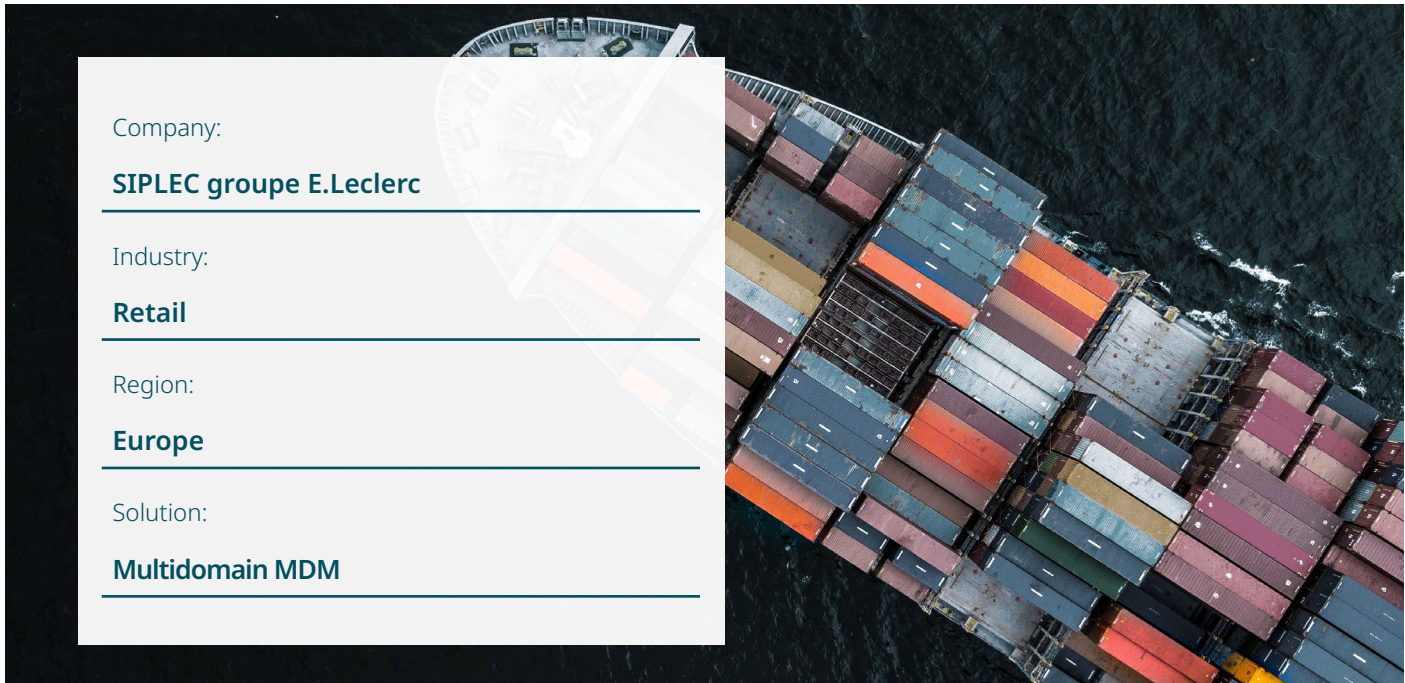


■ SIPLEC dramatically improves data quality for the benefit of its customers and suppliers. The company leverages Stibo Systems Multidomain MDM to streamline internal business processes and create and exchange quality data for products.



Company:

**SIPLEC groupe E.Leclerc**

Industry:

**Retail**

Region:

**Europe**

Solution:

**Multidomain MDM**

### Executive Summary

SIPLEC is fully owned by E.LECLERC, one of France's leading manufactured products and petrol retailers, with more than 800 supermarkets and hypermarkets across Europe. As one of two main lines of business, SIPLEC selects and partners with suppliers of clothing, shoes, accessories and more. It also purchases and imports their products for sale in LECLERC stores around the world.

SIPLEC selected Stibo Systems Multidomain Master Data Management (MDM) solution, which includes product, customer and supplier data domains, to continue its digital transformation efforts and extend higher value to partners and, ultimately, LECLERC's end consumers. Today, SIPLEC fuels its systems with trusted data that removes duplicates and inaccuracies, accelerating product time to market for its partners. What was previously an arduous undertaking of managing numerous product data sets from multiple suppliers is now a streamlined workflow with rules in place to identify issues with greater ease and efficiency.

### The Business Payoff

**Improved data quality.** SIPLEC has improved how it captures, consolidates, cleanses and shares information throughout the enterprise. It provides a single version of truth as suppliers create new products or make updates to existing ones. Trusted reference identification records for all customer, product and suppliers are managed within its multidomain solution. Powerful tools allow product managers to make changes to data directly as needed.

### The Customer Experience

**Greater efficiency.** SIPLEC's multidomain solution integrates across data and suppliers, enabling more efficient workflows to share and exchange multiple data types. New tools and rules ensure that as suppliers from around the world provide data it meets data quality specifications at the point of entry. This has cut discovering data errors from six months to four weeks or less, improving workflows for the company and experiences for the customers.

## Challenge

SIPLEC recognized the opportunity to improve IT processes, including the ability to remove duplicate and inaccurate data. The company needed to replace legacy systems and in-house, custom-built tools that couldn't scale with their needs. The company wanted a scalable platform and tools that provided a foundation for business growth now and into the future.

## Solution

Using a single multidomain MDM solution, SIPLEC achieves greater operational efficiency and agility that enables better collaboration with customers, vendors and suppliers. It can create more accurate, timely and complete customer, product and vendor data to be used for multiple purposes. By mastering its data into a single version of truth, the organization dramatically streamlines processes and identifies issues faster.

## Result

SIPLEC powers its business with Stibo Systems Multidomain MDM to:

- Improve overall data quality and business performance
- Accelerate product time to market and deliver better consumer experiences
- Create trusted data used for multiple systems and operating companies
- Identify and address data issues faster and with greater ease

## Future

SIPLEC is now working to integrate new data quality tools with Stibo Systems' Multidomain MDM. It's also looking to connect different member shops or retailers within the E.LECLERC group, enabling even greater efficiencies across its parent company's digital ecosystem.

"We now have a flexible platform with easy-to-use tools to modify and customize our solution as needed. It's a scalable solution, so as our company grows, our solution will grow with it. And we're excited about the new direction, which is happening now, to make the UI more intuitive," said Aminata Sanoko Jean-Robert, project manager, SIPLEC.

“ We achieved several benefits with our new multidomain MDM solution. When we had difficulties, Stibo Systems provided us the consulting expertise and collaboration we needed to finish on time and resolve issues as they occurred.”

—Aminata Sanoko Jean-Robert, project manager, SIPLEC



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