Customer Story

Significant acceleration of suppliers’ product data onboarding and go-to-market

We’ve managed to increase product velocity, and increase our product range for the vast majority of our suppliers.

- Robert Schwab, Senior Project Manager, PIM Project, Myer

Challenges

- Poor product information leading to sub-optimal customer experiences
- Products were often out-of-stock by the time they were enriched
- Too many file transfer solutions, resulting in not enough visibility into enrichment

Benefits

- Significantly improved information quality and customer experience
- Product velocity increased and time-to-market reduced by 400%
- Notably upgraded enrichment transparency and processes
Myer is Australia's oldest and largest department store, operating more than 60 stores, an eCommerce store, and mobile site. The company sells a range of products, including men's, women's, and children's apparel, toys, home goods, entertainment products, and more.

While this massive selection has helped the company build its reputation as a one-stop-shop for Australians, it also presented a big challenge for the retailer. When product information was delivered by suppliers, it was often incorrect, inconsistent, or of low-quality. Some suppliers were not adhering to the company's style guide, so when product information and assets arrived they were often non-compliant to guidelines — that is, if they arrived at all.

What's more, product information and data was trapped and siloed in various spreadsheets and legacy file-sharing solutions. Suppliers, meanwhile, had no visibility into the enrichment process, whether they had delivered all of the necessary information, and didn’t know when (or if) the enrichment process would be completed.

As Myer continued its digital transformation, it was on the lookout for a PIM that could make it easier and more efficient for suppliers to provide consistent, accurate, and high-quality product information and slash time-to-market.

"Products were getting online so slow that the products were on clearance by the time they were available online for sale, and may have even been out of stock."

Bringing consistency and sanity to suppliers

Myer eventually elected to go with Akeneo PIM, thanks in large part to the company's open-source platform and API offerings. Myer was eager to find a solution that offered customization, but didn’t force them to start from scratch — enter Akeneo PIM and its open source design.

After implementing Akeneo PIM, Myer quickly went to work teaching suppliers on how to use the solution to enrich their own product information. The company instituted a new grading and scoring system for product information and assets, which gave suppliers more transparency into the process, and helped them understand not only what information and assets they had already been provided but also which were still needed, thereby improving time-to-market. The company also customized the solution to meet its specific and unique needs — namely a vast diversity in the number and variants of products it sells.

Myer is now using Akeneo to help suppliers upload data directly to the PIM, resulting in more compelling, consistent and accurate product information, an even more extensive and diverse product catalog, while significantly reducing time-to-market, among other benefits.

- Number of users: 60+
- Number of products: About 1 million SKUs for 300,000 products
- Data sources: 800+
- Channels: 61 physical stores, eCommerce store, mobile site
As a result of our Akeneo PIM implementation, our suppliers have told us that they are far happier with the enrichment process.
About Akeneo

Akeneo is a global leader in Product Information Management (PIM) solutions that enable retailers and corporate brands to deliver a consistent and enriched customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo’s open source enterprise PIM dramatically improves product data quality and accuracy while simplifying and accelerating product catalog management.

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