



Helping The Show Go On Around The World



“

Akeneo offers us speed and flexibility while ensuring product information remains accurate and consistent.

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– **Nikke Blout**, Global Marketing Director, Adam Hall Group

– **Marvin Michaelis**, Team Lead, PIM, Adam Hall Group



Challenges

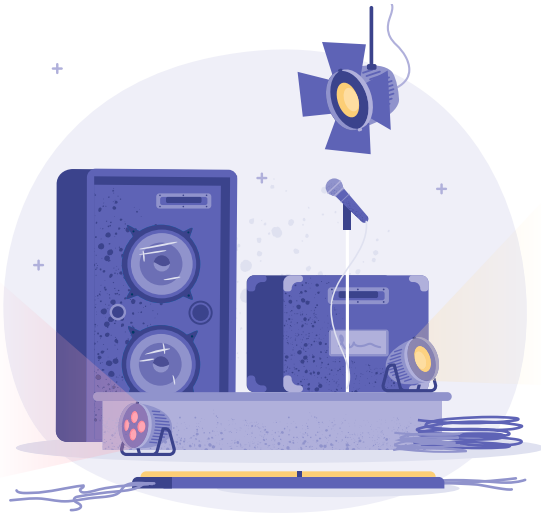
- Managing product information in Excel spreadsheets was causing delays and errors in enrichment
- Inconsistent product information led to a poor customer experience
- Struggled to keep up with the pace of digitization and expand to new channels and locales more efficiently



Benefits

- Product information quality and management both improved thanks to a modern PIM solution
- Automation, validation, and completeness features reduced errors in the product experience
- PIM's flexibility notably improved efficiency when expanding to new channels and locales

Digitization dilemmas and scalability struggles



The Adam Hall Group knows what it takes to put on a good show. Since its founding in 1975, the company has become a well-known manufacturer and service provider across the entire event technology industry.

Adam Hall offers anything and everything needed to put on the perfect play or coordinate a compelling concert under 20-plus brand names, including fittings, lighting solutions, cable bridges, and even entire stage systems. These products have helped successfully position Adam Hall in four customer segments: rentals, installations, retail, and industry.

While digitization is changing the event industry, the space continues to grow. But Adam Hall struggled to keep up with the pace of digitization and scale sustainably, especially due to outdated methods of product information management — including storing data in the company's ERP and a tangled web of Excel spreadsheets.

These legacy methods of managing product data, combined with the variety of products offered, caused headaches such as inconsistent or inaccurate product information reaching customers, poor customer experiences, and slow time-to-market. Despite these challenges, however, Adam Hall Group knew the show had to go on — so it turned to Product Information Management (PIM) solutions.

“The product data quality and the time-to-market had to be massively improved.”

Closing the curtain on product information problems

After deciding to adopt PIM, Adam Hall laid out the most important factors in its decision. According to Marvin Michaelis, Team Lead, PIM, at the Adam Hall Group, the company knew it needed an offering that was as robust as its own products, able to keep pace in an accelerating market, and flexible enough to deal with industry-specific customizations.

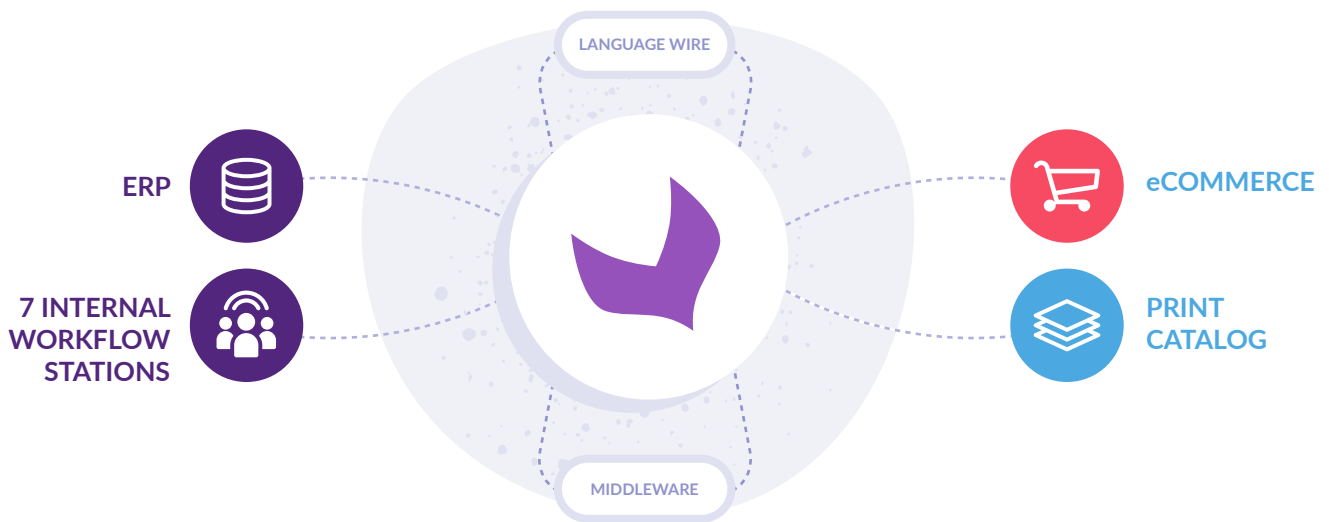
Akeneo won out over several other providers thanks to its adaptability and scalability as an open-source system, as well as its large network of partners. The best-of-breed approach appealed to Adam Hall, as did the centralized structure of Akeneo PIM. This is designed to accelerate time-to-market and make omnichannel and international expansion more efficient, and was a motivating factor in Adam Hall's decision.

“Akeneo did not try to be like other systems that want to solve every possible problem and become too complex and confusing for users in the process,” Michaelis said. “The flexibility of Akeneo PIM and the possibility of connections with partners convinced us.”

Finally, with its solution selected, the company began implementing PIM and enriching data.



The project at a glance



PIM helps the show go on

★ High-quality product information enhances customer experience

Moving product information management processes away from a tangled web of Excel spreadsheets and into a dedicated solution has led to improved accuracy and consistency. This allows Adam Hall to offer its customers a top-of-the-line customer experience, an increasingly important factor for B2B buyers making purchasing decisions.

🕒 Faster omnichannel and international growth

There is no market where the Adam Hall Group is not present, and expansion to new channels or markets will be even easier going forward. The company is now able to translate and localize content directly in the PIM, and export product information to specific channels and locales.

📈 Improved productivity and workflow

Akeneo PIM was able to significantly relieve the workload of the team, improve productivity, and enable them to better focus on the next steps in digitalization, international collaboration, and customer-centric brand and product alignment.

“Employee productivity has been steadily improving since we started using Akeneo.”





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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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