precisely

Case Study:

Strategic Market Alliance Co-op Standardizes Online Product Information

A janitorial, sanitation and food service distributor cooperative aims to streamline access to product information among members and their suppliers.

Background

Comprised of North America's leading janitorial, sanitation, health care, and foodservice distributors, SMA's mission is to create value-based business solutions that result in mutually beneficial and sustainable partnerships among suppliers, member distributor owners and their mutual customers.

SMA serves as a catalyst for optimizing efficiency and effectiveness within the supply channel by creating application-specific, functional solutions that improve operations while enhancing customer satisfaction. With independent member web sites and over 227 distribution locations, challenges in accessing accurate, current product content were increasing so the SMA felt a PIM was necessary.

The Challenge

Strategic Market Alliance (SMA) had a long-running product information problem to solve: how to standardize content among more than 100 manufacturers who sell products to its 59 member distributors.

The janitorial, sanitation and food service distributor cooperative provides information and reporting services on-behalf of its members to national account customers that they individually serve. It aspires to provide rich content services to the members, and in this case found an application that would give its members as much or as little access as they choose. The EnterWorks PIM platform aligns well with the SMA mission of enabling member and trading community collaboration.

The EnterWorks solution will enable SMA to create and facilitate rich, compliant content that will enhance the effectiveness of service to strategic account customers and member distributors. A successful launch and adoption of an advanced content platform will enhance alliance operations and increase member profits. In addition, the software solution would help SMA Members:

Achieve a single view of trusted product information: PIM solutions provide a central repository to gather, cleanse, and synchronize data. This trusted, consumer-ready information is quickly accessible to internal users and external partners.

SMA
Strategic Market Alliance

Strategic Market Alliance (SMA)

is a member-owned cooperative comprised of prominent distributors in North America who provide janitorial, sanitation, and foodservice packaging products. SMA serves as a catalyst for optimizing efficiency and effectiveness by improving operations while enhancing customer satisfaction

SMA Member Business Challenges

- Data stored and managed in silos
- Product handling information had errors
- Vendors could not effectively update products
- Could not efficiently manage regional variations for items, pricing, descriptions and regulations
- Resources being spent duplicating the collection and cleansing of data from the same suppliers
- No common platform for implementing data governance

"Over 100 suppliers are close strategic suppliers of our distributors. Our members operate their own e-commerce platforms and each might have their own way to apply item numbers. Once implemented, this technology will allow cross references for each manufacturer, along with some reporting expertise, which will provide higher quality data and greater accuracy."

Chris Rowe
Sr. Director, Marketing and Supplier Development
Strategic Market Alliance (SMA)

Reduce time-to-market for new product launches: A PIM solution eases the process of introducing new items, as details can be quickly added and disseminated across every channel.

Support larger product catalogs: PIM provides a scalable solution to continuously manage all information efficiently across the business. Private labels and product lines can be introduced quickly without a strain on resources.

Ensure a consistent omnichannel experience: A PIM solution helps ensure correct, brand-sanctioned information is available across all online sites, print catalogs, store displays, kiosks, mobile apps, and more. This gives the consumer confidence in purchasing the products, no matter the channel.

Simplify GDSN processes: A PIM system helps aggregate a complete source of product data, automate data feeds, cleanse data, align closely with GS1 Standards, and streamlines process flows.

Solution Goals

- Improved data quality and governance
- Single, centralized source of truth for product information
- Improved customer communication and relationships
- Seamless integration with internal and external systems/ processes
- Reduced duplication of item content file creation and maintenance
- Simplified GDSN process and close alignment with GS1 standards

The SMA turned to the member experts at Precisely as their EnterWorks PIM platform aligns well with the SMA mission of enabling member and trading community collaboration. Once fully implemented, EnterWorks will enable SMA to create and facilitate rich, compliant content that will enhance the effectiveness of service to strategic account customers and member distributors.

The EnterWorks Portals for Members and Sales provides a shared, industry-compliant platform for collaboration and syndicating content to data pools, manufacturers, and retailers. The platform enables content sharing that meets industry standards such as GS1, add-on requirements from major chains, and rich visual content needs for premier brands.

Through the EnterWorks solution, the SMA will be able to offer its members an advanced content platform that will enhance alliance operations and increase member profits. The agreement will make best in class PIM capabilities available to its members at a fraction of the cost of a full-blown, standalone PIM system.

Domains Managed in EnterWorks PIM

- Products (≈250,000)
- Members (200+)
- Suppliers (2,000) with GS1 standards

The EnterWorks SMA Member PIM solution features:

- Ability for suppliers to contribute product content and manage their company profile only once and syndicate data to all Members
- Members can "subscribe" to the categories they need and continue to receive updates as data is updated by suppliers
- SMA Members have the ability to "personalize" their product content
- Products can be added from suppliers that are not in the "Master" catalog
- Product data can be published to Member print catalog and website
- Added bonus of a built-in Digital Asset Management feature
- Manage cross references between Member part numbers and Manufacturer part numbers
- Member Sales data allows SMA to better negotiate with suppliers

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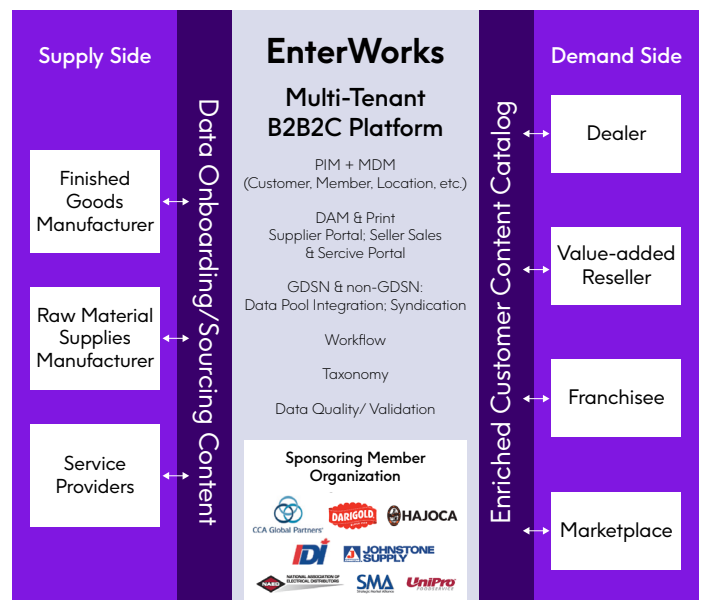
About EnterWorks

EnterWorks is the most powerful Multi-Domain MDM and Product Information Management (PIM) solution on the market today, providing the single view that enterprises need to acquire, manage, synchronize and syndicate all their data and product information.

Integrated, best-in-class tools—including Sales Portal, Publishing with Adobe® InDesign, Automated Workflow Engine, Syndication, and Digital Asset Management—have elevated EnterWorks as an analyst-ranked, customer-acclaimed solution. We've captured the attention of firms including Gartner® and Forrester®, who recognize our advanced functionality and report some of the highest customer satisfaction and loyalty scores in the industry.

EnterWorks is backed by a team of industry experts providing unparalleled support and innovation such as cloud deployment. As a market innovator, EnterWorks is also leading the way in emerging technology enablement for artificial intelligence (AI), augmented reality, machine learning, and more.

Why choose EnterWorks PIM?

- Revolutionary Agile Data Fabric™ Technology weaves together data domains
- Business-friendly platform for high user adoption, no coding required
- Hosted Private Cloud SaaS, Your Private Cloud, On-Premise, or Hybrid
- Perpetual, Term, and SaaS Licenses
- Lowest Total Cost of Ownership
- Highest Customer Satisfaction Scores (Gartner® and Forrester®)
- Fastest Go-Live Times in the Industry

The Right Content. Enabled.

Deliver differentiated experiences across your content value chain with EnterWorks, your Product Information Management solution.

Ranked by

FORRESTER® **Gartner.**

VENTANA RESEARCH

Enable Multi-Domain MDM/PIM

1

EnterWorks Integration and Import
integrates data from both internal and supplier sources

XLS
Spreadsheets

Data from supplier portals

Data from backend systems & applications

Images, videos & other digital assets

2

EnterWorks Data Quality Engine

uses business rules to cleanse, normalize & validate your data

3

EnterWorks Workflow

automates best practices for collaborative management of all master data

4

EnterWorks Federation and Syndication
delivers accurate, consistent & dynamically linked product & brand content to multiple platforms

Websites & Portals

Business Applications

Mobile Apps/ Kiosks

Print & Online Catalogs