

## Accelerate the categorization and automate the enrichment of 800,000 products in the ETIM classification



### REXEL



Distribution of electrical equipment



500 active suppliers



2.5 million active products



24 million technical attributes and 6 million media

## 12K



ETIM classification benchmarked over 3 months

## 98%



accuracy on AI suggestions audited by Rexel

## 97%



of ETIM classes matching on more than 20,000 product lines

Rexel is a distributor with 2.5 million active products and a major player in the implementation of a FAB-DIS standard for the whole industry.

“ Leader in the professional distribution of electrical supplies, Rexel has become a major player in its sector with its **2.5 million active products** and its participation in the birth of FAB-DIS

jointly created with the **FGME** (Federation of Electrical Supplies Wholesalers). Since adopting FAB-DIS, Rexel has been using all the data collected in its webshop, encouraging manufacturers to enrich the data they share.

To be successful in a digital world, you have to be able to classify your product data. At Rexel, we have a historical nomenclature and an international nomenclature, called ETIM. Since the implementation of FAB-DIS, the ETIM classification is requested to our

“ Unfortunately, not all of our suppliers can do ETIM. It is an international model that is not cost-free and requires significant implementation by suppliers.

Following this observation, **we sought to categorize our products, in the reference model [ETIM], instead of our suppliers. This action is very time consuming and requires a lot of resources and product knowledge. Based on this new observation, we looked for solution from algorithmic solutions.** ”

Patrice Guineau,  
Director of Product Data  
Rexel France



suppliers. **This classification is essential for the user experience, if it is missing it is complicated to find a product on our webshop** [the product will not be classified in the right category and therefore not found] ”

Patrice Guineau,  
Director of Product Data - Rexel France



Common Akeneo and Unifai event with Rexel's feedback. Thibault de Maison Rouge, PXM Advisor @Akeneo (left), Patrice Guineau, Director of Product Data @Rexel, Virginie Blot, PXM Evangelist @Akeneo, Jesse Créange, CEO @Unifai (right)

## Excessive volume to classify and enrich products manually

Presentation done by Akeneo to make the PIM intelligent

“ Four years ago, we challenged a service provider who proposed to manually enrich our products, but after a few months, we quickly understood **that product knowledge was a key element to achieve this.**

We also challenged internal sources, with good results, and AI service providers who presented us **"magic" solutions where all we had to do was press a button and everything would be done.**

### Unifai Modules used by Rexel:



#### Normalization & Mapping

Provision of the platform to Rexel for the import of catalog files to be standardized and structured



#### Classification

Automatic classification according to Rexel nomenclatures

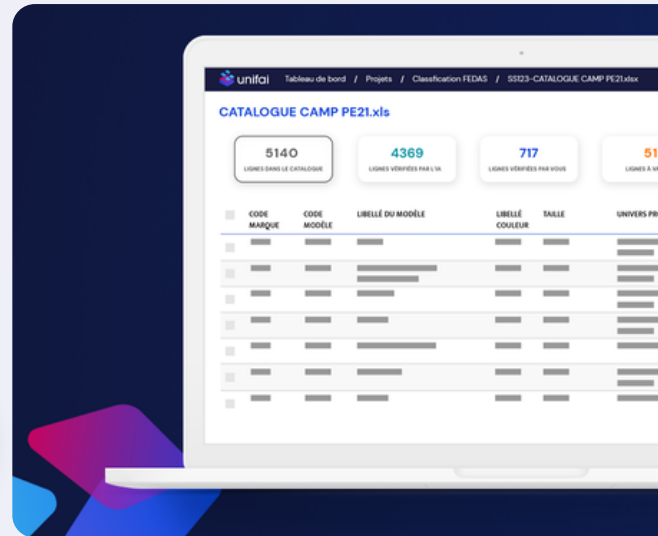


#### Extraction

Enrichment of product sheets

After testing another provider, Unifai was proposed to us by our PIM solution providers Akeneo as an AI solution knowing the ETIM model. **The knowledge of the semantics and the vocabulary in which we evolve is essential for us.** General algorithms without business knowledge, which were previously proposed to us, had not been able to work for this reason." ”

**Patrice Gouineau,**  
Director of Product Data - Rexel France



## An accelerated ETIM classification despite its complexity

800,000 products to classify

“ The relationship built with Unifai is tied to our desire to have data quality. **Out of over 2 million products, we have about 800,000 products that need to be completed on classification aspects.** ”

**Franck Duvigneau,**  
Data Expertise Project Manager - REXEL France



“ This year and especially with Unifai, we went **from a 1% annual increase to 10% in categorizing our products into ETIM classes.** Of our 800,000 products without an ETIM class, AI found 10% more ETIM classes than the previous year. The objective with Unifai is to have 100% of our business with ETIM classes.

It is reassuring for the moment because **we challenged Unifai on product data that our internal algorithm could not do and today Unifai knows how to propose classes.** The goal with a tool like Unifai is that everything that is complicated is handled by the algorithm. ”

**Patrice Gouineau,**  
Director of Product Data - Rexel France

“ Indeed, the internal algorithm, built by Franck Duvigneau, identifies **ETIM classes for 52% of the products.** "We focused Unifai's action perimeter on the remaining 48% where we were unable to discern the ETIM class. Today, on this perimeter where we had real difficulties, **Unifai is able to provide us with 43% of the answers.** That's why we talk about acceleration: **Unifai is able to bring us answers where what we had built internally couldn't find any.** ”

**Franck Duvigneau,**  
Data Expertise Project Manager - REXEL France

“ The ambition for Rexel is for Unifai to become **an everyday tool for the product data team** and manual work is reserved only for the very special cases where we need an expert to validate the AI proposition. ”

Patrice Gouineau,  
Director of Product Data – Rexel France



## Automate to maintain a high level of quality

98% accuracy on AI suggestions audited by Rexel

“ We tested Unifai with already corrected values to measure the gap between the in-house developed algorithm and Unifai's. **We got 98% alignment between the two algorithms and on the remaining 2%, even the human eye has trouble finding a solution.** ”

Franck Duvigneau,  
Data Expertise Project Manager – REXEL France



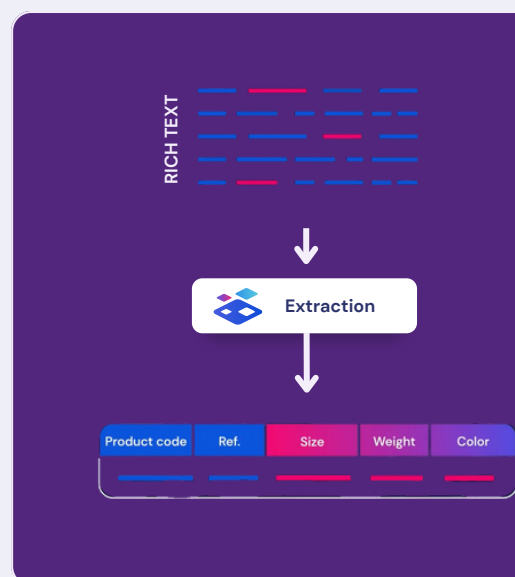
## Ongoing enrichment

When Unifai is unable to extract an attribute, a human is also unable to find it

“ Attribute extraction results are directly related to the richness of the data submitted by suppliers. So far, the question is not whether the extracted attributes are correct but rather whether we could do better in a human way. **Very often, where Unifai is not able to extract an attribute, I myself am unable to find the attribute.** ”

Whether it's classification or extraction, **the boundaries between Unifai and Rexel have fallen very quickly to achieve an integrated approach.** We understood each other very quickly; it is sometimes complicated to know who is at Unifai and who is at Rexel during our meetings. ”

Franck Duvigneau,  
Data Expertise Project Manager – REXEL France



## An intuitive interface

With a 10 minute training period

“ The interface is very intuitive. The introduction was done within minutes and after a few weeks without coming back to it, it didn't take me more than 10 minutes to get the hang of the tool. ”

Franck Duvigneau,  
Data Expertise Project Manager - REXEL France



## Product data central to Rexel's corporate strategy

“ In order to deliver an efficient and personalized digital customer experience, we must invest in "smart" product data processing solutions.

Unifai is the algorithm world dedicated to product knowledge. ”

Patrice Guineau,  
Director of Product Data - Rexel France





## Take AI to the next level!

“ We are excited to join forces with Akeneo and apply our expertise in AI/ML to elevate the Akeneo Product Cloud offering and to educate PX practitioners. Together, we will continue to push the boundaries of what's possible in product experience management.”

Jesse Créange, Co-founder and CEO at Unifai

[Request a demo](#)

