Case Study:
Furniture leader manages millions of items with PIM

Learn how a major furniture manufacturer leverages a Product Information Management solution from EnterWorks to streamline and synchronize product data for 11 million items.

Introduction

Furniture retailers and manufacturers are no strangers to the challenges of an ever-shifting marketplace. Their industry is heavily impacted by economic factors along with the growth of e-commerce, a changing consumer base, and disruptive innovations.

Yet the market also presents a unique opportunity to evolve and experience digital transformation—for those who are ready to seize it.

This is the story of one major global office furniture provider with a legacy of unwavering principles including quality, innovation, service and a commitment to value creation for its customers. With these core beliefs and standards in mind, the manufacturer set out to begin its digital transformation with a Product Information Management (PIM) solution from EnterWorks.

The challenge

With millions of products and attributes to store and manage, the organization faced data quality challenges. Missing details and attributes led to issues in identifying products and determining the best fit for each customer need. Furthermore, storing product information in multiple disparate systems caused issues in generating responses to Requests for Proposals (RFPs).

The company also faced difficulties in syndicating information across channels due to a cumbersome and error-prone process. To tackle these challenges, the furniture provider set out to create a single source of truth for all product information, and automate syndication of the product information to dealers, partners, and customers.

Challenges

- Lacked a system for RFP automation
- Error-prone and manual processes
- Syndication of product information was cumbersome and complex
- Quality of product information did not meet needs

Features tailor-made for the furniture industry

- Data Quality
- Syndication & Publishing
- Dynamic data modeling
- Enterprise workflow engine
- Configurable product support
- Oracle ATG integration
- Simplified web assortment creation
- Digital Asset Management (DAM)
- Perpetual, term, and SaaS licenses
- Lowest total cost of ownership
- Fastest go-live times in the industry

The solution

The furniture manufacturer implemented EnterWorks PIM solution as the "single view" of product information across the enterprise. Leveraging EnterWorks' dynamic data model capability, the company was able to construct a highly complex data model to manage its complete furniture data in the PIM system, as well as extrapolate all of the combinations into individual items.

In addition, the manufacturer uses a Syndication Portal developed by EnterWorks to provide their sales team with the ability to syndicate product information to hundreds of their dealers and customers. Through integration with Microsoft Word, the company is also able to automate the creation of RFP responses.

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.

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
- Fastest Go-Live Times in the Industry

EnterWorks 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