PUMA Competes to Win with a 360 Degree Product View

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>
> - Heike Zenkel, Team Head Content Management, Global E-Commerce, PUMA

PUMA is one of the world's most visible and enduring sports brands. Through high-profile collaborations with megastar Rhianna and Olympic sprinter Usain Bolt, the company's footwear, apparel, and accessories are more popular than ever.

PUMA produces thousands of products each season and sells them in 120 countries through wholesale partners, e-commerce, and retail stores. With such a large and diverse global footprint, PUMA's business growth was often driven at the local level, with regional managers and teams operating independently. As a result, product information was managed in many siloed systems. No central source of product information was available to feed e-commerce systems, leading to inconsistencies in how products were presented and sold to customers in different markets.

Unifying product information

When you're designing products for the fastest athletes on the planet, time to market matters. Heike Zenkel, Team Head Content Management Global E-Commerce at PUMA explains: "With a 12-week product life cycle, speed, agility, and time to market are key for PUMA, and we need to act fast before margins drop."

The lack of a standardized way to acquire, manage, and publish accurate product information to all channels began to erode operational efficiency and increase data management costs, making it difficult for PUMA to achieve the agility it needed. "Regional assortments cause duplicate work when creating product images, describing attributes, and writing marketing text," says Zenkel.

To improve brand consistency and unify the customer shopping experience, PUMA established a centralized e-commerce team and created a center of excellence for master data and content management. However, it needed an end-to-end Master Data Management (MDM) system to deliver rich product information across all sales channels: online, mobile, retail, catalogs, B2B procurement, and in-store point-of-sale systems.

Business Needs:
- Provide a single, trusted view of product information for global e-commerce
- Unify customer experiences across all regions, channels, and touch-points
- Support short, 12-week product lifecycles

Data Challenges:
- Centralize product data stored in multiple siloed systems
- Maintain consistent product data quality and embed data governance
- Export product information to Salesforce Commerce Cloud

Solution:
- Informatica MDM – Product 360 allows PUMA to deliver rich and consistent product information globally, enabling the company to achieve its vision for product information management.

Results:
- Helped increase sales by 10% in 9 months with greater agility and faster time to market
- Supported up to 20% higher customer conversion rates
- Improved operational efficiency and reduced data management costs
- Reached ROI targets in less than 2 years

Inside the Solution:
- Informatica MDM – Product 360
- Informatica Data Quality
- Business Process Management (BPM)
- Certified Salesforce Commerce Cloud Accelerator

Data-driven digital transformation

PUMA deployed Informatica MDM – Product 360 to provide a central repository and a single trusted source of product information. The solution includes Informatica Data Quality and Business Process Management to provide trusted data and automate processes. By using the certified Salesforce Commerce Cloud Accelerator for MDM – Product 360, PUMA can easily feed its e-commerce systems with the highest quality product data.

By enabling business users to more efficiently manage product information while considering global and local market requirements, navigating complex data, and overcoming language barriers, PUMA set the stage for increased sales.

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Greater efficiency, lower costs

Because MDM – Product 360 guides users through role-based workflows, it's easy for business users to enter and update product information quickly and accurately. They can select global or regional views of products, see retail or wholesale pricing, and maintain the same product descriptions in different languages. Collaboration has improved as well, both internally and with external business partners such as suppliers and agencies. By making operations more efficient and automating business processes for creating digital media assets, PUMA is updating its e-commerce site faster while reducing costs.

Driving future e-commerce growth

MDM – Product 360 is supporting the execution of PUMA's e-commerce strategy. With all product information now conveniently in one place, it's easy for PUMA to integrate its catalog with other e-commerce platforms and marketplaces for additional sales opportunities.

"We reached our ROI targets in less than two years with the Informatica investment, helping us significantly increase online traffic and sales," says Heike Zenkel. "Having MDM – Product 360 helps us better prepare for our extremely strong growth ahead in international e-commerce sales and supporting a conversation rate boost of 10% to 20%."

About PUMA

PUMA SE is a sports company that designs and manufactures athletic and casual footwear, apparel, and accessories, headquartered in Herzogenaurach, Germany. For over 65 years, PUMA has established a history of designing products for the fastest athletes on the planet. The company employs more than 13,000 people worldwide.

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