

- OTC fuels its business systems with trusted data that improves the product lifecycle and delivers an exceptional online experience for customers.

Company:

**Oriental Trading Company**

Industry:

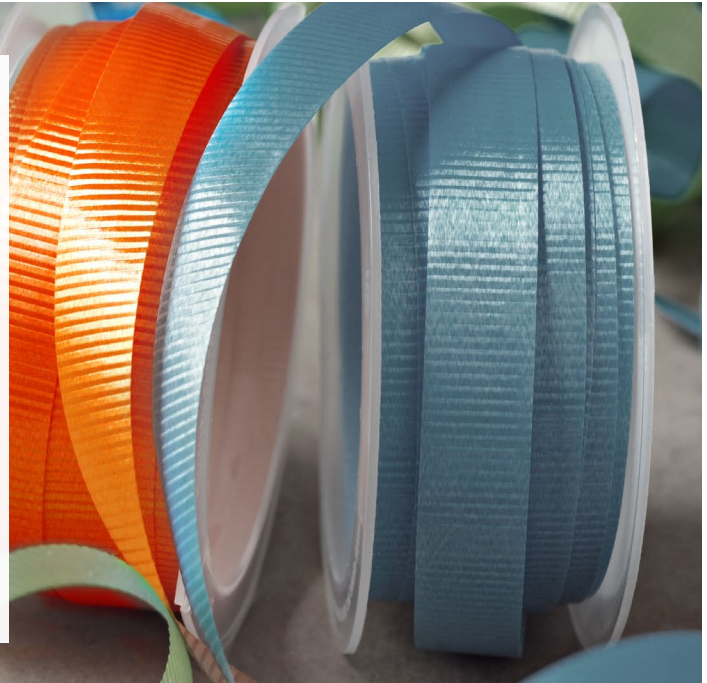
**Retail**

Region:

**North America**

Solution:

**Product MDM**



### Executive Summary

**Oriental Trading Company (OTC) is the largest U.S. direct retailer of party supplies, arts and crafts, toys and novelties, as well as school supplies and affordable home décor and giftware.**

OTC understands today's customer. The company has embraced digital transformation as a means to provide outstanding online experiences for shoppers, which is no easy task. With tens of thousands of products available from its ecommerce site, the company needed a solution to tear down information silos and ensure its multiple systems across departments work seamlessly to provide trusted content to customers.

OTC turned to Stibo Systems Product Master Data Management (Product MDM) to improve the quality and distribution of product data across the organization. Today Product MDM provides a single, centralized version of the truth that can be shared in near real-time. The result is multiple backend and customer-facing systems being fed consistent, accurate and timely information – delivering greater operational efficiencies for OTC and an optimal experience that drives customer loyalty.

### The Business Payoff

**Greater operational efficiency.** Managing product data with Stibo Systems Product MDM solution has empowered OTC to improve its ecommerce platform using complete product information supplied from a single trusted source. Not only is OTC able to enhance data management and maintenance for its 160,000 SKUs; they can also more efficiently produce their more than 80 catalogs that are delivered to millions of subscribers every year.

### The Customer Experience

**Accurate, timely product information.** OTC provides a customer-centric shopping experience by ensuring timely, accurate and complete information on its more than 55,000 products. The online retailer gets products to market quicker and provides site visitors the latest product updates as soon as they are available. Moreover, customers consume trusted, error-free content that's available for all seasons.

## Challenge

With ecommerce at the forefront of how the company serves its customers, the problem was integrating numerous silos, including four distinct and disparate systems—purchasing/receiving, ecommerce, products and catalogue production. From product ideation to creation and launch, data management was a multiple-step, multi-system and multi-record approach that was prone to errors. Further complicating matters were legacy systems based on years of backend coding.

## Solution

OTC implemented Stibo Systems Product MDM solution to centralize data and streamline processes. Leveraging Product MDM, the company ensures the efficient creation, governance and distribution of product content to the systems that need it. This optimizes product lifecycle management for more than 55,000 products. It also ensures a more engaging customer experience online and continued growth in its ecommerce sales.

## Result

Product MDM enabled OTC to:

- Provide an exceptional digital experience for customers
- Integrate multiple systems and tear down silos
- Streamline workflows and processes
- Reduce data errors and remove duplicate records
- Accelerate product introduction and updates (copy, images and ecommerce)

## Future

OTC plans to build on its current Product MDM success by expanding efforts to extend MDM data viewing to more users across departments. In addition, the company will improve governance, workflows and rules for its more than 350 users who work with the tool daily.

“We’ve achieved many benefits, including operational efficiencies, time savings, vendor management and more. For example, we tied master data to metrics that help us identify top-selling products. We have a central place for copywriters to locate product data. IT doesn’t have to spend as much time troubleshooting because power users resolve their issues,” said Brian Boub, Director of Application Development, Oriental Trading Company

In addition, OTC will work to streamline workflows further and reduce the number of data touch points. This not only accelerates data creation and sharing but reduces the chances of data errors.

“ We chose Stibo Systems because of the way they allow us to master our data and create workflows. We can easily get data in and out of our solution while instilling governance that facilitates data being consumed by other systems.”

—Brian Boub, Director of Application Development, Oriental Trading Company



## 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](https://stibosystems.com).