



Informatica®

Leading Tools Retailer

Building an Omnichannel Strategy:

Tools Retailer Accelerates Product Launches,
Gearing Up for Increased Sales

"Informatica MDM – Product 360 will help us stay in tune with the times and be more competitive with omnichannel retailing."

Owner
Tools Retailer



Goals

Transform omnichannel strategy by onboarding product information quickly from any data source, including ERP system and data warehouse

Launch and update new products faster across all sales channels and customer engagement points

Publish high-quality, up-to-date product information to improve customer satisfaction, reduce call volume, and minimize product returns

Solution

Automate the onboarding of product data with an intuitive user interface using Informatica MDM – Product 360

Use Informatica MDM – Product 360 to manage and update product content consistently across multiple sales channels and customer touch points

Leverage embedded Informatica Data Quality to automate data validation checks and publish high-quality product data

Results

Positions the retailer to increase sales by publishing consistent product information across multiple channels, including in-store and online

Enables 4x faster product launches and updates on average, minimizing the need for manual product data entry

Helps reduce customer call volume and product returns by providing more complete, higher quality descriptions and images of products

Business Requirements:

- Flexible, powerful import and export capabilities, bringing the latest technology to shoppers
- Automate data entry to accelerate product updates
- Distinguish product bundles and kits as unique items to help personalize shopping experiences

About Tools Retailer

Located in Waterbury, Connecticut, this retailer has provided customers with a broad selection of hand tools, power tools, woodworking machinery, and accessories from top manufacturers since 1979.

Informatica Success Story: Tools Retailer

This tools and accessories company is a retail powerhouse. From humble beginnings, the company has grown into its own 9,000+ square foot store and thrived for 40 years, despite the big-box home improvement giant that moved in across the street. They have two secrets to their continued success and growth: maintain a high level of personalized customer service, and stay on the cutting edge of technology to provide customers with standout shopping experiences—in-store and online.

This retailer was an early entrant into internet retailing, launching its first e-commerce site with a Yahoo storefront in 1999. Today, a significant portion of its sales come from online channels such as eBay and ChannelAdvisor. More than ever, shoppers research products online using their mobile devices, making buying decisions before they ever enter a store.

To help increase sales and keep customer satisfaction high, they wanted to enhance the quantity and quality of the product information and images it displays to customer engagement points: online auctions, e-commerce sites, promotional flyers, and digital signage at its brick-and-mortar store. It also wanted to launch and update products faster by minimizing the need for employees to perform manual data entry to update pricing, quantity, and other attributes.

"We want to offer shopping experiences that are as good or better than the largest hardware retailers," says the owner, who founded his company in 1979 and still owns it today. "That means displaying consistent, high-quality product information at any customer engagement point, at any time, from any source."

Becoming a true omnichannel retailer

The retailer began looking for a master data management (MDM) solution for product information management, evaluating products from Informatica and three other vendors. The company wanted a solution that would be easy to use, but also powerful enough to handle multiple attributes for a large number of individual product SKUs, along with product bundles and kits.

"We wanted a product information management system that we could apply our own secret sauce to, but still have a solid and scalable underlying foundation for managing more than 15,000 SKUs," says the owner. "Informatica MDM – Product 360 was more user-friendly than the other solutions we considered. It's very easy to visualize data quality rules and get workflows set up quickly."





Inside The Solution:

- Informatica MDM – Product 360

“Informatica MDM – Product 360 gives us the means to transform our company into a true omnichannel retailer. We can easily write rules to make sure products are represented in the right quantities and categories.”

Owner

Tools Retailer

The retailer deployed Informatica MDM – Product 360 with assistance from LumenData, an Informatica partner focused on MDM. “Working with LumenData on our Informatica MDM – Product 360 implementation got us going in the right direction and saved us valuable time,” says the owner.

Moving forward, they will use Informatica MDM – Product 360 to onboard and manage all product data utilizing an intuitive interface and automated processes instead of manual data entry. Informatica MDM – Product 360 is designed to efficiently handle complex product data— such as images, graphics, documents, audio files, and videos — in the formats provided by various suppliers. Embedded Informatica Data Quality performs automated data validation checks to keep data quality high.

“Informatica MDM – Product 360 gives us the means to transform our company into a true omnichannel retailer,” says the owner. “We can easily write rules to make sure products are represented in the right quantities and categories.”

Staying in tune with the times

With Informatica MDM – Product 360 keeping product information current, the retailer expects to nearly eliminate situations in which an e-commerce site advertises higher product quantities than are actually available for immediate fulfillment. It can introduce new products and update existing products four times faster than before. By publishing high-quality product information faster and more consistently across multiple channels, they can increase sales, reduce customer call volume and product returns, and improve customer satisfaction.

“Informatica MDM – Product 360 will help us stay in tune with the times and be more competitive with omnichannel retailing,” says the owner. “We now have the freedom to expand our sales channels and e-commerce reach without expanding our product data management team.”

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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