



Obelink
Buitengewoon!

Delivering a consistent customer experience
through better product information management



“With Akeneo, we have taken an important step towards delivering a consistent customer experience across all channels.”

– **Wil Salden**, eCommerce Manager, Obelink



Challenges

- No centralized view required managing product information separately in each channel
- Lack of collaboration and workflow impeded product information quality and consistency
- Process inefficiencies delayed product updates and made supporting omnichannel difficult



Benefits

- Consistent and accurate product data in an omnichannel environment
- Workflow-driven collaboration across marketing, eCommerce, and translation teams
- Significantly improved customer experience

From silos and chaos to centralization and consistency



Obelink is Europe's leading retailer of outdoor and camping equipment. Founded in 1959 by Jan Obelink, it remains a family-owned and operated business.

Obelink offers Europe's widest assortment of tents, awnings, caravans, camping equipment, outdoor equipment, garden furniture and more. They carry more than 33,000 products that are sold via online, catalog, and in their megastore.

Before using a PIM, **Obelink used Excel to manage product information** sourced from their ERP system and from suppliers. Obelink also managed product data directly in their eCommerce platform. This de-centralized, multi-solution approach made it very difficult for the Obelink team to manage and control the product information quality requirements they needed to effectively sell and service customers.

Because Obelink sells in an omnichannel environment - online, catalog, and in-store **it was very challenging to deliver consistent product information across all channels.**

With product information managed in different places, Obelink's marketing team was unable to quickly see which products were complete and ready to be published, which were translated, and where there was still work left to do.


As Obelink competes in product assortment and price, having high-quality product information was crucial. To win, Obelink identified the need for a PIM to better manage their product information and ensure efficient collaboration among their marketing and eCommerce teams.

"We need to have a clear and accurate overview of which products are complete or not, and the PIM provides us with a simple, actionable view."

Akeneo PIM for a better product experience

Obelink selected Akeneo PIM which enabled them to efficiently integrate their product data, and the marketing team, 4 product managers, and 8 translators began enriching their 33,000 SKUs.

Obelink used the PIMGento connector to efficiently spread product data from Akeneo PIM to its Magento-based eCommerce website. In addition to their webshop channel, Obelink uses Akeneo PIM to feed enriched product information to their annual catalog and their POS system to **deliver a unified product experience across channels.**

-  **Number of users:** 7
-  **Number of products:** 33,000 SKUs
-  **Data sources:**
 - Suppliers' datasheets
 - ERP
 - Product managers
-  **Channels:**
 - eCommerce
 - Catalog
 - Points of sale



The project at a glance



Growing the product catalog with the snap of a finger

Catalog expansion

Obelink's objective is to continue to lead the market by offering an expanding product assortment. With Akeneo PIM enabling enhanced collaboration across teams and its ability to better manage the process, Obelink can rapidly add new collections, products, and SKUs as they grow, and more frequently create and update products across all channels, compared to the manual approach they previously employed. With Akeneo PIM, Obelink is set up to easily scale its product catalog.

More efficient workflows and processes

Akeneo PIM validation workflows ensures publication of only high-quality product information. The solution enables the eCommerce Manager to easily create projects and validation workflows for the team. And overall, the marketer-focused business application interface ensures productivity across all teams.

Gained at-a-glance insight and control over product completeness by locale and by channel

The ability to connect Akeneo PIM with the different sales channels helps ensure a high-quality omnichannel product experience for Obelink's customers and provides a platform to support their long-term growth plans.

“With Akeneo, it became so easy for us to grow our product catalog.”





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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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For additional information, please visit www.akeneo.com.

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