

Vitakraft Improves Operational Efficiencies and Collaboration on Product Information



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Heiko Cichala
Team Lead PIM, Vitakraft

Vitakraft® is a leading manufacturer of pet food and one of the most successful companies in the pet industry. Every day about 1.2 million Vitakraft products are produced and sold in 50 countries around the world.

More than 5,000 retailers and distributors in 50,000 stores worldwide offer a range of Vitakraft® pet products. Millions of pet owners who want to ensure a long and healthy life for their pets choose Vitakraft’s high-quality products.

It’s important to Vitakraft not only to provide high-quality pet food products, but also to deliver high-quality, complete, and up-to-date product information across sales channels, so customers can find the exact product they are looking for quickly and easily.

Data Challenges

Vitakraft has a portfolio of more than 3,000 products with different product attributes. In the past, Vitakraft managed product information in several different systems and applications.

These internal and external product information silos led to duplicated product data, which drained productivity as employees in different departments and locations had to manually manage and reconcile it.

Vitakraft needed a Product Information Management (PIM) solution to manage and collaborate on product data more efficiently across its departments and locations, as well as retailers and distribution partners. The company wanted to make it easy for its employees to fuel multiple channels such as online, catalog, and retail stores in real time with accurate, complete, media-rich product information.

A key requirement for the manufacturer was to empower teams in different countries with self-service access to a centrally managed media database that could handle multiple image formats, such as .jpg, .png, and .tiff, and make it easy to inherit attributes across products.

Vitakraft’s retailers and distribution partners request product information



Business Needs:

- Enable customers to find products quickly and easily to drive customer satisfaction and revenue.
- Maintain complete product information across all sales channels.
- Empower employees to deliver media-rich content where and when it’s needed.

Data Challenges:

- Efficiently deliver product data across departments, locations, and sales channels.
- Supply online, catalog, and retail outlets with complete, accurate, media-rich product information in real time.
- Provide employees self-serve access to a centrally managed media database.
- Simplify and speed up GDSN data exchange.

Inside the Solution:

- Informatica MDM – Product 360
- Informatica GDSN Accelerator for MDM – Product 360

Solution and Results:

- Increased agility and competitiveness with an interactive catalog.
- Accelerated and improved process efficiency by centralizing access for all international locations and collaborators on Product 360.
- Eliminated 100% of duplicate entries and redundant processes in product data management.
- Significantly simplified and optimized GS1 data exchange with retailers and distributors.
- Reduced time to handle GDSN-error protocols from an average of three days to a few minutes.

to be provided via the Global Data Synchronization Network (GDSN). Using the former SINFOS pool, Vitakraft's teams couldn't just upload the products that required product attribute updates. To alert retailers and distribution partners of changes to product attributes, they had to upload their complete product range for each country. Also, it took up to three days to receive and handle GDSN error protocols.

Therefore, it was important to simplify and speed up the process of providing all required data to the pool. Vitakraft also wanted a 1WorldSync-certified interface integrated into PIM to seamlessly transfer product data from the source systems to the data pool.

The Solution and Results

After a thorough evaluation of PIM solutions, Vitakraft chose Informatica MDM – Product 360. The company has successfully implemented the solution to manage, collaborate on, and share accurate, complete, and media-rich product data across sales channels.

“Three key reasons why we chose Informatica MDM – Product 360 were the fully configurable user interface, the ability to combine text and images together, and the ability to review and make edits within a channel preview screen before publishing,” says Heiko Cichala, Team Lead PIM at Vitakraft.

Product 360 allows the company to continuously synchronize source and target systems, in particular, the CRM system, which the sales and service teams relies on for up-to-date and complete product information, and the online shop. Product catalogs can be easily shared across channels with the push of a button.

The digital asset management (DAM) integration with Product 360 enables text and image information to be combined. The ability to centrally manage all product information improves efficiency and collaboration between departments and locations.

“We are impressed by the ability to provide our regional teams with multi-language self-service access to the centralized PIM solution. It contains all the product information and media assets they need to bring products to market quickly and easily,” says Cichala.

The pet food manufacturer uses the 1WorldSync certified Informatica GDSN Accelerator for MDM – Product 360 to exchange GS1 product data through the GDSN data pool. This ensures Vitakraft's retailers, distribution partners, and customers get access to the most up-to-date product information.

In addition, now it's easy for Vitakraft to meet the needs of customers who are shopping online and want more detailed product data, such as the ingredients in a particular package of dog food.

“With Informatica's Product 360 solution, we have significantly simplified and optimized GS1 data exchange with our retailers and distributors,” says Cichala. “We've also reduced the time it takes to handle GDSN-error protocols from an average of three days to a few minutes.”



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