

# Product Information Management Customer Case Studies

Uncover the impact of our next-generation PIM.

## Leading Western Wear & Cowboy Boot Retailer

America's premier western clothing and cowboy boot retailer is known for its quality products and superior customer service. However, the company faced challenges in managing workflows, data governance, and collaboration across various stages of product management.



### The Solution

Digital Wave Technology's PIM and MDM solution provided a robust platform for workflow and data management, making collaboration seamless at all stages of product management. The solution facilitated workflow collaboration and compliance demands for internal and external resources, including Product Development, Planning, Merchandising, Ecommerce, Factories, Photography, Copywriting, and Translations.

### The Results

Digital Wave's PIM and MDM solution significantly improved the retailer's operations, enabling them to:

- **Enhance Workflow Collaboration:** Streamlined collaboration across departments, eliminating redundancies and freeing up talent to focus on strategic initiatives.
- **Improve Product Experience:** Enriched product data, reducing time to market and avoidable returns, driving brand loyalty.
- **Upgrade Supply Chain Collaboration:** Facilitated closer collaboration with suppliers via monitoring, alerting, and interactive sharing for better efficiency and responsiveness.
- **Elevate Operational Efficiency:** Reduced manual tasks, allowing the focus to shift towards driving brand loyalty through a rich, evolving product experience.