

Product Information Management Customer Case Studies

Uncover the impact of our next-generation PIM.

Specialty Retailer

A \$3 billion specialty US retailer with over 800 locations faced significant challenges in product management. Key issues included improving data quality, gaining visibility into the product creation process, and creating product information reports.



The Solution

Digital Wave Technology's Product Information Management (PIM) solution equipped the company with the tools necessary to streamline and prioritize the product creation process. By validating product information with strong data governance, the solution reduced customer-facing errors and facilitated smooth collaboration across teams. PIM enabled real-time reporting on product information, status, and performance, ensuring accurate and up-to-date data management.

The Results

The organization experienced substantial improvements in its product management practices and overall operational efficiency, including:

- **Inventory Recovery:** Recovered over 30,000 items that had inventory but were not available online.
- **Speed to Market:** Accelerated the onboarding process for new items, reducing time to market.
- **Enhanced Product Data Quality:** Leveraged master data management and robust data governance to significantly improve the quality of product data, resulting in increased discoverability and heightened customer satisfaction.
- **Superior Digital Experiences:** Provided enriched and complete product content, enhancing the digital experience for customers.
- **Increased Team Productivity:** Boosted team productivity through efficient product data management and reporting.