Distributor of IT Equipment Onboards 8,000 Products per Month with Data Automation

Company:

EET Group

Industry:

Distribution

Region:

Europe (Denmark)

Solution:

Product MDM/PIM

Executive Summary

EET Group is a fast-growing distributor of IT equipment and solutions within several business areas, including computer parts, AV solutions and security.

With representation in 24 European countries, EET is one of Europe's largest IT distributors with over 30,000 annual B2B customers and 1.5 million SKUs.

The company handles close to a million orders annually from IT dealers, installers and retail chains who need both fast delivery and knowledge of the products they resell or install at their end customers.

To deliver great customer experiences, it's crucial that products can be quickly and efficiently created and made available to customers with all the relevant information. To support continued growth and maintain high efficiency and data quality, EET wanted a unified platform where it could manage all product data and automate product onboarding and enrichment.

After a thorough business analysis by its digital solution provider, Vertica, EET decided to implement Stibo Systems Product Master Data Management (Product MDM) solution instead of continuing with a legacy PIM.

The Business Impact

Four years after the Product MDM implementation, EET has experienced:

▪ **Actionable analytics**: Connecting product data with ERP data enables EET to prioritize products and carry out country-specific product enrichment according to product eligibility by market.

▪ **Higher efficiency**: Information is connected and stored in a single source improving collaboration across the company. The sales force is leveraging the same data as customers serving themselves on the website.

▪ **Business scalability**: New suppliers and acquisitions can be quickly incorporated because of information uniformity.

▪ **Value-added selling**: The sales force can easily cross-sell and personalize products.

▪ **Increased customer satisfaction**: The online user experience and self-service have improved because of uniform and comprehensive product descriptions.

The solution now underpins the online shop, which has become the most important sales channel with 80% of all customers visiting before purchase. In total, turnover grew by 30% after implementation.

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Challenge

Prior to implementing Product MDM, EET managed product information manually, using a patchwork of solutions with overlapping functions. Duplicate data was stored in different systems making it difficult to locate the product master. The sales force was manually creating personal product portfolios resulting in a mix of product descriptions and standards.

With the company's rapid growth, this approach was not scalable. EET turned to its long-standing digital solution provider **Vertica** – an agency specialized in digital commerce solutions for ambitious companies – to unify and streamline data and processes.

It was Vertica's mandate to find the best technology match. Uffe Meiner, Partner at Vertica, explains: "We saw EET had reached an impasse with its previous PIM solution. The rate at which the company was growing with 8,000 new products per month, 5-10 company acquisitions per year and 19 language versions meant it had grown to a complexity that required an enterprise solution. EET needed to automate processes and move to a scalable solution. That's why we recommended Stibo Systems' Product MDM."

Solution

Product MDM is an enterprise solution capable of handling millions of product records. Its open platform allows a large variety of internal and third-party integrations and facilitates data-driven operations through artificial intelligence (AI).

Automation and event-based product onboarding

Creating a product requires just two pieces of information: the brand name and the supplier's item number. Product MDM automatically looks up the product in Icecat, the online catalog from where product data, images and specifications are imported.

Icecat recognizes approximately 1/3 of EET's product portfolio, and Product MDM uses AI-driven auto-classification to categorize the rest. By comparing details of the individual product with existing products, the system can place it in the right product category with high certainty.

For Vertica, it was important to establish data governance to ensure that EET would benefit optimally from the MDM system. For example, it is firmly defined, for all product categories, how products must be enriched, and which information is required as a minimum for products to be

ready for sale. The data policy defines when data is fit for purpose, and the MDM is configured to support that policy.

Results

First full year effect after the implementation of Product MDM:

- Online turnover increased by 25.3% and turnover via EDI integrations increased by 39.6%
- 8,000 products onboarded monthly with automated data processing
- Product catalogs from 48 acquired IT companies smoothly integrated into the ecommerce solution
- Customer satisfaction improved due to personalization and relevance, reducing the bounce rate by 14%, increasing page views by 25%, and growing the number of website users by 12%

Future

With its growth ambitions now supported by a scalable data management system, EET is poised to consolidate their market-leading position. EET has achieved greater agility to launch new digital initiatives because of data integration with customers and business partners to facilitate counseling and establish external points-of-sale that pull clean and structured data from EET's single source of information.

" With the new enterprise PIM solution from Stibo Systems, we have a uniform data foundation that can support our growth ambitions and ensure customer satisfaction across our digital presence."

– Dennis Funch Jensen, CDO – EET Group

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