

# Product Information Management Customer Case Studies

Uncover the impact of our next-generation PIM.

## Luxury Department Store

A \$5 billion luxury department store that carries world-renowned designers for men, women, and children faced challenges related to product information management, complex workflows, and the need for agility in adapting to evolving requirements.

### The Solution

Digital Wave Technology's integrated PIM and master data management established a single source of truth for all data. Our PIM solution fully automated workflows to streamline product onboarding, data enrichment, and data quality processes. It offers unparalleled flexibility to rapidly change data models and attributes to support their dynamic business needs. PIM replaced multiple legacy systems and now serves as the centralized platform for all data management.

### The Results

Digital Wave's PIM solution successfully addressed the retailer's challenges, delivered transformative outcomes, and empowered it to achieve operational excellence, improve customer experiences, and drive business growth.

- **Data Integration and Distribution:** Orchestrated the efficient aggregation of data from diverse sources including ERP, PLM, eCommerce platforms, and more. Began powering data to 19 different systems, ensuring data consistency and operational efficiency across the enterprise.
- **Increased Product Attributes:** Allowed expanded product attribute information to empower store associates, resulting in improved customer interactions and increased sales effectiveness.
- **Error Reduction:** Centralized and automated data processes, reducing customer-facing errors and improving the overall customer experience.
- **Reduced Customer Service Calls:** Used rich attribute data provided by Digital Wave's PIM solution to reduce the number of customer service calls.

