering downstream systems.

Business
With accurate inventory and a single platform connecting every location, Oroton has built the operational foundation to expand into new markets and open new stores without layering on additional systems or complexity.

Oroton closed the gap between disconnected systems and reliable operations.
Every store now runs on one platform, and the business is positioned to grow on top of it.



"We reduced unfulfilled orders by up to 90%, and that alone paid for the investment within months."

Saurabh Bhola, CIO, Oroton



Stop losing revenue to inventory gaps. See how one platform for POS and order management can turn the store into a revenue driver.

Get In Touch.

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