



Pierce turns to PIM to rev up Revenue and speed up Sales



“We really liked the smooth UI offered by the solution, and truly believed in the story of Akeneo.”

– Jimmy Nordh, CTO at Pierce



Challenges

- “Homebrewed PIM” was not able to support increased volume and future growth
- Long enrichment process meant a long time-to-market for new products
- Product information stuck in spreadsheets and silos



Benefits

- Pierce is now adding fast new products to its catalog and is better suited for growth
- Product Information team now enriching twice as many products, slashing time-to-market
- Centralized access to product information for all users and channels

“Homebrewed PIM” could not keep up with the fast-paced growth



Pierce is the parent company of a group of online motorcycle and motocross parts and accessories and parts retailers — including 24mx, XLmoto, and Sledstore — which cater to motocross, motorcycle, and snowmobile enthusiasts.

Pierce debuted in 2006 with a small online store that solely sold parts and accessories, and had a team of just four employees. Within just a few years, however, the company launched 24mx, offering spare parts and equipment to motocross riders. By 2013, the company had opened a pair of new eCommerce stores, XLmoto and Sledstore and boasted a team of more than 30 employees serving more than 800,000 customers.

As the company continued to expand, and the number and diversity of products offered continued to rise, those at the helm realized they needed to make major changes in order to sustain and continue that growth.

Those included doing away with Pierce’s “homebrewed” product information solution and its series of spreadsheets, according to CTO Jimmy Nordh. In its place, they hoped to implement a robust PIM system that could help the company fix a slow time-to-market and improve both access to, and the accuracy of their product information.

“We have a wide range of products, and each requires a totally different kind of data.”

Investing in an efficient & easy-to-use solution boosting cross-team collaboration

After demoing four solutions, Pierce elected to go with Akeneo PIM. The solution’s user-friendly interface and long list of features appealed to the company, Nordh said, as it was previously using an inefficient and difficult-to-manage combination of in-house PIM and spreadsheets to manage product data.

All told, Pierce manages about 200,000 SKUs, already a daunting task, and plans were in place to even further expand the company’s product offering. Fortunately, the flexibility and capacity for growth offered by Akeneo have helped the company manage a large amount of products simply and easily. Pierce has also used the solution to define roles and institute more efficient workflows in order to boost marketer productivity and slash time-to-market, bringing new products online more quickly by only showing employees the tasks they needed to complete.

Six employees now use the software to enrich product information, while a team of 10 work to translate information into one of 12 languages Pierce does business in. Customer service has also started to use Akeneo PIM to rectify errors in product information or solve issues raised by customers.



Number of users:
16



Number of products:
200,000 SKUs for 50,000 products



Data sources: 250+



Channels: Four eCommerce stores, Amazon, eBay



The project at a glance



From “home-brewed” chaos to PIM perfection

Creating a centralized home for product information

Before implementing Akeneo PIM, Pierce’s product information was siloed in spreadsheets and trapped in legacy, “home-brewed” solutions. This slowed down the product enrichment process and led to slow time-to-market. By implementing a PIM solution, the company centralized access to product information, creating a single source of truth for accurate and compelling product information.

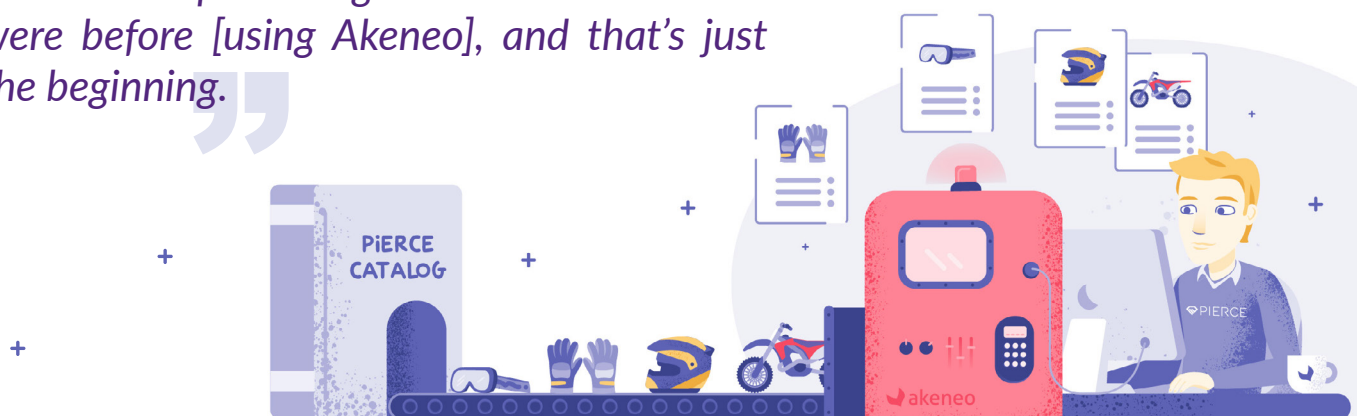
Speeding up sales

Because the implementation of a PIM solution provided the company with a single source of truth, Pierce’s product-information team no longer spends valuable time dealing with errors and confusion in product information. Instead, employees are free to focus more on creating compelling and creative product descriptions that lead to increased conversion rates. As a result, team productivity increased by 100%, according to Nordh.

Getting ready to grow

With barriers to growth like siloed product information and a slow time-to-market eliminated, Pierce is free to continue its history of impressive growth. Nordh said that, while it’s difficult to determine the exact cost and monetary benefits of implementing PIM, the company has seen notable increases in revenue thanks to decreased time-to-market and increased productivity, and expects to recoup its investment in Akeneo PIM within three years.

“We are now producing double the volume we were before [using Akeneo], and that’s just the beginning.”





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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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