

Case Study:

Graco Implements Precisely EnterWorks MDM for Business Agility and Efficiency

Overview

Founded in 1926, Graco Inc. is a leading manufacturer and provider of premium pumps and spray equipment for the construction, manufacturing, processing and maintenance industries.

Headquartered in Minneapolis, Graco works closely with distributors around the world to offer innovative products that set the quality standard for spray finishing, paint circulation, lubrication, sealant and adhesives dispensing, process application, and contractor power equipment. Graco employs approximately 3,500 people worldwide and serves thousands of customers in over 100 countries.

Graco stands out for its rich history focused on quality products, industry-leading innovation, and solid partnerships with customers and suppliers around the world.

The Challenge

As an extensive, global organization, Graco faced challenges in maintaining updated and accurate product information across its various locations and channels. Due to the decentralized nature of its business, teams and associates operated in silos of data. Product information was managed in various areas, from spreadsheets to word documents, leading to inconsistencies and inefficiency.

Additionally, Graco planned on releasing a new website in 2018, and knew that a PIM was critical to its success.

The company set out to deploy a system to centrally manage all product information, automate internal processes, and prepare the company for growth.

The Solution

To tackle business efficiency, data quality, and customer satisfaction, Graco turned to Precisely EnterWorks for a Master Data Management (MDM) and Product Information Management (PIM) solution to:

- Create a single, unified repository for all product content for the Graco brand
- Act as the product information backbone for a new website, launched in 2018
- Implement an efficient process for entering and managing product content
- Include validation and quality rules to improve the consistency and accuracy of data

Client

Graco, Inc.

Industry

Manufacturing

Solution

Precisely EnterWorks

Solution Highlights

- Product Domain
- Workflow Engine
- Syndication
- Globalization & Translations
- Publishing with Adobe® InDesign
- Portal Integration

With EnterWorks, companies can generate consistent, up-to-date, and accurate product information and content in a centralized hub that's accessible across the enterprise.



- Automate the syndication of data for trading partners like Home Depot, Menards, Lowes, and Amazon
- Make the data management and translation processes more efficient
- Create a better customer experience across online and offline channels

With EnterWorks, companies can generate consistent, up-to-date, and accurate product information and content in a centralized hub that's accessible across the enterprise.

This single source of information streamlines translations as well. The PIM Workflow Engine enables the automatic exchange of updates or new translations with partners that are then processed through the system, enhancing efficiency.

The Results

To reach its goal of expanding assortment without expanding headcount, Graco can utilize EnterWorks to simplify the customer experience online, making product selection easier with faceted search and tags. The solution will also allow the company to open new sales channels, quickly and easily sharing information via data syndication.

Due to its increasing reliance on product information, plans are also in place for Graco to update its distributor portal—the Graco Extranet for Distributor Information (GEDI). Here, the EnterWorks PIM will ease the product data integration process with regular feeds and enhancements.

Support for global marketing efforts represents another opportunity for future growth. Employing the EnterWorks publishing functionality, designers in locations around the world can select customizations for preset templates and generate printed materials like flyers or catalogs in whatever language they need.

From translations and trading partners to the distributor portal and corporate website, this major manufacturer now has an end-to-end, agile PIM solution that can grow as the business evolves.