Unifying Product Data Helps Rensa Family to Collaborate Across Brands

Company:

Rensa Family Company

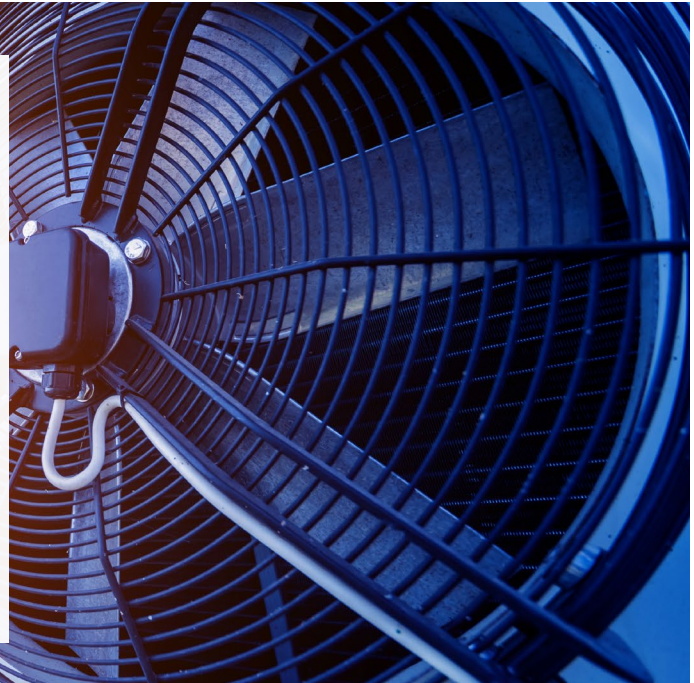Industry:

Distribution

Region:

Europe

Solution:

Product MDM

Executive Summary

Rensa Family Company is a family business based out of Achterhoek, the Netherlands, and founded in 1953 originally as a wholesaler in oil and coal stoves. Today, the company is one of the largest wholesalers for the ventilation, heating, and sanitary industry in the Netherlands.

As a central service provider in an international group made up of various technical wholesalers for the installation industry, Rensa Family Company is a versatile company with a lot of in-house know-how. The different sales companies that make up Rensa Family use the services and expertise of Rensa Family Company daily. Between logistics, HR, ecommerce and ICT, technical support, marketing, and financial administration, Rensa Family Company serves as the central resource for the 15 current companies that make up Rensa Family.

To deal with the rapid growth and establish a central source of product information for its many brands, Rensa Family Company chose a master data management (MDM) platform from Stibo Systems to handle, prospectively, more than three million products. The MDM platform includes a supplier item onboarding portal and support of the ETIM industry standard.

The Business Impact

Moving to a master data management system helps Rensa Family achieve a number of important business goals:

- Operational efficiency has improved through automation of many processes that used to be manual

- Compliance with industry standards is made easy as a result of built-in classification capabilities

- Superior data management provides Rensa Family with a higher business agility that allows them to drive more revenue from digital channels

- The upgrade to becoming a data-driven business has set the stage for digital transformation

"The software is very user-friendly, which makes it easier for us to do our work," said Rens Godschalk, Head of Data Management at Rensa Family Company, and "the workflow built into the system makes the tasks and responsibilities very clear and measurable. The employees can work faster and more accurately thanks to the software and the in-depth training they received."

RENSA
FAMILY COMPANY

Challenge

With 15 different companies in total, covering all aspects of the installation, heating and sanitary industry, Rensa Family is experiencing an impressive growth rate. However, this growth required Rensa Family to update their workflow, automation and data management systems to have an infrastructure that would support them in the future. Each of its companies operate under their own brands with separate data, and Rensa Family Company needed to accommodate each brand's independence. Rensa Family Company sought a way to unify and simplify the multifaceted data they receive from each subsidiary.

In order to drive even more revenue from their digital channels, Rensa Family Company also needed to enrich their ecommerce platform with photos, videos and recommendations that customers could not get elsewhere. A centralized data management platform with trusted information was a requirement to reach these goals and create a superior customer experience with personalization, as well as faster time to market.

Solution

Stibo Systems Multidomain Master Data Management works as an integrated technology platform that enables a data-driven infrastructure and a shared set of functionalities for enterprises like Rensa Family. The MDM system helps Rensa Family Company integrate their data for higher quality, insights and agility to provide a real difference in the market.

"The link between the MDM and our ERP system is great. In most cases, we import product data once, and this automatically transfers to the ERP system," said Godschalk. The MDM enables Rensa Family Company to have all the data from its subsidiaries in a single reliable source to improve their data management. The integrated data platform across all their systems prevents the emerging of data silos from the subsidiaries and ensures better overall data transparency.

New items from suppliers are onboarded in a quick and smooth fashion. The use of the auto-classification function helps the Data Management department to maintain an ordered product hierarchy with the proper attributes and relations that are crucial for each company.

Another important aspect is the built-in support of the ETIM classification that allows easy data sharing and compliance with the industry's standards. Being an integral capability, the MDM automatically handles updates of the ETIM classification.

Through the matching and linking-feature, Rensa can create golden records of their products to avoid duplicates and maintain a high data quality.

To help maximize the outcome of both the implementation and the daily usage, the Rensa Family Company DevOps team received training through Stibo Systems' MDM Academy.

Result

An enterprise like Rensa Family that is quickly expanding its portfolio, needs to be data driven and make use of technology-enabled data governance. Mergers and acquisitions are particularly prone to creating data silos. A centralized source of the company's most important data enhances the collaboration across brands and establishes a trusted foundation for further digital initiatives.

The results include more efficient onboarding of new products, easy syndication of product information to the individual brands, a much richer ecommerce website and the ability to scale and launch digital initiatives.

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