

How OKA launched its US presence with WFX

OKA



www.wfxondemand.com

ABOUT OKA

OKA embodies the British values of 'living well' and has supplied elegant and stylish furniture to homes for over 21 years.

Annabel Astor, Sue Jones, and Lucinda Waterhouse founded OKA with a 'mission to inspire people to create a home that reflects their personality.'

OKA started as a direct mail-order business in 1999. Today this business retails across 14 stores in the UK, with a strong eCommerce presence across the world.

WFX Cloud PLM has been working with OKA since 2018, helping the company grow and evolve.



Inspire people to create a home that reflects their personality.

WHEN OKA WANTED TO EXPAND TO THE USA

In 2017, OKA was talking to various investment firms about expanding its business in international markets. The company was particularly keen to grow its presence in North America.

Establishing a business in the US is vastly different from establishing a business in the UK. Companies need to label products in different ways, describe products in different ways, and adhere to alternative certification requirements.

OKA's leadership team realised they could not accomplish expansion in the US without a robust cloud product lifestyle management (PLM) solution to coordinate their efforts.

“

We wanted all our information to be in one place, and WFX was the answer.

”



- Nick Goodfellow
Product Development
Director, OKA

HOW WFX HAS ENABLED OKA TO MANAGE GROWTH

WFX acts as the core system for OKA's business, which staff use to plan, develop, purchase and inspect their products. WFX feeds all OKA's systems with the required data, including their new enterprise resource planning system.

WFX is fully flexible and can manage product specifications across multiple regions, making it easy to not only manage compliance in the UK, but the US too.

With WFX, all OKA's product information is accessible to product, technical and buying teams, and is standardised for convenience. Various teams can collaborate quickly and view the entire lifecycle of any product.



Since starting to use WFX, OKA has successfully launched in the US - something that its founders have "dreamt of doing from the very beginning."

WFX has also enhanced the quality of OKA's products by helping their suppliers and inspection teams know what exactly they want when selecting products.



WFX has been a fantastic tool to help us launch new seasons. We can look at the colour palettes for the season, compare upcoming products against existing ones, and see if there are any gaps.

We really needed a software solution that will support us and help our business to expand further. With WFX, we feel that's what we are getting.



- Kaye Conder
Product Development
Manager, OKA

Learn more about
WFX at wfxondemand.com