

Case Study:

Major auto manufacturer drives digital transformation with Product Information Management (PIM)

Learn how leaders in the automotive industry leverage EnterWorks PIM to ensure data quality, meet industry standards, and provide a differentiated customer experience.

The challenge

An evolving industry

As digitization sweeps across B2B and B2C, the way automotive parts are sold has undergone a revolution. Now, everyone from counter clerks to installers and even automotive hobbyists demand easy access to in-depth information about the parts they are interested in. To be competitive in this crowded and evolving marketplace, companies must provide in-depth descriptions, high-quality images, product-specific data and other valuable marketing materials and guides to demonstrate the quality of their products and services.

Meeting data standards

Beyond meeting increasing customer demands for product content, there's also data standards to consider. To ensure the quality and standardization of auto parts data, the Auto Care Association has created the Product Information Exchange Standard (PIES) and Aftermarket Catalog Exchange Standard (ACES). These standards, among others, help deliver auto parts data for the needs of warehouses, category management systems, stores and end users all at once. Manufacturers must ensure that their product information meets all the requirements of the major industry standardizations, including delivery and data quality.

Solution selection

The major automotive manufacturer realized they needed a new strategy and solution to compete on content with rich and consistent experiences.

Yet with over 17,000 part numbers and 4,000 catalog products, the company was challenged to manage its extensive list of products without a centralized, flexible database or system. All product information was "trapped" in static catalog files, with no ability to leverage and update product attributes, values or relationships.



Challenges

- Ensure data quality and accuracy
- Meet industry standards including PIES and ACES
- Deliver consistent, accurate and compelling customer experiences
- Reduce costs and inefficiencies due to poor data quality and lack of efficient workflow
- Streamline collaboration with vendors and trading partners
- Support a global base of customers, distributor locations and manufacturing plants

Core capabilities for automotive

- Master Data Management
- Product Information Management
- Vendor Portal
- Dynamic Data Modeling
- Workflow & Collaboration
- Syndication & Publishing
- Digital Asset Management (DAM)
- On-premise and cloud (SaaS) options
- Lowest total cost of ownership
- Fastest go-live times in the industry

Furthermore, the company wanted to update its website, including digitizing and organizing existing catalog data and adding fresh images. The new website navigation would rely on accurate faceting, allowing users to explore product information by applying various relevant filters.

Implementation & Results

The large manufacturer ultimately selected EnterWorks PIM and Master Data Management (MDM) for its market-leading data management, catalog plugin features, web syndication, Digital Asset Management (DAM) capabilities, and more. The deciding factor, however, was EnterWorks' ability to offer something their competitors couldn't – trust.

They recognized the unique level of satisfaction and trust felt by EnterWorks' users. With EnterWorks, behind the scenes is a company and team equipped with extensive experience, tools and knowledge.

The manufacturer began implementation, and a data analyst was also brought on board to clean, generate and manage the new product data while administrating the PIM.

The result? A digital transformation powered by PIM that has enabled e-commerce growth using content as a competitive edge in the B2B automotive replacement parts industry. The success of the PIM implementation is also driving future aspirations for leveraging the cloud to enable a Content Data Network that pushes the boundaries for ongoing content for commerce enrichment.



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.

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

