



# Lighting the Way with Data:

## How Elektro-Material Doubled Digital Sales

*"We've doubled our sales through new digital channels in the past two years, and Informatica MDM – Product 360 played a big role in driving that achievement. We can be certain customers have all the information they need to make a confident purchase."*

**Frank Schmäh**, Head of Product Data Center, Elektro-Material

### Goals

Offer customers rich product information through any channel, thereby increasing sales and ability to compete with improved B2C shopping experiences

Improve time to market by onboarding suppliers and products faster and with less manual effort

Enable a five-person team to continue to manage product data for 300,000 SKUs without outside assistance or additional headcount

### Solution

Replace legacy product information management system with Informatica MDM – Product 360

Automate the onboarding and management of product data with an intuitive user interface instead of manual programming

Use embedded Informatica Data Quality and Business Process Management option to standardize data and optimize processes across teams

### Results

Doubled digital channel sales volume in just two years by providing customers with complete and accurate sets of product attributes and images

Enables 4x faster launches of new products and onboarding of entire product catalogs from 900 suppliers in hours versus months

Positions product data team to handle an 8x increase in product data within the next year

## Business Requirements:

- Feed legacy ERP system with high-quality product data
- Import structured data in BMEcat format
- Use a web client to make data available to more stakeholders

## About Elektro-Material

Founded in 1913 in Zürich, Switzerland, Elektro-Material is the market leader in business-to-business (B2B) Swiss electrical wholesale, offering smart home technology, lighting products, household appliances, tools and safety equipment, solar panels, and e-mobility solutions for electric vehicles.

## Informatica Success Story: Elektro-Material

Following the invention of the electric light bulb in the late 19th century, electric lights spread throughout the world. In Switzerland, Elektro-Material (EM) was founded to capitalize on the new business opportunity. More than 100 years later, the company remains the market leader in business-to-business (B2B) Swiss electrical wholesale, offering smart home technology, lighting products, household appliances, tools and safety equipment, solar panels, and e-mobility solutions for electric vehicles. All of these products can be purchased through EM.Webshop, one of the company's e-commerce channels that now brings in two-thirds of its revenue.

With EM.Webshop and product information linked to many large businesses' e-procurement systems, and more than 160,000 visitors and 50,000 orders passing through the site monthly, B2B e-commerce is the primary growth channel for Elektro-Material's omnichannel business. Other sales channels include mobile applications, e-catalogs for clients' ERP systems, consumer webshop solutions for business clients, and data delivery to procurement platforms.

To succeed in an increasingly competitive online marketplace, EM strives to provide the rich product information and detail that customers increasingly expect. However, the company struggled to manage data across 300,000 different product SKUs from approximately 900 suppliers, each with different sources, formats and varying levels of data quality and completeness.

Although Elektro-Material used an older product information management (PIM) solution, visibility into the data was limited because the product was not web-based. The company also had difficulty feeding product data to its legacy ERP system, which drives EM.Webshop and publishes product data to the e-commerce channel.

A five-person team worked to onboard product data and catalogs from supplier-provided spreadsheets, manually entering product information into the ERP system before exporting it to its PIM system to manage the product data attributes, which were then updated with media assets and long descriptions. This process resulted in only 20 to 30 percent of product attributes on average being updated for each SKU in the PIM system. And with no way to easily send data back to ERP, product information in EM.Webshop could easily become outdated for other processes.

"Our customers are driving digitalization, and we want to remain an essential part of their supply chain," says Frank Schmä, Head of Product Data Center at Elektro-Material. "To compete, we needed to modernize product information management to increase sales, improve time to market, and empower our product data team to be more efficient as data grows."



*"Informatica MDM – Product 360 gives us at least fourfold faster time to market for launching new products and onboarding supplier catalogs. We can get better product data into our digital channels with no manual programming required."*

**Frank Schmäh**

Head of Product Data Center  
Elektro-Material

## Simplifying product data management

Wherever possible, Elektro-Material wanted to exchange data with manufacturers, suppliers, and partners using the BMEcat format, a European standard for XML-based data exchange via electronic catalogs. In a previous job with a large provider of telecommunications data services, Schmäh had successfully accomplished this very task using Informatica Master Data Management (MDM) – Product 360. Based on his recommendation and a thorough evaluation, Elektro-Material deployed Informatica MDM – Product 360 with assistance from Parsionate, an Informatica partner.

"We selected Informatica MDM – Product 360 because other companies in our industry and region have achieved great success with the solution," says Schmäh. "It also gives us an easy way to share product data with our colleagues using a web-based interface."

Elektro-Material used Informatica MDM – Product 360 to automate the onboarding and management of all product data, using an intuitive user interface instead of manual programming. To help ensure all product data is standardized from the beginning, Elektro-Material uses Informatica Data Quality for embedded, automated quality checks. The Informatica MDM – Product 360 Business Process Management option helps optimize business processes, informing process definitions with product information to improve supplier management, new product launches, and ongoing product maintenance.

## Fourfold faster time to market

By using Informatica MDM – Product 360 to source product data from manufacturers and suppliers, enrich the data for specific channels, and then push it from Informatica MDM – Product 360 into the ERP system, Elektro-Material has greatly accelerated its time to market for getting its 300,000 products into digital channels. The onboarding of every product and approximately 900 suppliers is now automated through Informatica MDM – Product 360. If the manufacturer or supplier can provide a BMEcat file, entire catalogs can be onboarded in a few hours, a process that previously took months. Elektro-Material can now launch new products, complete with all available data attributes in German, French, and Italian, in just three days, with a target goal of one day.

"Informatica MDM – Product 360 gives us at least fourfold faster time to market for launching new products and onboarding supplier catalogs," says Schmäh. "We can get better product data into our digital channels with no manual programming required."



### Inside The Solution:

- Informatica Master Data Management
  - Informatica MDM – Product 360
  - Informatica Business Process Management
- Informatica Data Quality

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#### Frank Schmäh

Head of Product Data Center

Elektro-Material



## Doubling digital sales

It's easy for Elektro-Material to update product data with the information customers need to make purchase decisions, including new declarations, safety warnings, manuals, or photos, and the company's product data team can manage all tasks without assistance from consultants or contractors. Schmäh expects that this will continue, despite the surge of product data he predicts will come in the next year.

“It's a huge advantage for our customers to see all the features and views of a product,” he says. “We've doubled our sales through new digital channels in the past two years, and Informatica MDM – Product 360 played a big role in driving that achievement. In the next year, we expect our product data to increase up to eightfold. We'll be able to take all the data manufacturers and suppliers give us and quickly move it into our webshop. With Informatica MDM – Product 360, we can give customers all the information they need to make a confident purchase.”

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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