



## Akeneo brightens up SLV product and catalog management process



*“Spending 60% less time on translation management and 80% less on enriching specific eCommerce data has enabled us to radically optimize our work.”*

– **Oliver Kleinjans**, Team leader Sales Master Data Center



### Challenges

- Data transfer via Excel sheets with no access to new data
- Extremely laborious and time-consuming product data management and catalog production processes
- Compliance with all industry-specific requirements and legal regulations.



### Benefits

- Centralized live access to data for SLV employees and global subsidiaries
- More agile processing of “Big White” catalogs (print run of 400,000 copies in 2019)
- Rapid distribution of product data

## From Übach-Palenberg, Germany to the top of the eCommerce world



SLV, based in Übach-Palenberg, Germany, develops, produces, and markets high-quality, future-proof lighting solutions. Since it was founded in 1979, the company has become one of Europe's leading global lighting manufacturers.

For more than 40 years, SLV has developed a reputation for innovative indoor and outdoor lighting solutions. The company has become known for its strong focus on impeccable service, flawless quality, and highly contemporary design, which is further facilitated by in-house development and production.

As a strong business partner, the company, and its more than 600 highly qualified and ambitious employees, nurture lasting business relationships with customers and sales partners across four continents.

A note before we go any further: SLV has always had a reputation for excellent data quality. However, in the course of digitization, the company realized it needed to modernize the data sharing process, much of which involved Excel sheets. The goal was to allow employees to access information about each of its 8,000 products in real-time, from anywhere around the globe.

To do so, the company first needed to create a central entry point that could be accessed by all persons involved.

SLV wanted to simplify the integration of information for 700-800 new products each year. At that time, the company's data management process relied on different systems, such as ERP (SAP) and Microsoft SharePoint, and forced employees to update Excel sheets nearly every week. This was not only cumbersome and labor-intensive, but also lengthened time to market.

All told, 13 subsidiaries urgently required centralized, global access to up-to-date, localized product information across all channels and markets.

*"We needed an intuitively simple, and more importantly fast, way to manage multilingual product data."*

### Creating a new digitization strategy

SLV developed a digitization strategy, which called for the company to select a PIM solution. During a company-wide digitization workshop, team members rated Akeneo PIM as "intuitive, simple and fast."

Next, SLV underwent a short but convincing trial with Akeneo Community Edition. The positive experiences seen during this trial paved the way for the implementation of Akeneo PIM Enterprise Edition.

-  **Number of users:** 180
-  **Number of products:** 8.000 SKUs
-  **Data sources:**
  - ERP (SAP)
  - Microsoft Sharepoint
  - Excel Spreadsheets
-  **Channels:**
  - eCommerce
  - Print Catalog



## The project at a glance



## The standard version of Akeneo is so well equipped that you can model all data across all industries



### 80% less time required to enrich specific eCommerce data

SLV was able to save an immense amount of time and resources due to Akeneo's active support of users during the onboarding process. by providing default attributes, translation management, workflows, approval processes and other helpful features.



### Real-time, global access to up-to-date product information

As a result of introducing Akeneo PIM, the number of Excel sheets required was drastically reduced. A central entry point was created for all the requisite product information and data. Changes to a product are now implemented immediately across the globe, and can be accessed from any of the 38 countries SLV operates in.

The system was also designed to enable SLV employees, subsidiaries, and customers to access up-to-date information in real-time.



### Display industry-specific features with PIM

As a unit of measurement, SLV uses the numerical default attributes of PIM.

Although the unit of measurement attribute does not cover all industry-specific requirements for lighting manufacturers, it was "very easy and extremely intuitive to expand it accordingly." The additional requirements included aspects such as candela (luminous intensity), CRI (color rendering index), and the light and color temperature in Kelvin.

All energy-powered products also legally require an EU energy label, which must be available in all EU languages. For these tasks, the Assets feature in PIM is extremely helpful, as it allows the user to create area-specific assets. For SLV, this was a "huge additional advantage in processing, and a deciding factor in favor of Akeneo PIM."



### Catalog presentation made easy

Using "Dynamic Publishing", combined with the support of Akeneo's technology partner inBetween\*, SLV was able to drastically shorten the amount of time required to enrich data and create the print version of the catalog. This helped free up resources for other tasks (e.g., creating product videos) and increased the level of satisfaction and productivity within the team. Even though they had to handle more products and more comprehensive product data, the team hardly batted an eye!



In addition, the swift handling of the product data saved SLV money as soon as they implemented the solution. When PIM was first introduced, 170 users were trained during the first month and learned to filter, navigate, and use the category trees and product data they needed for their daily work.

In fact, managing and enriching data is so simple that even “newbies” find they can work with product information within a very short period of time. “New staff can be trained to use Akeneo PIM in just 90 minutes.”

\*(inBetween is an expert in dynamic database publishing)\*

“The project was completed within just three months! New employees can be taught to use Akeneo PIM in just 90 minutes, and very quickly learn to use it intuitively.”



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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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