Digital Transformation Enabled by Multidomain MDM Leads to Efficiency Increase and Better Customer Experiences at Saint-Gobain

Company:

Saint-Gobain Distribution Bâtiment France

Industry:

Distribution

Region:

Europe

Solution:

Multidomain MDM, SaaS

Executive Summary

Saint-Gobain Distribution Bâtiment France, part of the global Saint-Gobain Group, is a multi-specialist distributor to the construction industry. The company has ten different brands specialized in different materials within bathrooms, wood, electricity, roof solutions and insulation. Across brands, Saint-Gobain has more than 2000 suppliers, 14 online stores, 2000 brick-and-mortar outlets, carrying a total of three million products, serving 330,000 customers.

To fuel their digital transformation, the company implemented a multidomain master data management (MDM) solution in order to manage product information, including digital assets, supplier data and more on the same platform.

The all-encompassing digitalization initiative has led to enhanced supplier integration, higher data quality and actionable insights into business processes.

"Thanks to the platform's workflows, the collection of information and the distribution to the various channels that consume this data have been significantly accelerated."

– Jean Feutrie, IT Manager for Product Data and Supplier Integration.

The Business Impact

Saint-Gobain's relentless focus on improving efficiency, cutting time-to-market and providing better customer experiences is best viewed against the company's digital transformation journey:

2015 – Implementation of Stibo Systems PIM solution (Product MDM)

- Consolidation of product data across brands and channels
- Omnichannel enablement: sharing consistent up-to-date information and all products available within outlets, print catalogs and online channels
- Facilitating compliance with the European Construction Products Directive and CE marking

2016 – Activating digital asset management (DAM)

- Improvement of data quality to include images, variants, technical specifications and marketing information
- Improvement of buying experience allowing customers to choose the right products much more easily

2018 – Digitalizing supplier integration

- Supplier portal linked to the MDM
- Faster supplier item onboarding
- Suppliers maintain their own data
- Easy to manage supplier network and onboard new suppliers

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2019-2021 - Onboarding all business units to MDM

- Unifying customer experience
- Enhancing operational efficiency

Challenge

Prior to the MDM installation in 2015, Saint-Gobain was experiencing low-quality data, lack of images and technical descriptions and no ability to show product variants. Legacy systems were not capable of managing the large number of items and secure consistency.

Onboarding new suppliers and supplier items used to be a very difficult process. Suppliers would send their data via email, and Saint-Gobain needed to maintain specific templates for each supplier. Today, the company uses the same metrics across the board of suppliers.

After the implementation of MDM, the problem was still to collect data at the right time, at the lowest cost possible. That led to the activation of the supplier portal, which gave direct access for suppliers to simultaneously upload, enrich and approve structured and unstructured data.

Solution

Saint-Gobain Distribution Bâtiment France is using Multidomain MDM, powered by Stibo Systems' STEP platform to govern different data types in conjunction.

The solution was migrated to a Stibo Systems SaaS solution to take advantage of enhanced scalability, security and maintenance capabilities. Previously, the IT department was managing 15 different servers. Now, they can just focus on maintaining data without any concerns over hardware.

As the company's central data hub, the MDM integrates with more than 20 applications that receive and consume accurate data, including SAP, ecommerce, logistic systems and a product configurator that helps customers through a smooth buying process.

Automated workflows validate and compare data uploaded by suppliers with existing product data to avoid duplicates and ensure golden records of products.

Via the supplier portal, supplier users have access to drop their item data and maintain information and attributes. Each of Saint-Gobain's brands has access to update their own information in the MDM.

Saint-Gobain utilizes the configurability of the multidomain MDM to continuously add new brands, data domains and more product attributes.

The in-memory capability ensures quick searches and higher performance of the platform.

Results

The integrated multidomain MDM solution has provided many significant business outcomes for Saint-Gobain:

- Better customer experiences due to better product information quality.
- Faster supplier item onboarding: Data imports that used to take one to two hours now only take a few minutes.
- Shorter time to market: Where it used to take around two weeks from creating a product to distributing the data to the various channels, it now takes just two days.
- Enhanced operational efficiency with Stibo Systems SaaS.

> **"** *The big advantage with multidomain MDM is that we can add and manage all types of master data on the same platform."*

Jean Feutrie, IT Manager for Product Data and Supplier Integration, Saint-Gobain Distribution Bâtiment France

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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**.