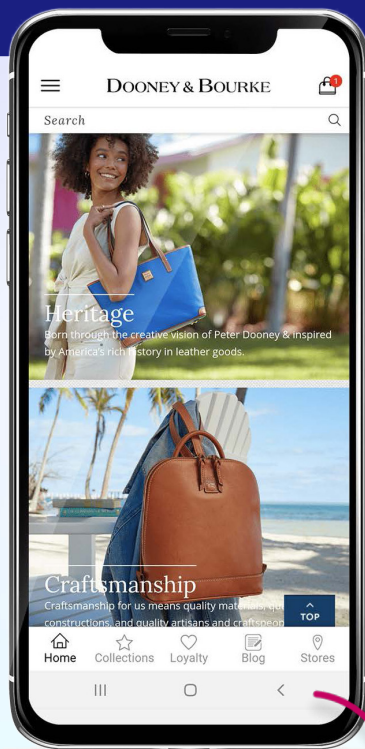
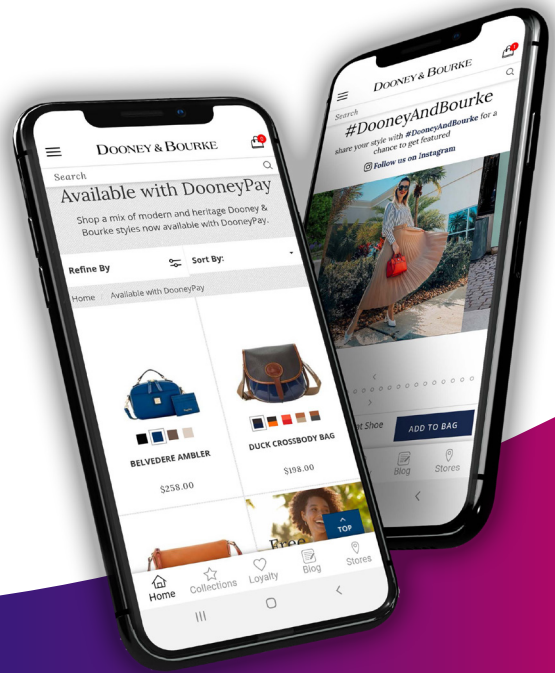


Key Factors

- App submission to iOS and Android in 3 weeks time
- Incorporated multiple web assets into one application
- Integrated their industry-leading homegrown payment system “DooneyPay”
- Fully integrated with Salesforce Commerce Cloud



The Challenge

As a close partner of Salesforce Commerce Cloud, Dooney and Bourke were introduced to Bryj because they wanted to build and deploy an industry-leading mobile application. Dooney did have an existing mobile app, but it was not performing as they had hoped. It also did not leverage other business units such as Dooney Sports.

The Solution

After the introduction to the Bryj team, they were impressed by our ability to deliver a high-quality mobile experience in a much shorter time and at a lower cost than they would have otherwise spent in a mobile development cycle. They were especially interested Bryj's full-service, dedicated team that worked with them every step of the way and offered post-app support, upgrades, new features and more.

Features

**Login**

Touch ID / face ID integration and persistent login feature

**Commerce Cloud**

Seamless integration with Salesforce Commerce Cloud

**Customer Engagement**

Deep link capabilities for push notifications and improved customer experience

**Bryj Unmatched Analytics**

Bryj platform captures customer insights and data signals from the app to increase customer engagement and retention

**Dooney Pay integration**

Customers using the app can purchase goods using the innovative Dooney Pay feature

**Apple Pay**

Frictionless mobile payment and checkout using out-of-the-box Apple Pay integration