

Product Information Management Customer Case Studies

Uncover the impact of our next-generation PIM.

Lifestyle Retailer

A \$700 million value-based retailer of lifestyle merchandise faced challenges in improving data collection and quality from over 850 vendors. The company needed to validate data to ensure high-quality product information and increase agility in responding to seasonal business needs.

The Solution

Digital Wave Technology's integrated Product Information (PIM) and Master Data Management (MDM) solution streamlined the cumbersome process of managing vendor-provided content, standardized data formats, and structured data housing. The solution established data automation to increase efficiency and improve data integrity, allowing for rapid adjustments to seasonal business demands.

The Results

The retailer achieved substantial enhancements in customer service capabilities through deep digital transformation initiatives with our support. These improvements in product management practices and operational efficiency include:

- **Seasonal Product Setup:** With automation in place, a team of two efficiently set up 5,000 seasonal products on the website within three days. This automated approach continues to deliver significant operational efficiencies and scalability for our customer.
- **Faster Time to Market:** Accelerated the time to market, allowing the lifestyle retailer to start selling items faster at regular prices, maximizing sales potential.
- **Merchandise Assortment Expansion:** Quickly expanded the merchandise assortment with the top 500 vendors.
- **Improved Data Governance:** Enhanced attribution and data governance.
- **Vendor Compliance:** Achieved better vendor compliance and adherence to legal requirements.
- **Efficient Publishing:** Reduced set-up time for new items from weeks to minutes.

