



ADS builds a better product experience with PIM



“Accessible, enriched, high quality product data has become a necessity in our industry which made Akeneo PIM a must-have for our company.”

– **Rosalie Fenner**, Director, Strategic Program Management at ADS



Challenges

- ADS lacked a single source of truth for product data, which led to inaccurate and inconsistent product information
- Inefficient, manual product management and enrichment processes led to a slow response to customer product data requests
- Outdated data management processes and incomplete product information frustrated buyers



Benefits

- By implementing Akeneo PIM, ADS was able to centralize product data into one repository, improving product data quality
- Centralizing product data allowed the company to modernize its product data processes and accelerate enrichment
- ADS is now able to provide customers with product catalogs containing attributes

A manufacturer with half a century of history



Founded in 1966, Advanced Drainage Systems, also known as ADS, has built a reputation as a leading manufacturer of high-performance thermoplastic pipe and ancillary products, providing a comprehensive suite of water management products and superior drainage solutions for use in the construction and infrastructure marketplace. They operate a global network of 60 manufacturing plants and over 30 distribution centers.

The company's products are primarily sold through a network of thousands of distributors who sell to construction companies and contractors. ADS products must conform to precise measurements, pressure specifications, and other technical details in order to ensure products are right for the important jobs involving water management and drainage. This makes high-quality product data a must-have for ADS, its distributors, and purchasing customers.

Modernizing manufacturing product data

After more than five decades in business, managing product information in the digital age was a crucial but challenging task for ADS. As the company looked to embrace the next stage of growth during its proud history, it knew it needed a better system for managing information for its distributors. Additionally, a portion of its business comes from home improvement retailers, who demand more rich and complete product data in order to sell directly to residential customers.

Historically, the company had managed product data manually, without a centralized repository to store, enrich, and govern completed product data. As a result, it was a tedious and time-consuming effort that made it difficult to provide the necessary product information

to their distributors. In some cases, incomplete product information meant that ADS products did not appear in distributors' catalogs when sales associates searched for relevant products. These manual product information management processes and resulting inconsistencies and errors in product information eroded buyer trust and prevented distributors and end customers from confidently knowing which ADS products would fit their needs.

So, in an effort to modernize its product data management processes, offer high-quality product information to its customers, reduce returns, and boost sales, the company turned to a dedicated tool for managing product data — a PIM, or Product Information Management, solution.

“We were seeing more returns and getting feedback from our biggest customers saying our product data wasn't good enough. That's when we knew we needed PIM.”




A smooth implementation lets product data flow freely

After deciding to implement a PIM, ADS evaluated several different options before electing to go with Akeneo PIM thanks to its API, ease of use, and anticipated cost savings.

Akeneo worked together with solution partner Infoverity on the implementation, which according to ADS Director of Strategic Program Management, Rosalie Fenner, went off without a hitch. Thanks to the solution's easy-to-understand user interface and help from Akeneo and Infoverity, the company was quickly able to train a staff of nearly two dozen frequent PIM users.

ADS, Akeneo, and Infoverity then quickly got to work centralizing product data into a single system of record, implementing modern product information management processes that served to more efficiently correct low-quality product data. Fenner noted that the company quickly began seeing the benefits of its new solution.

-  **Number of users:** 20
-  **Number of products:** 8,600+
-  **Data sources:** 1
-  **Channels:** 2

Akeneo and our partner Infoverity made it so easy for us to get up and running on PIM.

Centralizing product data leads to enhanced efficiency and better experiences

A single system of record for product data

With Akeneo PIM as the authoritative source for enriched, complete product data, ADS has been able to eliminate incomplete, incorrect, and outdated product information with accurate, complete and compelling data to help distributors propose and sell the right products for the job.

Enhanced efficiency and faster response times

Implementing Akeneo PIM to help power more modern and automated product data processes has allowed ADS to rapidly enhance its productivity and enrichment efficiency, leading to faster responses to customers' product data requests.

Better relationships and increased sales

With faster product data enrichment and higher-quality data, ADS has been able to provide its customers with an improved product experience, leading to better relationships with buyers, increased trust and confidence, fewer returns, and increased sales.





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About Akeneo

Akeneo is a global leader in Product Experience Management (PXM) solutions that help merchants and brands deliver a compelling customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management.



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