



Transforming B2B Customer Experiences:

Rich Product Data Helps Bradley Corporation Drive Sales and Site Visits



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Connie Beuche
Portfolio Manager, Front End Technology
Bradley Corporation

Goals

Improve customer experiences and increase B2B e-commerce site visits and sales with better product information

Make all 200,000 product SKUs available online through a single source of truth for product information that is always up to date

Make it easy for large distributor partners to sell Bradley products while complying with new regulations that require transparency into product data

Solution

Organize products, features, and attributes with Informatica MDM – Product 360 so the data can be used to upsell and cross-sell products

Integrate with new Epicor ERP system to enhance product descriptions and enable automated nightly updates of Magento e-commerce site

Publish trusted, detailed product data, including product images, safety warnings, and compliance data to distributor customers and end users

Results

Helps Bradley accelerate digital transformation and meet new expectations for B2B shopping and support experiences, increasing site visits

Drives a 20x increase in online product availability in just over a year, making all 200,000 SKUs available in Bradley's e-commerce catalog

Encourages large distributors to do business with Bradley by helping them provide rich product information to shoppers while reducing compliance risk

Business Requirements:

- Unify product information management beyond what ERP system could provide
- Manage large amounts of product images and other media assets for B2B e-commerce
- Scale product information system well beyond 200,000 SKUs

About Bradley Corporation

For more than 95 years, Bradley Corporation has designed and manufactured advanced commercial washrooms and comprehensive solutions for emergency safety and industrial applications, including hand washing and drying fixtures, accessories, partitions, and solid plastic lockers systems, as well as emergency safety fixtures and electric tankless water heaters. Headquartered in Menomonee Falls, Wisconsin, and living by the cornerstones of Family, Innovation, Quality, and Customer Service, Bradley serves commercial, institutional, and industrial building markets worldwide.



Informatica Success Story: Bradley Corporation

A critical component to any commercial building is its washrooms, and providing an inviting and safe environment within these spaces is what Bradley does best. Architects and engineers rely on Bradley to provide innovative handwashing solutions, partitions, and accessories for their commercial building projects.

Bradley sells its products exclusively through a network of several thousand distributors. It offers more than 200,000 product stock keeping units (SKUs) to customers, which encompass companies ranging in size and scope from small local facilities to large international corporations. The manufacturer helps businesses such as Disney, Walmart, General Motors, U.S. Postal Service, W.W. Grainger, and AMC Theaters create ideal washroom experiences with top-of-the-line commercial solutions.

To increase market share, Bradley is driving an enterprise-wide culture change and embracing digital transformation. One of its first goals was to leverage product data to improve customer shopping experiences and increase B2B e-commerce site visits and sales. Only a small fraction of the company's products were available for purchase online, and product information was limited. Without sufficiently detailed information about product attributes, it was difficult for e-commerce customers to tell the difference between similar items, which often prompted customers to look elsewhere. Cross-selling and upselling opportunities often went unrecognized because there wasn't enough product data to make the connection between items.

Bradley wanted to create a single source of truth for product information that would always be up to date, and make all of its products available for B2B e-commerce. It also wanted to supply product information that would make it easy for large distributor partners to sell Bradley's commercial washroom products while complying with new regulations that require transparency into product data. Lacking a reliable source of truth, employees spent significant time trying to find accurate product information for sales and marketing campaigns, or to answer customers' or distributors' questions about products.

"Our B2B customers are consumers, and they have the same expectations in the business world as they do in B2C," says Connie Beuche, Portfolio Manager - Front End Technology at Bradley. "That challenges us to have the most accurate product information so we can give them the best possible experiences."

A better way to manage product information

Seeking deeper product management functionality than a typical ERP system could provide, Bradley wanted to add a product information management (PIM) system to enhance product descriptions, manage digital assets, and publish accurate product information more quickly. After looking at different PIM solutions,



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Bradley selected Informatica MDM – Product 360 to master product data, features, and attributes so the data could be organized and used to upsell and cross-sell products.

"We looked at many PIM tools, and Informatica was appealing to us because of its market leadership and innovative roadmap," says Beuche. "From the beginning, it was clear that Informatica would help us and stay with us. It was a partnership, we felt. Much more than just investing in a toolset."

Bradley used Informatica MDM – Product 360 to integrate with its new Epicor ERP system and populate it with product information. Each night, product information updated in or added to the ERP system is pushed to Bradley's Magento e-commerce platform, keeping the customer-facing site in synch.

"By getting our data in order with Informatica MDM – Product 360, we were able to migrate into our e-commerce tool pretty painlessly because we had all the data right there," says Beuche.

Automated product data validation and formatting empowers less technical users to easily handle complex product information, enabling a small team of data stewards and product managers to complete the needed data fields. The data stewards are subject matter experts in different aspects of the products, such as manufacturing, engineering, safety, or marketing, whereas product managers are experts in a particular product category and/or location.

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Increasing sales, site visits, and customer satisfaction

In just over one year, Bradley pushed its entire product catalog from its ERP system into Informatica MDM – Product 360, representing a 20x increase in online product availability. As Bradley added more products to its e-commerce site, the number of site visits steadily increased, and sales began to take off.

"Since we began using Informatica MDM – Product 360, the appreciation from our customer base has been growing along with our sales," says Beuche. "More and more of our customers, even those who historically weren't online customers, are coming to us and asking for product information that we can now cheerfully supply."

With trusted, detailed product data, including product images, safety warnings, and compliance data, Bradley is making life easier for its distributors by helping them reduce compliance risk.





Inside The Solution:

- Informatica MDM – Product 360

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“Informatica MDM – Product 360 provides a great advantage to our distributors who are putting our products on their websites,” says Beuche. “We were able to leverage that really good, clean product information with images and other rich content and share it with them. And it has grown our business.”

Creating order out of chaos

The ability to meet new customer expectations for B2B shopping and support experiences has made Bradley a role model for the manufacturing industry, which often lags behind other industries in digital transformation.

“Before Informatica, it was truly chaos,” says Beuche. “I don’t think we even recognized before we migrated to Informatica MDM – Product 360 what the advantage of organized data provides. Now that we organized our data and are reaping the benefits of it, we see the golden opportunities ahead. And the opportunities it has opened up to us and the awareness of what data as an asset can be are very exciting.”

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