



Customer Case Study: DELFIN GEN

Navigating Mergers and Modernizing Sales
with Akeneo at DELFIN GEN



“

We now manage to publish and push product data **60% faster** than our previous version. And, we are now managing orders **90% faster**.

”

Istvan Soos, Project Manager | DELFINGEN



Challenges

- Managing the merger of two companies with distinct product data management systems
- Initiating a new online B2C & B2B channel
- Enhancing team familiarity with the merged company's product offerings



Benefits

- Improved customer experiences, increased sales, and reduced internal costs
- Successfully launched a new channel and increased revenue in a new market
- Saw increased team productivity and a faster time-to-market



DELFINGEN stands at the intersection of familial roots and global recognition. As the leading global supplier in the automotive industry, DELFINGEN specializes in protection and routing systems for electrical networks and on-board fluid transfer solutions. Their products are sold directly to top automotive companies and through distributors to smaller businesses.

Challenges

Harmonizing Product Data After a Merger

Expansion was the name of the game for DELFINGEN in recent years, particularly with the acquisition and merger of Schlemmer. However, as with all companies, new growth opportunities introduced new challenges. For DELFINGEN, this came in the form of managing product data.

The two industry giants each had their own unique systems for storing, formatting, and managing product data, which made it difficult for product teams to find, access, and process this data efficiently. Bringing two teams together also comes with a steep learning curve, and DELFINGEN soon realized each company needed to quickly become more familiar with the product offerings of the other to improve collaboration.

With the merger and subsequent launch of its new online channel, www.schlemmer.it, DELFINGEN had two major goals: venture into the B2C space and improve its relationships with the company's smaller B2B customers. To do so, it needed to improve the online experience for new and existing customers alike.

Solutions

Shifting Gears in Product Management with Shared Catalogs

DELFINGEN needed to find a solution that would centralize and streamline the management of product data to improve cooperation and productivity. With its user-friendly interface, Shared Catalogs feature, and Serenity SaaS model, it became clear that Akeneo could help DELFINGEN reach its goals.

The company leveraged Akeneo Serenity to access and process product-related data. It also became the data source for the www.schlemmer.it online web-shop, which allows DELFINGEN to directly address small customers rather than dealing exclusively with distributors.

Akeneo's Shared Catalog feature enabled DELFINGEN to easily share enriched product data with a variety of internal stakeholders, enhancing cooperation between teams. Most importantly, the Shared Catalog served as a central source of truth. The sales and engineering teams tapped into the Shared Catalogs to better understand product details, find suitable products for customer requests, and download necessary documents. Meanwhile, the Communication team used the information available in the Shared Catalog to create various marketing materials, significantly improving the efficiency and consistency of their campaigns.



Number of Users : 100

(65% Sales & Engineering, the rest is others like Data Management, Quality, Purchasing etc.)



Number of Products :

>92,000



Data Sources :

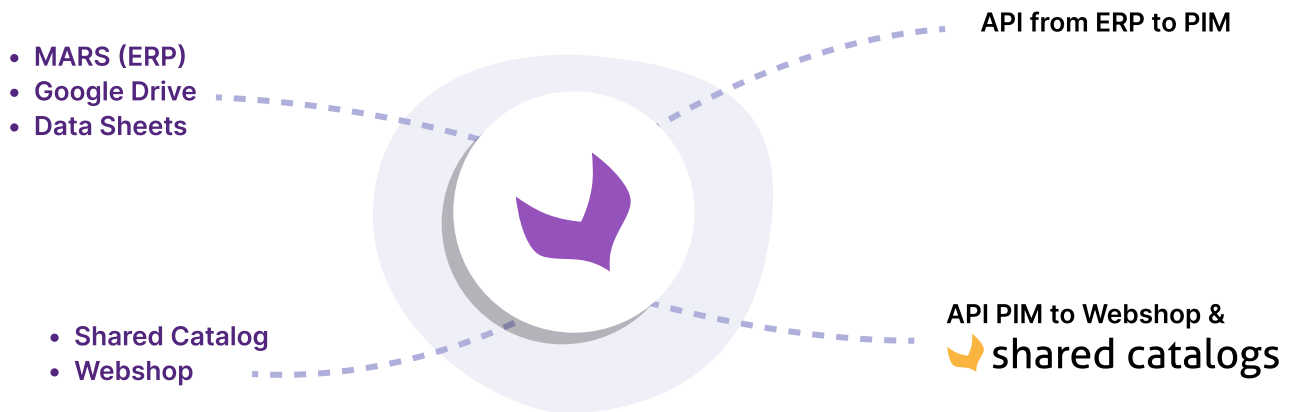
ERP / Data Sheets / Google Drive



Distribution Channels :

Shared Catalog / Webshop

The Project at a glance



Accelerating Productivity and Product Launches with Akeneo

Launching Products at Lightning Speed

The integration of Akeneo PIM significantly accelerated the speed-to-market for DELFINGEN's online business. DELFINGEN was able to **add new products 60% quicker** compared to the time taken during the previous Proof-of-Concept (POC) phase. This leap in efficiency made a world of difference, enabling them to rapidly adapt to market dynamics and changing consumer trends.

A Surge in Productivity

Because of the renewed focus on centralization and streamlining of product data management, DELFINGEN was able to kick order fulfillment into hyperdrive. The enhanced cooperation and productivity across teams meant the company **slashed their customer order processing time by an impressive 90%**.

A Successful New Channel Launch

The added productivity, efficiency, and collaboration helped make DELFINGEN's newest channel, www.schlemmer.it, a huge success. The online shop transformed DELFINGEN's customer experience, leading to increased sales, improved internal cost-efficiency, and a stronger position in the overall market.



About Akeneo

Akeneo is the Product Experience (PX) company, helping organizations deliver enriched, engaging, consistent, and compelling product experiences across the entire customer journey. By providing best-of-breed technology and expertise, Akeneo equips global brands, manufacturers, distributors, and retailers to deliver omnichannel customer experiences that turn browsers into buyers.

As the Product Experience company, Akeneo helps leading brands, manufacturers, distributors, and retailers such as Chico's, Staples Canada, Boohoo, Canon USA, BoxyCharm, The Very Group, and LVMH deliver engaging and compelling product experiences that foster customer loyalty. With its modern and best-of-breed PIM, highly-connected App Store, leading SIs, and API-driven technology, Akeneo dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across all channels and locales.

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