



Informatica®

Online Tool Retailer

The Right Tool for the Job:

Builds on Success, Bringing Supplies
to Businesses Worldwide

*"Informatica MDM – Product 360 helps
us increase our sales, now we can provide the
products and information our customers need."*

IT Director
Online Tool Retailer



Goals

Increase sales and return visits by offering more products online with more accurate and complete product data

Giving customers exceptional buying experiences to compete in today's cutthroat environment for B2B e-commerce

Onboard new suppliers and their product catalogs faster and eliminate duplicate product entries

Solution

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

Use Informatica MDM – Product 360 to accelerate product publication to 17 online channels and identify duplicate entries

Automate evaluation of data completeness for required product photos, descriptions, and safety information using Informatica Data Quality

Results

Increased sales by 18% in a single year

Gained a more accurate count of unique products by removing 44% of products that were duplicates entries

Improves product data quality, reduces risk, and cuts product data management time by 80%

Business Requirements:

- Enable web shop growth to more than 1 million product SKUs
- Improve the way products appear online
- Accommodate up to 50 attributes per product
- Enable a five-person product management team to be more efficient while improving data quality
- Deploy new PIM system in 6 weeks to avoid revenue loss

About this online tool retailer

This online shop, based in Germany, is specialized in tools and industrial equipment. It is one of the subsidiaries of the world's largest industrial supply companies.

Informatica Success Story: Online Tool Retailer

Industrial supply companies were among the first to embrace e-commerce, and they have been among the most successful. This Online Tool Retailer uses a web-only transaction model to help small businesses around the world get the products they need, from tools, screws, and protective clothing to office supplies and workshop equipment. In Germany, orders are placed on their Online Shop platform and inventory is sourced from approximately 50 suppliers.

With strong growth, rapidly expanding inventory and a focus on customer, this Online Tool Retailer wanted to improve the processes by which it captures, manages, updates, and publishes product information to its online catalog and web store. By providing the most accurate and complete product information, this Online Shop can enhance the customer buying experience, improve search results, and minimize merchandise returns. However, onboarding new suppliers and their product catalogs into its legacy product information management (PIM) system took months and required nearly all of its five-person product management team's time. A simple task such as updating the prices across an existing product line took days.

To maintain inventory levels for B2B customers, this Online Shop sources a single product from multiple suppliers, which introduces complexity in managing and distinguishing SKUs across suppliers. Although the team suspected that a large percentage of the products in its catalog of nearly half a million active items were duplicates, it had no easy way to identify them.

This Online Shop also had little visibility into the completeness of the product attributes each supplier provided. This might include photos, videos, short and long descriptions, dimensions, weight, warnings, and related safety information. This lack of visibility had ramifications beyond convenience and sales; for example, if a needed product safety information sheet was missing, the company could be exposed to legal risk.

As this Online Shop prepared to onboard more suppliers and more than double the number of products in its catalog, it needed a better way to manage product information. And it had to act fast to meet its business timelines and implement a new PIM system in just six weeks.

"We needed a more powerful, scalable, and user-friendly product information management system that could handle more than 1 million SKUs while still offering fast performance," says the IT Director for the Online Tool Retailer. "We wanted to implement it very quickly because the longer we waited, the more revenue opportunities would be lost."

Completing the entire rollout in just 6 weeks

After comparing off-the-shelf PIM systems from different vendors, the Online Shop decided on Informatica MDM – Product 360, engaging Arvato Systems to deploy and integrate the solution into the Online Shop's



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IT Director

Online Tool Retailer



existing IT landscape. Three weeks later, Arvato Systems provided a test system for this Online Tool Retailer to evaluate.

"We chose Informatica MDM – Product 360 because it can handle our large volume of product SKUs and suppliers and makes it easy to merge them into a master catalog," says the IT Director. "Arvato Systems gave us the fast time to market we were looking for, completing the entire rollout in just six weeks."

The first "aha" moment came when this Online Shop realized the true number of instances in which the same product was sourced from multiple suppliers and identified as a separate SKU.

"After implementing Informatica MDM – Product 360, it became immediately clear that nearly half of the SKUs in our catalog were actually duplicate products," says the IT Director. "That brought our catalog down from more than 450,000 active items to approximately 250,000, giving us an accurate and efficient starting place for growing our web shop."

Onboarding suppliers and products faster

As this Online Tool Retailer added supplier and product catalog data into MDM – Product 360, the team noticed that the process was much easier than before. No matter in what format the supplier provided the product information, whether structured ERP data, merchandise management system data, or spreadsheets, the Online Shop could import large amounts of data quickly and onboard new suppliers in hours. As a result, product data management time has decreased by 80 percent.

"Previously, even a medium-size supplier with 30,000 products took our team three months to onboard and a couple of weeks more to export the products into our web shop," says the IT Director. "With Informatica MDM – Product 360, one person now manages our import processes for all our suppliers. She can easily onboard multiple suppliers and thousands of products in a single day. The rest of the team can now focus on improving our taxonomies and keywords to drive more sales."

Automating data quality checks

The Online Tool Retailer also uses Informatica Data Quality, which is embedded in MDM – Product 360, to keep data standardized and perform automatic data quality checks to identify missing or incorrect product attributes. This enables this Online Tool Retailer to maintain separate quality rules for each of 17 different online sales channels, each with their own requirements for product data. The Online Shop takes all the information its suppliers can provide, sometimes collecting as many as 50 product attributes to enrich product descriptions and reduce business and legal risk.



Inside The Solution:

- Informatica MDM – Product 360
- Informatica Data Quality

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“Once we have product data in our master catalog, it’s easy to set up a data quality rule in Informatica MDM – Product 360 that will allow us to export that product to a sales channel only if it has met all the content requirements for that channel, including any associated safety instructions and warnings,” says the IT Director. “It would have been impossible for us to manually enforce that level of data quality across 1 million SKUs.”

Increasing sales with better customer experiences

The Online Shop hopes that by providing customers with the most comprehensive and accurate product information, it will be able to answer all of their questions and convert a higher percentage of page views into purchases. Giving customers as much information as possible up front improves their buying experience, making them less likely to return merchandise and more likely to visit the Online Tool Retailer for future purchases. And by onboarding suppliers and products in hours instead of months, the Online Tool Retailer can add popular new products onto its website faster, gaining an advantage over slower-moving competitors. As a result, the Online Tool Retailer’s sales are increasing even as some larger competitors’ growth stalls.

“The reality of B2B e-commerce is that the company that has the product in stock and provides the most consistent and informative buying experience wins,” says the IT Director. “Informatica MDM – Product 360 helps us increase our sales, because we can provide the products and information our customers need. Without Informatica, we would not have realized that revenue as quickly.”

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.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica

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