



## Building better product experiences with Akeneo PIM



“Akeneo has been the foundational building block  
of our digital transformation.”

- **Sebastian Jurth**, Head of eCommerce & Digital Services at Remmers
- **Maria von Höven**, Project Manager Technical Documentation at Remmers



### Challenges

- Poor product information enrichment processes led to inconsistent, incorrect, and low-quality product information
- Inconsistent product data led to a lack of brand consistency
- A high manual workload, poor enrichment processes, and inconsistent product data slowed time-to-market



### Benefits

- Improved consistency to produce accurate, high-quality product information
- Higher quality data enhanced consistency of the Remmers brand
- Akeneo's user interface and workflow features delivered higher productivity and faster time-to-market

## Building a successful construction supply business



The Remmers Group, founded by Bernhard Remmers in 1949 and based in northwestern Germany, has built a reputation as a specialist in the production of construction chemicals, wood paints and varnishes, and industrial coatings. The company works with 1,500 highly qualified specialists, and boasts 16 international branches, sales partners in 30 countries, and a reputation as the leading brand in its industry.

Remmers also has a proud history of helping to build and train the next generation of tradesmen, planners and other industrial workers. The company's Bernhard Remmers Academy is dedicated to the education of new workers and the creation of new and innovative building and industrial materials and techniques, helping to further bolster their strong brand image.

## Product information problems slow down construction supply sales

While Remmers built a strong brand image over more than half a century in the industrial and construction supply space, it was struggling to continue and build on that legacy in the digital era.

The company was plagued by outdated and inefficient enrichment and product information management solutions and processes, resulting in inconsistent, inaccurate, and incomplete product data reaching customers. This was only made more complicated by the company's wide range of sales channels, which include a print catalog, eCommerce sites, as well as stores and sites run by trade partners, and its need for printed labels that appear on products. This led to a slow-time-to-market, as employees struggled to meet the rising demands on product information, and was unable to efficiently or effectively manage digital assets such as photos and videos.

These problems were intensified by the changes that had come to the industrial and construction supply industry. New regulations and legislation, increasing expectations from customers, and a rising tide of competition meant that the need for timely, high-quality information was at an all-time high. Even the company's growth into international markets caused issues, as the need for information that was translated and tailored to fit the needs of new markets became critical.

Soon, as the demands on its product information processes piled up and international markets cried out for better product information, Remmers decided to adopt a PIM system in order to provide accurate, consistent, and complete product information to customers.

“*The flexibility and precise tailoring to our needs made Akeneo PIM a great fit for our company.*”




## Finding a fix for product information problems

After reviewing a number of PIM systems, Remmers selected Akeneo, thanks in large part to the PIM's usability and easy-to-understand user interface.

Sebastian Jurth, Remmers' head of eCommerce and digital services, and Maria von Höven, project manager for technical documentation, noted that features like automation, Akeneo's business rules engine, and workflow helped ensure total buy-in from the team of more than 200 employees that would use the PIM. This level of enthusiasm went a long way to ensuring the success of the project, Jurth and von Höven said, and helped these employees adopt the new and improved product information processes that went along with Akeneo PIM, leading to higher-quality product information and a faster time-to-market.

All told, the company now counts on 270 employees to enrich and manage 13,213 SKUs across 23 geographic markets with compelling product descriptions and more than 30,000 digital assets.

*“Thanks to Akeneo, we were able to manage all product information in one central source of truth and provide accurate and consistent information to our customers around the world.”*

-  **Number of users:** 270
-  **Number of products:** 13,213 SKUs
-  **Data sources:** SAP (ERP), Excel, Celum (DAM)
-  **Channels:** Print Catalog, Corporate Websites, eCommerce, Trade Partners, POS, Labels



## Painting a better product experience picture

### Fixing bad product information to bolster sales

Thanks to Akeneo PIM, Remmers was able to significantly improve product data quality by providing customers with accurate, consistent, and complete product information. The company was also able to better translate and localize product information for international markets, and provide better product experiences to customers around the globe, boosting conversions and sales in the process.

### Building better product information processes

The usability of the PIM quickly convinced Remmers to go with Akeneo over other options, and paid off in spades. Akeneo's easier to understand user interface and improved usability, along with a high degree of automation, allowed the company's employees to adopt more efficient product information processes, allowing them to enrich more products more quickly and accelerate time-to-market.

### Framing a consistent brand image

With consistent product information processes, high-quality information, and digital assets in place, Remmers was also able to solve the brand's consistency issues. This has provided the company with a recognizable image, giving them a competitive advantage over others in the space.

*“Product data quality has improved significantly and our product information is now accurate, complete, and consistent across all languages and channels.”*





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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.



For additional information, please visit [www.akeneo.com](http://www.akeneo.com).

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