



Consistency and Efficiency with Master Data Management

Background

Landal GreenParks is a vacation rentals company, one of the largest brands in the Dutch market. The company has 51 parks in the Netherlands, in addition to parks in Germany, Belgium, Austria, Switzerland, the Czech Republic and Hungary. In total, there are around 12,000 chalets in the parks. These are used by around 2.1 million guests annually.

The company's annual turnover is approximately €319 million.

Challenges

With so many properties at so many different locations, Landal is a company that both relies upon and generates vast amounts of data and digital assets. However, with content management being undertaken over multiple departments/disciplines, "We found that product information, managed separately over multiple publication channels, was becoming fragmented. This led to problems with inconsistencies so that, for example, when information was changed in the online channel, this wasn't reflected elsewhere – notably in the company's brochures, which are key to our marketing efforts," says Egon Kramer, e-commerce manager at Landal GreenParks.

Underpinning this need for consistency, Landal also wanted to be more efficient in the way it handled information. To achieve this, the company realised a crucial first step was for both data and images to be managed centrally and work from a single source of truth.

Customer Details

Landal GreenParks
www.landal.com

Industry

Vacation rentals, travel

Challenge

- Need to manage product information essential to running a complex business and to remove inconsistencies in data across different channels
- Need to improve business and process efficiencies
- Need to prepare the company's technology infrastructure for the future
- To exchange data with other Wyndham vacation rental companies

Solution

The implementation of STEP, Stibo Systems' Master Data Management (MDM) platform, initially in the company's e-commerce channel, together with Web CMS Sitecore and e-commerce search engine Endeca.

Continuing benefits

- As well as removing inconsistencies, there's an opportunity to get better control of the language and terminology used within marketing communications
- To support the company in its plans to expand internationally
- The implementation of a 'future-proof' system that will be scalable as the company grows and accelerate time to market.

Solution

Landal is a subsidiary of Wyndham Vacation Rentals, one of the business units of Wyndham Worldwide, the world's largest provider of holiday accommodation. An analysis of Wyndham's existing core technology stack, which includes Stibo Systems' STEP, revealed that using master data management (MDM) technology would offer Landal a way to achieve both consistency and the required efficiencies.

In 2013, following initial workshops and data modelling, the company began working with Stibo Systems on implementing the STEP system. Along the way, Landal has begun to tackle such problems as standardising terminology and naming conventions so that accommodation can be accurately compared. Landal has also taken the opportunity to make sure this terminology is helpful to consumers, to use Google Trends and Google Adwords to see whether customers are more likely, for example, to search for wi-fi or wireless internet if access to the web is a priority when they choose accommodation.

Initially, the Landal marketing department is acting as the primary data steward responsible for these naming conventions, and also more generally for the administration of product data.

Results

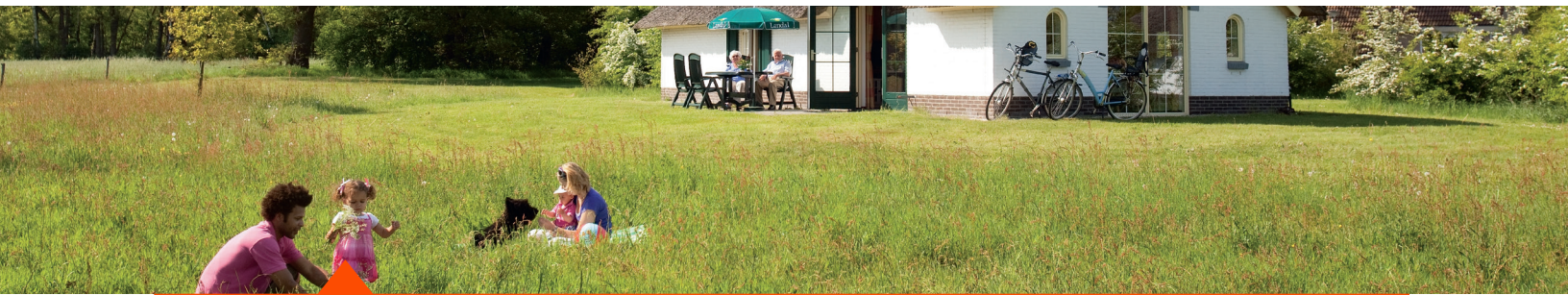
Initially, STEP was rolled out in the autumn of 2014 for use by Landal's e-commerce team at a time when the company had been investing more generally in upgrading its e-commerce systems. The next stage will be to use STEP to serve Landal's brochures, and to add other media channels too, in addition to connecting to legacy and back-office systems.

The website www.landalskilife.nl is the first website that went live in spring 2015. This website is fully integrated with STEP. All other 45 websites from Landal will be migrated to Sitecore using STEP for product data in the summer and autumn of 2015.

Taking a step back from immediate work, this is all part of an effort to prepare Landal for the future. "It's a future-proof solution if you look at it from an architectural perspective, if you want to interchange or use each other's data," says Arthur Roumimper, Information Manager for Landal.

In addition, Landal itself plans longer term to move into new European markets, where language considerations may be a factor. "By having the workflow within STEP we could easily outsource translation to an external company, as long as they understand how to work with Stibo Systems. And the good thing is if you translate it once, you don't have to make any connection with the products anymore. That has already been done," says Roumimper.

In short, Stibo Systems' STEP technology will potentially help Landal to grow. "One of the drivers of growth is efficiency. It's time to market, it's speed. To become more international is one of our visions, and systems such as STEP will allow us to become more international because we are able to standardise, and optimise our internal processes as well – and then we become more flexible."



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Egon Kramer | Manager e-commerce | Landal GreenParks



About **Stibo Systems**

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit www.stibosystems.com