



A new attractive and functional eCommerce website launched thanks to Akeneo PIM



“Without PIM, our e-shop project would not have been feasible.”

– Caroline Van den Borre,
Marketing and eCommerce Manager,
Rob The Gourmets' Market



Challenges

- No visibility into the enrichment process across the different locales
- Difficult cooperation between the internal teams
- ERP and Excel ill-suited to manage product information and store images



Benefits

- Launched an eCommerce site with a compelling product experience, which resulted in doubling the number of online visitors
- Centralized product information database that is always up to date
- Intuitive system that allows marketers to work clearly and efficiently

The struggle to use an ERP as a PIM



Rob is a true paradise for foodies. Rob the Gourmets' Market is a well-known food shop in Brussels offering a wide range of delicacies, carrying more than 15,000 products from small and local producers, including meat, fish, cheese, bread, pastries, wine, and groceries.

Before Akeneo, **each department would work independently on their products:** enriching marketing content and completing product information in Excel files imported into the ERP. The Rob marketing and eCommerce teams struggled with this approach in part because their ERP system was not built to handle and store this kind of data. In addition, they soon discovered that images could not be optimally stored and managed in this system.

Rob was seeking to add an e-shop to its website. To accomplish this in an effective and timely manner, Rob wanted a stable and intuitive product information solution where different departments could work together on product enrichment, with everything stored in a central product information repository, to ease setting up the e-shop.

“Each product department works as a separate subject-matter-expert. With Akeneo, the collaboration between the departments is much smoother.”


PIM first, then eCommerce

Before starting its eCommerce project with Magento, Rob recognized that it had to first take care of its product information in order to have as smooth an eCommerce launch as possible. They wanted one central place where product information was well-organized and would conform to the design of the product catalog.

The intuitiveness of Akeneo PIM ensured quick training of all staff responsible for product information: eCommerce Manager, four product specialists, copywriters, and a marketer.


With the PIMGento connection, product information for the 4,000 products in the e-shop can easily be spread to Magento. In the coming years, Rob plans to grow its e-shop catalog significantly on a regular basis.

 **Number of users:** 6

 **Number of products:** 50,000 SKUs

 **Data sources:**

- Microsoft Navision ERP
- Product Specialists
- Suppliers' spreadsheets

 **Channels:**

- Magento eCommerce



The project at a glance



A growing product catalog thanks to Akeneo PIM

Easily populate the e-shop with product information for brand awareness and sales expansion

Without Akeneo PIM, the Rob team would not have been able to set up an e-shop with 4,000 products in just a few weeks. **Their goal is to expand their online offering with 2,000 additional products.**

Rob recognizes that today, they have a more consistent and complete product information which optimized the site's SEO performance. Since the e-shop project went live, **the number of visitors on Rob's website has doubled.**

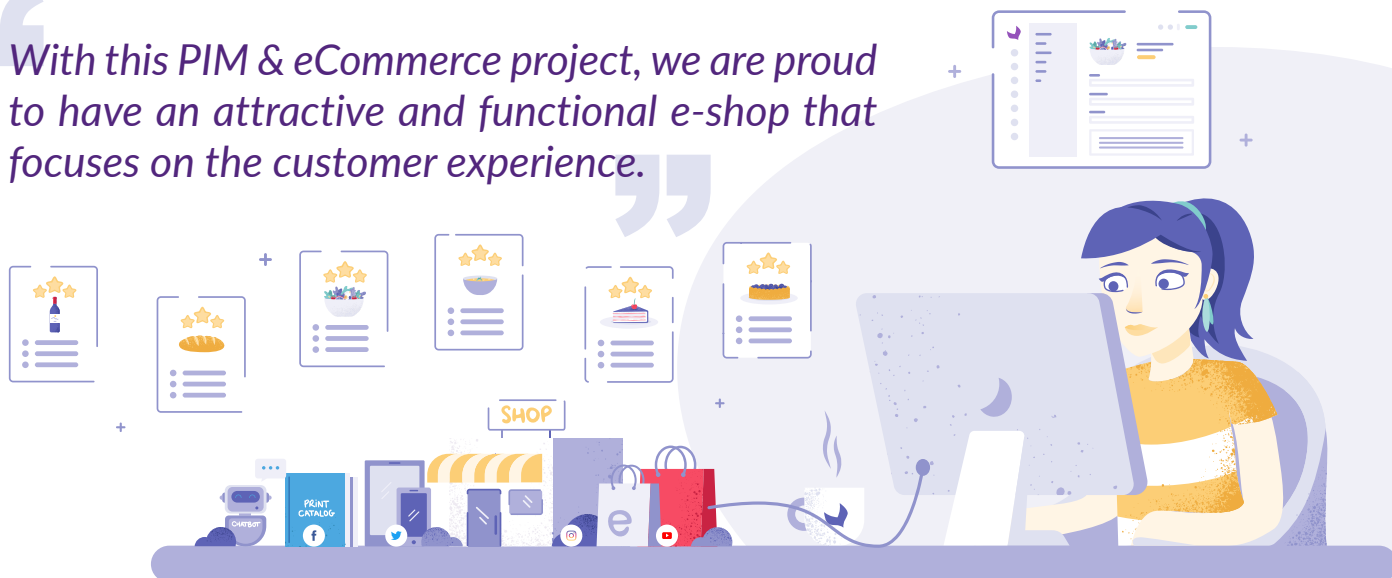
A team more productive and focused on its core job

Akeneo PIM provides a high-performance and intuitive platform suitable for marketing and eCommerce teams with non-technical backgrounds. It also helps the eCommerce Manager **easily keep track of the workflow and status of the product information.**

A consistent customer experience through all channels

Customers find the same quality of product information across all channels and the company will soon start to create Producers' Files. This will provide customers with even more qualitative product information.

“With this PIM & eCommerce project, we are proud to have an attractive and functional e-shop that focuses on the customer experience.”





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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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