



To stay competitive in the business of fashion, Oroton needed to fashion themselves:

A little soul.

While their designs are at the forefront of fashion, unfortunately Oroton's data transfer system was definitely not 'haute couture.'

With increased focus on product development, marketing and a stronger retail presence, it became increasingly evident to management, that in order to be competitive, they needed cutting-edge communications that would stay at least one step ahead.

Preferably two.

That's when they decided to turn their communications 'catwalk' into a cakewalk and get a little soul.

As Australia's largest independent voice and data network, delivering services on their own alternative infrastructure, Soul was ideally placed to develop and install both soft and hardware that would allow head office to seamlessly connect with branch offices and warehousing and retail worldwide in one cost-effective, converged system.

In other words, Soul fashioned a unique communications solution that was tailor-made for the fashion house.

Now, when Oroton talks, people can listen.

And see.

And they do it all with a little soul.

