

Jessica Otte Case Study: InkSoft Implementation

Client: Perrin Sportswear

Role: Implementation Lead, Project Manager, Web Designer

Tools: InkSoft, Illustrator, Excel, Photoshop

The Challenge

Perrin Sportswear, traditionally a wholesale apparel decorator, sought to modernize its business model by enabling small-run orders for corporate and event clients. The goal was to create a scalable, self-service e-commerce platform that would generate passive income and reduce manual involvement. This meant transitioning from a wholesale mindset to a hybrid DTC system with automated workflows and branded storefronts for both internal and external use.

My Role

I led the initiative from end to end—conducting research, architecting new workflows, configuring systems, designing storefronts, training staff, and iterating based on feedback. I collaborated cross-functionally with stakeholders from sales, finance, production, and customer service to ensure the company-wide adoption of the InkSoft platform.

Process

1. Research & Planning

- Audited existing workflows and identified bottlenecks
- Created a phased rollout plan for cross-department implementation
- Defined key features needed: logo upload, direct/bulk shipping, and self-serve storefronts

2. System Setup & Integration

- Designed and configured branded storefronts with customizable products
- Integrated backend systems for inventory, accounting, and production workflows
- Developed routing logic and art approval workflows

3. Training & Rollout

- Led training sessions with each department and created visual documentation
- Troubleshooted early issues and made real-time process adjustments
- Supported long-term adoption and scalability

Results

- Launched branded company stores for employee and client use
- Enabled logo upload and self-serve ordering with minimal admin involvement
- Automated backend processes, including art approval, production, shipping, and accounting
- Created a recurring revenue stream through DTC and microstore sales
- Shifted internal operations and mindset toward scalable e-commerce