

# When Data Is Gold: Stuller Manages Millions of Jewelry Products with Informatica



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- Belit Myers, Vice President of Compliance Inventory and Information, Stuller

Founded in 1970 with a goal to provide improved service to jewelry professionals, Stuller is now an omnichannel wholesaler and distributor, with a busy call center and a strong B-to-B e-commerce presence. Stuller offers a wide range of jewelry and jewelry-related products and services designed to help the independent retail jeweler be successful. From its global headquarters in Lafayette, Louisiana, the company provides next-day delivery to more than 40,000 jewelry professionals worldwide.

Customization plays a huge role in Stuller's core business model and the prime manufacturer offers its products with a variety of attributes, including color, size, shape, carat, and style. Once the company began offering customers the ability to customize, the existing products in its catalogs quickly turned into 4.5 million unique stock keeping units (SKUs) with 1,300 possible attributes. The company wanted to use its rich product data to enhance the sales experience and improve internal efficiency; however, a previous attempt at product information management (PIM) did not produce the desired results.

"Our success depends very much on the quality and completeness of our product data, and data demands and opportunities multiply every year as our SKU base grows," says Belit Myers, Vice President of Compliance Inventory and Information at Stuller. "We wanted a complete PIM and data quality solution that would not only help us deliver just the right products to our customers, but also provide the flexibility and ease of use to enable us to see a consolidated view of all products and their attributes."

## Large-scale product information management

Stuller considered building a custom solution, fearing that no existing PIM software would be able to accommodate its large and diverse SKU base. But then Myers attended the Informatica World event, where she interacted with Informatica engineers and Master Data Management (MDM) experts. After attending several sessions, she was excited about using Informatica MDM – Product 360 for master-data fueled PIM at Stuller.



### Goals:

- Populate and integrate better jewelry product data for omnichannel commerce
- Serve sales and marketing teams with unique data consumption needs
- Keep pace with ever-increasing and more diverse jewelry product catalog

### Solution:

- Validate and integrate jewelry product information as it is entered
- Define clear rules for handling jewelry, stones and tools data for internal teams
- Provide data reliability for jewelry catalog with Informatica

### Results:

- Increases customer satisfaction with rich descriptions of jewelry, stones and tools
- Improves call center efficiency and service levels with rapid product information access
- Reduces product data management time for ever-changing catalog

“Attending Informatica World was an eye-opening experience,” says Myers. “For me, it was an ‘a-ha’ moment about how we could finally get our arms around product data quality and use MDM to give our customers and internal consumers more complete and consistent product data. When I heard about how an online electronics distributor used Informatica Product 360 to manage millions of SKUs, I knew we weren’t alone in our challenges. If they could be successful, so could we.”

Stuller worked with Infoverity, an award-winning Informatica partner specializing in MDM and PIM solutions, to make sure the MDM-Product 360 implementation could serve the needs of its various data consumers, including sales and product management.

“Infoverity understood our challenges and the scope of what we were trying to accomplish,” says Myers. “Choosing Informatica for PIM gave us a lot of internal credibility because it has a reputation for being best of breed. People felt like our product data management challenges were going to be addressed in the right way.”

## Complete, consistent, & accurate product data

Stuller can collect and populate product data while enforcing strict data quality rules. Many product attributes can be pre-populated from other data sources or from existing attributes, reducing opportunities for human error. Because

data is validated as it is imported or entered into MDM-Product 360 and data stewards follow clear rules for handling data, accuracy is greatly improved, both on Stuller’s website and in its print catalogs. With trusted data, there is an increased likelihood that a product will come up in a customer’s search for a given attribute or catch their eye with a detailed catalog description.

Previously, common tasks such as changing lead times or other attributes for a popular ring or necklace were difficult, manual processes, involving SKU database updates that had to be done on the weekend to avoid impacting performance for users.

“With Informatica MDM-Product 360, we’re not only more accurate in our product data management efforts but more efficient,” says Myers. “It’s so easy to create, add, and change attributes. We can be more flexible and focus our resources on more strategic tasks while maintaining the ongoing integrity of our product data.”

## Giving customers the right information

With a simple, role-based interface, business users and suppliers can collaborate to fine tune product content—providing sales channels with accurate and complete product data to deliver the most informed and engaging customer experience.

### Business Requirements:

- Manage separate SKUs for 4.5 million products with 1,300 attributes
- Make it easy to create, add, and change product attributes for real-time data accuracy

### Inside the Solution:

- Informatica MDM – Product 360
- Informatica Data Quality

In Stuller’s call center, better product data helps service representatives provide tailored advice and support, resulting in faster, more productive calls and capturing sales that might have otherwise been lost without that information.

“Better product data produces better customer experiences,” says Myers. “I’m absolutely confident that by enabling us to provide richer, more accurate product information to jewelers Informatica MDM-Product 360 will help increase both our e-commerce and catalog sales.”

## About Stuller

From its manufacturing and administrative headquarters in Lafayette, Louisiana, Stuller provides next-day delivery of more than 200,000 different items to over 40,000 jewelry professionals worldwide. Stuller’s core product categories include: bridal jewelry, mountings, jewelry, diamonds, stones, findings, metals, tools, supplies, and digital solutions.



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