

■ Brady Implements a Multichannel Business and Improves Productivity with a Master Data Management Platform



Executive Summary

Brady is a world leader in security and identification solutions with more than 500,000 customers worldwide. It supplies the industry, medical and IT sectors and in Europe, the Direct Marketing division manages around thirty websites with brands such as Seton, Securimed and Safetyshop.

Challenge

When Brady approached Stibo Systems for a new product information management (PIM) solution to facilitate the transition to ecommerce, the company was distributing over 45 million paper catalogs per year, accounting for some 600,000 items and 100,000 product data sheets with almost 300 features. The goal was to find a communal ecommerce solution for Europe to unify 9 brands, 15 countries and 30 websites to improve services, user experience and global visibility.

The main challenge was to find a way to merge printed and web-based data so that the day-to-day management could be performed from a single location, with focus on managing the product enrichment, data maintenance, data quality and more.

Solution

Brady's original product database primarily served as a tool to generate paper catalogs, utilizing just 10% of its capacity for data storage. During the migration to a new PIM solution built on an open Master Data Management (MDM) platform, Brady discovered the richness and possibilities available. Consequently, the company decided to implement a truly multichannel approach with Stibo Systems MDM.

In order for the migration project to succeed, Brady chose to start afresh, shifting from a paper catalog approach to one based on Master Data Management principles. Brady implemented a solution that combined SAP ERP and Stibo Systems MDM for product management and integrated Magento for the ecommerce aspect. SAP is responsible for sending data to Stibo Systems MDM, including references and prices. All further enrichment work, such as descriptions and features, is carried out within the MDM platform.

The teams responsible for catalog editing can then efficiently finalize their projects in Adobe InDesign based on selections made directly within the MDM system.

Results

Brady now benefits from clear and well-organized websites, with easily accessible categories and features. Despite the considerable number of references, the Magento site remains very fast as the MDM manages the data. After four months of operation, Brady was able to note a significant improvement in traffic and average order size on the ecommerce site.

One of the benefits with Stibo Systems MDM is its high level of flexibility.

"The true strength of the MDM platform lies in the fact that you can pretty much do everything with it. However, you need a clear vision of where you want to go," said the Platform Manager. "The tool has enabled the creation of corporate products truly adapted to the way the teams work. Similarly, it has been possible to recreate products in the MDM that we needed in Magento."

"Another great asset of the MDM is its hierarchical structure. New products automatically inherit features from parent products," said the Platform Manager who sees therein substantial time savings during updates.

"Previously, modifications to web-based product data sheets were carried out in quick succession, twice annually, for catalog production. Today, an amendment only takes a few seconds and is executed for both print and web." Catalog production speed has risen by approximately 30% and synergies have been created, facilitating the production of small catalogs. The time to market has gone from a year to a few days for the web. By harnessing the power and flexibility of the MDM platform, Brady has been able to realize its multichannel approach and carry out digital transformation by sustaining its foundation. All this has been achieved whilst increasing productivity both on the web and in catalog publishing.

“ The implementation of a multichannel approach is without doubt the primary benefit of the MDM solution. This translates into a significant increase in productivity, at around the 80% mark, when it comes to database maintenance for web-based products”

— European ebusiness Platform Manager, Direct Marketing EMEA Businesses, Brady



About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.