akeneo

The Granite Group taps Akeneo PIM to let product information flow freely

" *Thanks to Akeneo PIM, we can now enrich products with higher-quality information more quickly, leading to constant gains.* "

– Matthew Spangler, *Vice President, Pricing & Product Data*

Challenges

- The company struggled to enrich product information in a timely manner, leading to outdated information reaching customers and a slow time-to-market for new products

- The Granite Group needed to enrich its B2B eCommerce product experience with high-quality product information in order to increase online sales and satisfy customers

- The company wanted to be able to prepare for changing industry trends by offering products on new sales channels

Benefits

- With Akeneo PIM's productivity tools, The Granite Group boosted productivity and enrichment speeds, helping them enrich more than 100 products per day

- Akeneo enabled the company to build a better product experience on a foundation of high-quality product data, leading to a 33% increase in eCommerce sales

- Thanks to Akeneo PIM, The Granite Group is now prepared to support expansion to new channels that expand their market reach

A proud plumbing supplier with more than 100 years of history

The Granite Group is a leading full-service wholesale distributor of plumbing, heating, cooling, water, and propane supplies to contractors and fuel dealers. The company can trace its roots to the Central Supply Company, which was founded in 1901.

Over that more than 100 years of service, the company has grown into one of the most trusted distributors in the space. Headquartered in Concord, New Hampshire, The Granite Group serves contractors and fuel dealers across the northeast United States with more than 45 wholesale branches and 15 retail showrooms.

The company only recently began to sell directly to contractors and dealers online via an eCommerce store.

Digital sales demand better product experiences

The company first began offering online sales via its eCommerce platform roughly three years ago, but sales struggled to rise to the levels of its wholesale locations and brick-and-mortar showrooms.

What plagued The Granite Group's digital growth objectives? Poor productivity and product enrichment speeds meant that new products took a long time to get online, robbing the company of precious sales days due to slow time-to-market. It also meant that outdated product information often stayed on its website for long periods, meaning that incorrect product information was reaching customers.

What's more, the company's eCommerce site lacked complete, dynamic, and compelling digital assets such as photos and video, which further weakened the company's product experience. So, with an eye toward boosting online sales, The Granite Group turned to Product Information Management, or PIM, to help them boost productivity and improve their product experience.

> *We knew we needed a PIM to make the leap as a company.*

A smooth remote implementation

After considering a number of PIM solutions, The Granite Group elected to go with Akeneo PIM. Matthew Spangler, vice president of pricing and product data at The Granite Group, noted that the company made the decision in large part due to Akeneo's easy-to-understand user interface, productivity tools, and asset management capabilities.

Akeneo and The Granite Group planned to complete a typical, in-person implementation of Akeneo PIM. But in the days leading up to the scheduled on-site training and implementation sessions, the COVID-19 pandemic reared its head, forcing the group to implement remotely.

Spangler noted that thanks to the Akeneo team's flexibility and the solution's ease-of-use, training went on without a hitch, despite the disruption. Within a few short weeks, more than 10 team members, including an outsourced team located in India, were up and running on Akeneo PIM. The benefits of the implementation were readily apparent, with The Granite Group's team quickly using Akeneo PIM to improve product data quality and speed time-to-market.

> *Akeneo's easy-to-understand user interface allowed us to easily train our team to use the software, quickly boosting productivity and accelerating time-to-market.*

Number of users: 10+

Number of products: 82,000

Data sources: ERP

Channels: 4 (Brick and mortar stores, eCommerce store, Print Catalog, ERP)

Enhanced productivity leads to better product experiences and channel expansion

Faster time-to-market

Before adopting Akeneo PIM, The Granite Group struggled to enrich product information in a timely manner, which meant outdated product information for existing products and slow time-to-market for new products. But thanks to Akeneo PIM's productivity tools and easy-to-understand user interface, The Granite Group is now able to easily enrich more than 100 products a day, leading to better product experiences and increased sales.

Higher eCommerce conversion rates

Due in large part to bad product information and poor digital asset management, The Granite Group's product experience suffered, particularly when it came to online sales. But, by enriching products with high-quality information and digital assets with help from Akeneo's automation and Asset Manager features, the company was able to boost its product experience, leading to a 33% increase in online sales.

Better prepared to drive future growth

Now that the product experience on its existing sales channels has improved and digital sales are on the rise, The Granite Group sees Akeneo PIM as a key component to help it prepare for future growth be it via catalog expansion, new sales channels, or other means that require rapid, agile deployment of their product information.

> *eCommerce sales are growing and on track to account for more than 20% of total sales by 2021 - much higher than the industry standard.*

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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.