

Deventrade

DEVENTRADE BV is a Dutch family-owned manufacturing business that was founded back in 1985. Over the last three decades, DEVENTRADE has grown to become one of the leading sports companies in the Benelux. Their growth has lead to a large presence in sports specialty stores throughout Holland, with numerous brands in over 700 locations worldwide.

www.deventrade.com



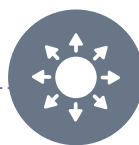
Patrick Dijkhof
Content marketer
and responsible for
the PIM system



Increased
efficiency



Website updated
regularly



Multichannel
management simplified



*Before, we only updated our products on the website
4 times a year, now we can do it on a daily basis,
so the website is really up-to-date!*



Project Summary

Issues:

- No product database, everything was managed via the ERP or spreadsheets
- Incomplete product information
- Every product had to be manually created, managed, and updated on multiple websites

Key Figures:



Number of contributors: 3 users



Number of products: 20,000 products organized within 1,000 variant groups



Data sources: ERP, Spreadsheets



Distribution channels: 14 different E-commerce websites, Print channel with PIM2Catalog



Project duration: 4 months

Context

DEVENTRADE is a sporting equipment manufacturer that sells its five brands directly on its own websites and through a network of retailers in several different regions. Currently, their **products are available in over 700 different stores**.

Before PIM, DEVENTRADE was working with an ERP system that was directly connected to their website. There was no database of products or product information. Every new product had to be manually created, managed, and uploaded to the correct website.

In the beginning, the team would enrich product data directly in the ERP. Unfortunately, this enriched data was mostly technical information that couldn't be automatically exported to the website. Instead, everything on the website had to be manually created and maintained. Even though this system wasn't efficient, they were able to manage their products this way because they didn't have to do it on a large scale.

Of course, DEVENTRADE grew and expanded into new product line, brands, and regions. Suddenly, the old method of product enrichment became a gating factor for further growth. **DEVENTRADE realized that they needed a PIM system to centralize product data and automate website maintenance if they were to continue growing.**

Why PIM?

First, DEVENTRADE needed to be able to **easily centralize and export their product data** to their numerous websites. Before having a PIM system, DEVENTRADE completed a lot of work manually. They managed their product data and

information between Excel files, the ERP, and numerous E-commerce websites. They hoped that a PIM system would increase product efficacy, save time, reduce the time-to-market, increase productivity, and increase conversion rates.

Second, by freeing up their people from manual drudgery, DEVENTRADE hoped to focus staff on more strategic tasks. For instance, they wanted to be able to better utilize the product-specific expertise of their product specialists. **Specialists would now have the time to bring more useful information to end customers and at the same time the centralization of all the product data made it easier for the various product specialists to collaborate with one another.**

When DEVENTRADE first decided they wanted a PIM system, they had to decide between using a closed source or an open source PIM. Since their business relies heavily on independent company collaborations, they needed a solution that could be easily customized for their retail partners specific needs. This need for easy and extensive customization made the choice obvious - they needed an open source PIM.

Once DEVENTRADE decided on open-source PIM, they were able to start looking at specific platforms. When they first began their search, they spoke to a variety of different implementation partners about the different PIM systems on the market.

In the end, they chose Akeneo because of its efficiency, flexibility, and user friendly interface.



Now we have a lot more information for every product, which increases data quality for our customers!

Project

The initial DEVENTRADE PIM project took four months working with an independent integrator to complete. The focus was on integrating Akeneo PIM into operations, improving web updates, and the production of print catalogs. At launch, there were 3 team members who were regular Akeneo users with more being added as the project expanded.

The project was lead by the marketing manager and E-commerce manager in conjunction with the buying and marketing teams responsible for product enrichment. They needed to be able to handle 20,000 products with 1,000 variant groups distributed to 14 different E-commerce websites as well as their print channel.

The team received some initial training from the Akeneo integrator they worked with, but the team was able to quickly figure out many of the features on their own using the Akeneo user guides.

The product catalog now included 90 possible attributes-- significantly more than in the past. **With PIM, DEVENTRADE could include more information per product and increase the quality of their data.** Before, they could only manage basic information like color and size, but now they could easily include gender, material, washing instructions, etc.

DEVENTRADE took advantage of the PIM2Catalog connector to radically simplify their production process for print catalogs. The designers could make just one template/catalog, fill in the product information, and then quickly translate needed copy and product data into the appropriate language. It didn't matter what language the product information was in originally, the PIM2Catalog connector carried over all the necessary translations and placed them in the proper location.



With PIM, it's much easier to create print catalogs and it takes significantly less time.



Results

DEVENTRADE now has 14 websites connected to Akeneo PIM and hopes to integrate the remaining 10 websites into the Akeneo platform over the next two years. Like every manufacturer, DEVENTRADE is constantly adding and modifying its collections, products, and SKUs. By using Akeneo PIM they can regularly create and update products rather than updating their website on just a semi-annual basis.

Previously, DEVENTRADE only updated their websites four times a year, now they update them on a daily basis !

DEVENTRADE creates 5-6 print catalogs per brand for a variety of languages and regions. **Akeneo PIM + the PIM2Catalog connector significantly streamlined this process and makes a huge variety of catalogs practical.** Previously, DEVENTRADE had to make every catalog individually, and every year they found outdated product data along with minor mistakes making their way into the final catalogs.

Now, the connector allows DEVENTRADE to ensure that uniform and always up-to-date product data is utilized for the final catalogs. Even last minute changes are automatically properly incorporated into the final InDesign files. The savings in time and expense means that not only are their main catalogs more accurate and up-to-date, but DEVENTRADE can now produce more speciality catalogs such as customized catalogs dedicated to a specific club.

DEVENTRADE also uses the PIM to send a product data feed to their resellers, so they can benefit from DEVENTRADE's detailed and up-to-date product information in their own channels.

Akeneo was the perfect solution for all of DEVENTRADE's PIM needs. They can now centralize their data, update and enrich that data, and send it different channels easily and quickly. **Both web updates and print catalog design and production have been radically transformed with more frequent and accurate updates.** Everything is faster with PIM.

*3 reasons why Akeneo is awesome?
User friendly interface, simple, and efficient!*

The project at a glance

