

■ RS Components Charges up International Growth with Stibo Systems

Company:

RS Components

Industry:

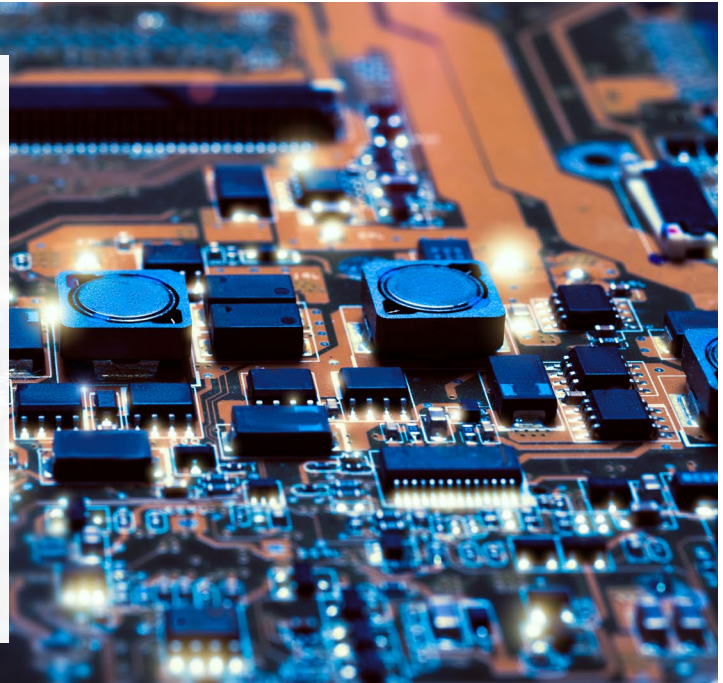
Distribution

Region:

Global

Solution:

Product MDM/PIM



Executive Summary

RS Components is a trading brand of Electrocomponents PLC. With operations in 32 countries, they offer around 500,000 products through the internet, catalogs and at trade counters to over one million customers, shipping more than 44,000 parcels a day.

Stibo Systems' product information management (PIM) solution helps RS Components to keep track of product data. RS Components has consistently invested in building up a system for rational control of product attributes.

The Business Payoff

Knowing that customers will most likely need other components for their business or hobby, RS Components creates dynamic product promotions based on their search activity, presenting alternate products relevant to what has already been reviewed. This not only increases the probability of shoppers finding the best part for their requirements, but it also allows RS Components to up-sell and cross-sell various products of higher margin.

Challenge

RS Components was faced with the challenge of sorting and updating a large amount of data without losing sight of the overall picture. The company was also challenged with the task of finding a way to provide accurate data to customers faster than their competitors. This data had to be accessible in multiple languages and available for customers all over the world. The handling of product data can feel like a curse because both the number and types of product data tend to grow infinitely.



Solution

The main engine in RS Components' handling of product data is Stibo Systems product information management solution, Product MDM. Product MDM acts as a single source of truth and as a comprehensive content management and publication systems, registering several million products.

Result

RS Components discovered that customers need the ability to not only search on product attributes, but also to refine and quickly navigate through search results.

These are some of the capabilities that the company implemented to address these requirements:

- Customers can refine searches by category, manufacturer, application, size, and other highly specific product attributes, such as the number of teeth in a band saw. This type of attribute-based navigation made selecting the right product easier with each click only presenting matching products and thus eliminating dead ends.
- Customers can locate the correct product while seeing the range. Customers are now presented with aggregated sets of results at relevant points in the product hierarchy, allowing them to find the quickest route to the desired product.
- To facilitate purchasing even more, the system offered ability to compare products – by brand, price inventory status, RoHS compliance, and more – all in one view.

“ We now have an excellent foundation in place that enables us to accelerate our customer-centric strategy and continue to grow our ecommerce business, making our customers shopping experiences more satisfying and further increasing our revenues.”

— Scott Faucet, head of ecommerce



About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them 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. More at stibosystems.com.