LANCASTER
PARIS

A global reference representing French luxury, Lancaster celebrates its 70th anniversary. With a strong expertise combining tradition and innovation, Lancaster has established its brand over the years on the luxury and leather goods market. Lancaster is supported by a network of 800 distributors, has its own shops, and an e-commerce website.

www.lancaster.fr

Pauline Laurent
E-commerce Manager in Lancaster

Improved quality on product data

+50% increased productivity

80% time saved on catalog enrichment

> *Akeneo PIM makes us much more responsive, allowing us to provide the most up-to-date product information, regardless of the channel.»*

Project Summary

Issues:

- Catalog Managment optimization
- Information quality & centralization

Key Figures:

Number of contributors: 5 people

Number of products: 1,200 per season

Data sources: ERP, CSV files, photo services...

Distribution channels: E-commerce & E-marketing

Project duration: 6 months

Lancaster has always focused on innovation, both for its products and its digital strategy. Naturally, when optimizing its online catalog became a challenge, implementing a PIM solution emerged as an obvious choice, more so as it became part of redesigning the website under Magento.

Lancaster has multiple e-shops - one in Europe and one in the USA - each with different product catalogs and objectives. With this comes a multi-source challenge. Product information emanate from various sources such as ERP, photo services, or CSV files.
In addition to its own online shops, Lancaster also relies on other platforms such as Google Shopping and Criteo. Each channel requires specific information to be exported each time.

Before the PIM was introduced, creating product references was done manually - a tedious and time consuming task. Products were published one by one on the e-commerce website, which was an obvious drawback against the competition, or even with resellers

as they could offer products before their availability on the website.

Choosing a PIM had to address two main objectives:
- Optimizing the creation and enrichment of product datasheets on the website, in terms of speed to remain competitive and information reliability to reduce human actions required to transfer information. The goal was to eliminate the risk of errors, inconsistencies and omissions that cause numerous and repetitive manipulations.
- Simultaneously updating all channels used by the e-commerce website and web marketing activities while maintaining the characteristics and complying with the requirements of each channel.

Faced with these requirements, Lancaster was looking for a flexible, modern and easy to integrate solution. With its open source and intuitive solution, natively connected to Magento, Akeneo became the natural preferred choice.

Name
Bucket bag in soft leather Lancaster

Description
Bag equipped with an adjustable strap for a shoulder bag.

Material
100% leather, calfskin

Reference
423-11

Size
L 23 x W 30 x D 16 cm

Price
€159.00

Color
Red

> " *We went from an archaic and manual catalog management system to a fast and automated solution.* "

After taking the time to precisely define its requirements, Lancaster was able to fully leverage the benefits of Akeneo.

Data is directly imported from the ERP and enriched by various sources, and is then exported to the Magento website and to the various web marketing activities. About ten incoming and outgoing data feeds enter the platform or dispatch information to the channels. Lancaster has defined several levels of permissions

and uses advanced right management to distribute tasks among various contributors, and delegate catalog enrichment tasks among several people, each editing only part of the information.

The right definition of attributes, channels and fields increase ease of use, for example offering the ability to automatically convert measurement units for different countries.

> *For our teams, the PIM solution is a true data management revolution.»*

Results

Lancaster teams were able to quickly and easily master the solution. Akeneo PIM also provided Lancaster with a clean and reliable information database for various media to rely upon.

Creation of the product catalog now takes much less time. For example, a task that would previously take up to two months is now reduced by 80%. Finally, modifying products is now almost instantaneous using mass updates.

The PIM allows different users access to the same product information without the risk of error. Automated tasks also contributed to increase information quality on all sales channels and brought significant productivity gains with data processing.

The project at a glance

ERP, CSV FILES,
PHOTO SERVICES...

MARKETING

E-MARKETING WEBSITE

E-COMMERCE WEBSITE