

- PDX Syndication enables time savings of over 90% and a sales increase up to 40% at Caroline's Treasures.

Company:

Caroline's Treasures

Industry:

Manufacturing and Distribution

Region:

North America

Solution:

PDX Syndication



Executive Summary

Caroline's Treasures is a US-based manufacturer and distributor of high-quality, handcrafted design products for home, garden and office. They sell a total of 191,000 products through their own the-store.com and via online retailers such as The Home Depot, Walmart and Amazon.

Demand from retailers sparked significant growth. But amid the success, managing a rapidly increasing amount of product data and integrating with a variety of item data onboarding processes and systems became increasingly difficult – eventually setting limits on their growth.

PDX Syndication, a cloud-based product data exchange platform optimized to share product information and content with retailers and marketplaces, provided immediate relief.

By automating previous manual, error-prone processes, Caroline's Treasures can now use product data to create a competitive advantage. Speed to market and data quality have improved and errors have decreased significantly.

With PDX Syndication, the company can now validate, transform and deliver accurate, up-to-date product data to any retailer, tackling their unique and evolving item data management processes and data requirements with a single, easy-to-use solution.

The Business Payoff

The time savings are staggering. With PDX Syndication, Caroline's Treasures can set up 2,400 items on Amazon Vendor Central in 15 minutes – a process that would previously take 3-4 hours. This corresponds to a time reduction of 90%.

"Faster time to market with more products and better data quality due to the use of PDX Syndication have resulted in a 30-40% increase in sales," said Denny Knight, COO and Director of Ecommerce at Caroline's Treasures.

The Customer Experience

PDX Syndication's speed and reliability not only benefits Caroline's Treasures but all of their retail partners who now receive all the data they want, in the format they want it in and in record time. "Delivering correct product data quickly to our many retailers is crucial to our success and growth," Knight said.

The retailers can rely on the data quality for these products because the information is automatically validated and transformed in PDX Syndication before reaching them.



Challenge

Caroline's Treasures' move to sell via retailers and marketplaces gave rise to incredible growth. But timely delivery of product data was lagging due to manual processing of an ever-increasing amount of data due to intensifying compliance requirements and growth in points of purchase. The challenges were exacerbated by the fact that each retailer had a different product taxonomy and required different category attributes. The combined effect was an inability to scale the business.

Solution

Managing their product data with PDX Syndication, Caroline's Treasures can share content that conforms with their retail partners' specific and evolving data standards.

PDX Syndication allows manufacturers to share product information and content in whatever format retailers require. The solution eliminates costly manual data entry, reduces error-rates and drastically increases the speed and volume of data acquisition for their retail customers and partners.

Result

Caroline's Treasures now offers a total of almost 200,000 different products across multiple channels, categories and customers. They are in nine different product categories on Amazon; they post thousands of products within minutes to all of their retailers and they add more products every day, relying on PDX Syndication to transform and push data as quickly as required.

Future

"The fact that we can now upscale our business from day to day without any data hassle allows us to focus 100% on our product quality and giving our customers an excellent experience," said COO Denny Knight.

"The ability to manage infinite amounts of product information, seamlessly integrate with any retailer system and preserve an information quality that matches the quality of our products means that Caroline's Treasures can ramp up for future growth with confidence."

Unlimited and automated data sharing across channels without having to allocate additional human resources is crucial for keeping time to market at a minimum and attracting new business partners.

With further growth expected, Caroline's Treasures is primed to stand up new retail partners quickly and efficiently.

“ Stibo Systems PDX Syndication has proven indispensable to help us deliver products faster, with less effort, and to all the retailers and marketplaces we serve.”

—Denny Knight, COO, Caroline's Treasures



About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies 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. For more information, visit stibosystems.com.