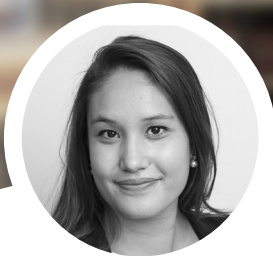# Lagardère TRAVEL RETAIL

Lagardère Travel Retail specializes in the distribution of luxury goods, and operates airport retail concepts - Aelia Duty Free - abroad. Its business areas are Fragrance, Cosmetics, Alcohol, Tobacco, Gastronomy, Confectionery and Fashion (ready-to-wear, leather goods, watches and jewelry). Lagardère Travel Retail has a network of 350 stores located in over 50 airports across 18 countries.

www.lagardere.com

Clara Ozawa
Product Manager,
Lagardère Travel Retail

High adoption by Marketing users

Improved quality of product data

50% increased productivity

> *The user-friendly interface is a major advantage of Akeneo PIM.*

Project summary

Issues:

- Centralized product information database that allows Lagardère to produce unique content depending on the sales channels

- Automated product data import

Key figures:

Number of contributors: 3

Number of products: 30,000

Data sources : ERP & suppliers' files

Distribution channels : e-Commerce (Magento), mobile apps, interactive terminals

Project duration : 6 months

Context

For Lagardère Travel Retail, having a PIM was a prerequisite for its digital transformation. Exposing its product catalog outside a store for the first time, it was essential to enrich product data from its ERP and distribute them with variations for various channels.

In this regard, Lagardère Travel Retail needed to have an enriched and centralized product database, interfaced with its ERP and Magento e-commerce solution.

Akeneo PIM quickly became the ideal **tool to manage centralized product data**. It brings together the core information residing in the ERP with enhanced marketing organized by sales channels and locales.

This project has two major objectives:

- **Manage** a centralized product database, differentiated per sales channels, to simply and quickly enrich data depending on each destination

- Implement **automated processes** to collect enriched data

«We needed a user-friendly, efficient, flexible and fast solution. That is why we chose Akeneo.»

Name
Mr Burberry

Description
Its essence combines classic scents of British fragrance with unexpected ingredients

Product category
Perfume

SKU
100491680

Concentration
Cologne

Price
Marseille-Nice: €50/ Varsovie: 209zł/ Luton: £39.99

Shop
Warsaw, Luton, Luxembourg, Marseille, Nice

> *The Akeneo PIM solution is really user-friendly and fast, and above all useful!*

Project

The project only took **six months** to implement. Users were able to **quickly and naturally** get up to speed.

Specifically, how does it work?

Akeneo PIM is connected to Magento and the ERP, as well as the Lagardère Travel Retail multimedia enrichment platform. Data is imported directly from the ERP and enriched through Akeneo PIM. The suppliers also access the PIM and enrich product information directly inside Akeneo. Then once the product data is complete this information gets exported to the various sales channels. Each channel receiving different content adapted to their needs.

We can now confidently increase our product catalog.

And afterwards?

The implementation of Akeneo PIM and its **user-friendly interface** allowed Lagardère Travel Retail to **save time and increase speed to market**, both with (import and export) and through **automated catalog updates**.

Integrating mass produced content and connecting **several sales channels simultaneously** allowed Lagardère Travel Retail to be **self-sufficient from a marketing perspective**, and brought confidence to increase the volume of its product catalog.

The project at a glance

ERP

SUPPLIERS' FILES

MARKETING

POINTS OF SALES SYSTEM

E-COMMERCE

MOBILE APPLICATION

akeneo