



## Tarkett renovates its product data management and restructures its sales model with Akeneo PIM



“Tarkett wanted to take back control of its product data, identified as a business asset, and this has helped them rethink their customer relationships”



- **Nicolas D'Halluin**, Group Master Data Manager, Tarkett
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### Problem

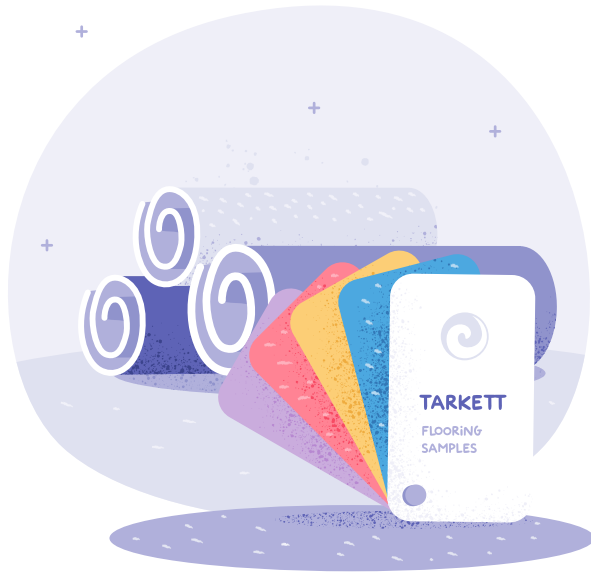
- Each local markets each has their own specific features concerning different market segments
- Product information management has become complex and diverse
- Management wanted to restructure the sales model and the relationship with final customers



### Benefit

- An effective solution for each local market
- Improvement in data quality
- A personalized multichannel product experience

## Tarkett wants to stand out from the competition by enhancing and personalizing product data to respond better to local needs



Drawing on more than 130 years' experience, Tarkett is a world leader in innovative floor coverings and sports surfaces. An expert in parquet, the company offers the most extensive product range on the market, with solutions suitable for a wide range of projects, including PVC flooring, linoleum, parquet, laminates, walls, showers, and accessories). With its experienced teams and an international presence in over 100 countries, Tarkett has acquired real expertise and an understanding of local cultures, preferences, regulations and customs. Thanks to its production sites and customer service centers in various local markets, the company can offer great flexibility to meet customer-specific requirements.

Tarkett is an international group distributing products in four world regions: North America; Europe, the Middle East and Africa; Russia and the Balkans; and Asia Pacific. These are all independent, autonomous profit centers, free to organize the distribution of products and services. This strategy is crucial for the company, as each region is subject to specific factors concerning various market sectors (B2B, B2B2C and sports

infrastructure) and floor covering applications. What's more, products face varying hygiene, safety or environmental standards, depending on their use (e.g. medical, sports, or for the general public), as well as local regulations. For this reason, the decentralized product and marketing teams have managed an increasing volume of product data with different degrees of maturity, depending on the region, making product information management complex and inconsistent.

Marketing management wanted to take back control of product data, which was identified as a business asset, allowing the company to rethink its relationship with customers. Floor coverings are still technical products, meaning product data must be clearer, more consistent and more personalized than Tarkett's competitors, and customers must be able to visualize a product in their own environment to understand its usage and value.

*We've worked with highly diverse data sources and working methods and didn't want to be constrained by this sales model*

### The adoption of a common and standardized data model

We thought it was best to go to specialists rather than generalists, partnering with Akeneo for the product portion and OpenText for the media component. What's more, synergies between the two solutions were identified very early on in the project.

We wanted to roll it out gradually rather than go for a "big bang", which would be impossible in our case, considering the number of countries involved and the volume of data to be brought up to standards. We deal with people of different skill levels in this respect, so it seemed appropriate



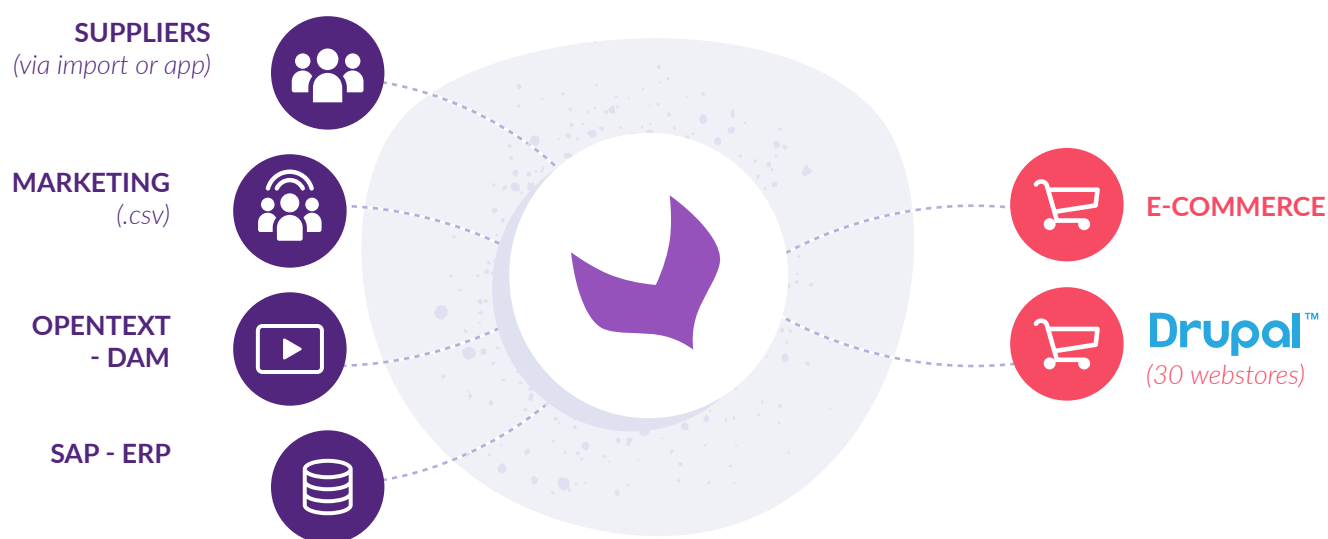
to initially deliver a first, “light” version to the most experienced users. We then relied on the ripple effect to help convince undecided staff members to come on board with the solution, so they too could benefit from the experience and practices acquired by their peers and, above all, the important data standardization work already completed.

Several operational challenges arose during the process, making the support of a reliable integrator essential. Because contributors were scattered geographically and product attributes were varied, several design workshops were required to define the enrichment workflow,

publication strategy, and the ways in which Akeneo PIM would interconnect with many data sources and distribution channels, and standardizing existing product information.

About 15% of the product catalogue is updated every year. Existing products must be maintained, improved and enriched, and the range of products must continue to expand, increasing by 40% a year, to hit our target of 200,000 products. The catalogue had already begun to come alive, even before the project was “live.”

## The project at a glance



## The simplicity and ergonomics of Akeneo PIM have made it possible to develop new services and improve relationships with customers and retailers

### An effective solution for everyone

Akeneo and our integration partner gave us confidence, assuring us they could deliver a product information management (PIM) solution in a complex environment. We also felt a strong sense of partnership, as well as a real desire to take up the challenge.

It is currently rolled out in three of our four business units. The biggest challenge was getting staff members on board. Tarkett, however, managed to convince them that adopting a common, standardized data model is the right approach. The business units can leverage the standardization of common attributes already carried out by marketing management, while remaining free to make products available locally, establish ranges, and build their own catalogues. Akeneo's simplicity and ergonomics also made it easy to learn how to use the solution.

### Improvement in data quality

The completeness criteria makes it possible to drive the expected level of data enrichment for each channel. The databases for colors, sizes, and materials have been centralized, standardized and translated, assuring that data entered in one measurement unit will be correctly expressed in proper measurement units for each country. The association between products and media has been streamlined by combining the strengths of OpenText (DAM) and Akeneo PIM via the implementation of a dedicated web-API-based connector.



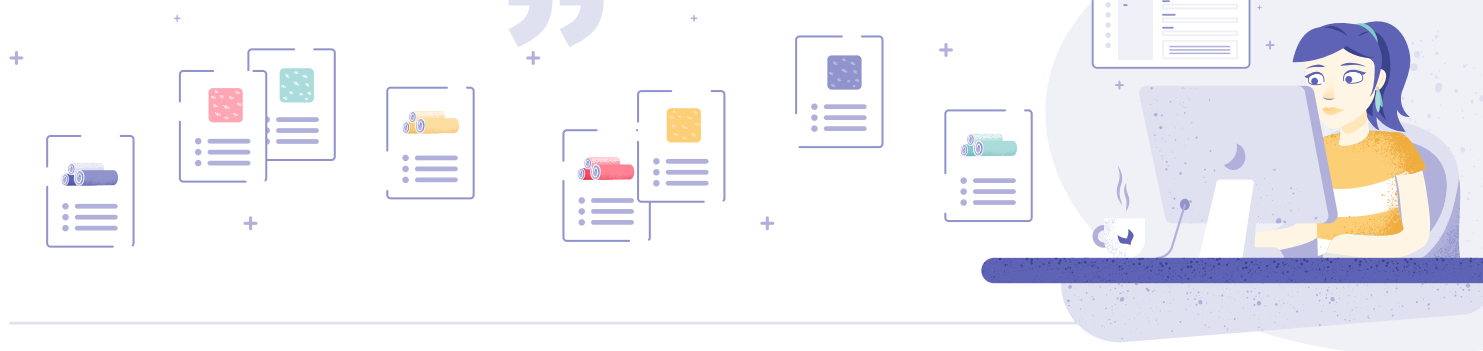
## Personalization of the multichannel product experience

While staff gain new capabilities with the rollout of the solution, customers are the main beneficiaries, as they now have access to clear, precise, detailed information. This allows customers to see whether the technical features of the product meet their specifications. The solution has also made it easier to introduce new services, such as customizable products, which can be offered by varying certain features.

The solution has also helped improve relationships with retailers, by allowing them to access specific information more effectively through an easy-to-use, multifaceted search engine.

"The next stage is to go even further with the value proposition offered to the customer so they can personalize their products. We can now imagine them being able to choose their own designs, colors and formats à la carte while continuing to meet standards and regulations."

*Our team members responded positively to the simplicity, ability to quickly access information relevant and flexibility of Akeneo PIM.*



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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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