Moving from PIM to MDM in the Cloud Accelerates Digital Transformation for Major B2B Aftermarket Automotive Parts Retailer

Company:

Europart

Industry:

Retail Automotive

Region:

Europe

Solution:

Product MDM

Executive Summary

The mission of Europart, headquartered in Hagen, Germany, is to bring automotive replacement parts as close to their customers as possible in order to deliver the needed parts with speed and accuracy.

Europart uses a successful omnichannel strategy to serve its +15,000 commercial customers with 400,000 products via catalogs, online channels, and more than 300 subsidiaries in 27 countries and 20 different languages.

To support their expanding business, Europart is on a digital transformation journey that includes migrating their current PIM solution to a cloud-based Master Data Management (MDM) and establishing a data science center to make MDM a foundation of their digital initiatives. A goal is to leverage more of the potential of the Stibo Systems MDM.

Moving MDM to the cloud enables Europart to free up more resources for growth, manage with ease the great complexity of automotive data, and surpass customer expectations by serving rich and consistent content across all channels. This empowers their customers to make informed decisions, and substantially bring down product returns.

Business Impact

Enhanced operational efficiency. Exceptional customer experiences. Accelerated digital transformation.

Moving to cloud-based MDM has had a major impact across the entire business, including:

▪ Reducing product returns

▪ Improving self-service

▪ Speeding up automation initiatives

▪ Eliminating data silos via system integration

▪ Customer loyalty increased

▪ Legacy IT can be retired

Thus far, the cloud-MDM project has proven its worth, according to David Wuttke, Europart's Head of eCommerce and Data Development:

"Time is of the essence for our customers. The quicker we can deliver the right part for a specific chassis number, the happier is our customer. Master data management is essential in that operation as it enables us to provide richer information and establish the necessary links between systems and channels and thus allow the purchaser to identify the correct article."

EUROPART

Challenge

The complexity of automotive aftermarket data is well known, and so is the time pressure in the repair shop when a specific part is needed to get a truck or a bus out on the road again. To meet this challenge, Europart needs a high-performing product information platform to quickly identify the specific item.

Reducing product returns

Previously the repair shop would order several different parts to make sure they got the right one and return the others. A quickly increasing customer base was making this practice unsustainable for Europart. The high return quote was costly and simply not in line with Europart's customer service standard.

Facilitating online purchasing

Today's purchasers are IT savvy managers who expect everything to be available online in a user-friendly format. This includes the ability to identify a replacement part from a picture. These purchasers log on to Europart's product platform 3 million times per month to search and order parts.

Solution

Europart maintains an omnichannel strategy based on consistent data across printed catalogs, ecommerce, social media marketing, and sales outlets. This consistency means that wherever the customer meets the products, they can be sure to get the same high-quality experience.

The MDM effectively enables Europart to build data twins of their products empowering customers to make informed online purchases.

Europart benefits from core MDM capabilities:

- Enhanced searchability features to enable customer self-service
- Built-in digital asset management (DAM) to provide rich content, such as images and videos
- Advanced data modeling, providing the ability to cross-reference the part with the chassis number
- A single source of truth for all product data, enabling consistent communication across channels

Migrating to the cloud frees resources

Europart is working with Stibo Systems to migrate its MDM solution to the cloud. The benefits of a cloud solution include quick upgrades, scalability, not having to maintain servers, and not least the ability to seamlessly connect other systems to the MDM platform.

An increasing amount of data requires Europart to do more in automation. A scalable, open cloud solution allows them to focus less on IT and more on revenue-building tasks, such as sharing data and automating workflows.

The Data Transparency Advantage

What began as a PIM solution in 2006 to feed product data to catalogs and ecommerce is now evolving into a master data strategy. Stibo Systems Multidomain MDM gives Europart's team an ideal platform to work from, in order to automate more workflows and include more data domains into their MDM strategy. This will give them better insight into their supply chain, customer base, and their many locations.

> " We are gradually moving from a pure PIM solution towards a broader master data management strategy. This will help us in achieving a unified view of our information assets and automating more processes. Stibo Systems' cloud MDM has the flexibility to support that."
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> —Thorsten Ötting, Team Manager Data Science, Europart