



Case Study: Leatherman

Powering Success: A Journey from Legacy PIM to Streamlined Efficiency with Leatherman, Aleysian, and Akeneo



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Liz Lee, IT Director

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A Half-Century of Hardware Expertise : Leatherman Tools

For 40+ years, **Leatherman Tools** has been providing multitools for consumers around the world. From everyday essentials to knives, accessories, and apparel, Leatherman is committed to **providing consumers with the best multipurpose products** to help them solve expected and unexpected problems in everyday life.

Leatherman embarked on a transformational journey to streamline their **Product Information Management (PIM) system** and **provide better product experiences to their consumers**. This case study explores how Leatherman, in collaboration with Akeneo and Aleysian, successfully transitioned from a legacy PIM to a **modern, efficient solution**.

The PIM Powerhouse: Akeneo & Aleysian

At the core of Leatherman's strategy lies the aspiration to **foster closer bonds with consumers** and **elevate their experiences at every interaction point**. Their journey towards **direct-to-consumer (D2C)** excellence has primarily revolved around their in-house **eCommerce platform** and **Amazon FBA**, with ambitious plans to expand their presence in marketplaces and international eCommerce domains.

However, Leatherman found itself shackled by a **legacy PIM system** that had outlived its usefulness. Designed to meet their needs a decade ago, the **PIM solution had grown into an impediment** as Leatherman's **product portfolio, sales channels, teams, processes, and technology had evolved**.

The outdated PIM featured a **cumbersome user interface** and a **lack of data validation capabilities**, resulting in the entry of erroneous data into the system. Without **robust search functionality** and with a **rigid navigation system**, Leatherman's PIM solution quickly began to show the cracks of a system that couldn't keep up with rapidly changing data and technology.

Leatherman's Product, eCommerce, and Marketing teams were clamoring for a change. **Their objectives for the PIM project were clear:**

- **Establish a single source of truth** for all product data.
- **Ensure the availability of accurate and trustworthy product information** that anyone within the organization could access effortlessly.
- **Streamline workflows** to eliminate redundancy.
- **Foster the freedom and flexibility to merchandise products across diverse sales channels**, including eCommerce sites and an Amazon shop

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Liz Lee
IT Director

Stacking Up Against 100+ Requirements

Collaborating with stakeholders from **IT, product, brand marketing, and eCommerce**, Leatherman established an extensive selection process that included:

- **SaaS-based architecture**, offering modern multi-tenant capabilities with built-in security that would scale as the company scaled.
- **Seamless integration with their existing tech stack**, including Salesforce Commerce Cloud, Bynder (Digital Asset Management), and TransPerfect (language localization).
- A **user-friendly interface** that resonated with their teams.
- **Robust data security** features.
- **Exceptional customer service** throughout implementation and beyond.
- Long-term **business value**.
- A simple interface that effortlessly **connected with their numerous tech partners**, streamlining product data management.

The Key: Cross-Functional Collaboration

Leatherman's internal teams played a pivotal role throughout the implementation phase. **Collaboration** spanned various departments, ensuring not only **successful implementation** but also **generating enthusiasm and support** for this critical part of their digital transformation.

Leatherman embraced a **cross-functional approach** from inception to conclusion, involving representatives from **IT, product, eCommerce, and brand marketing** in defining project goals and requirements. The same team selected the software and implementation partner, closely collaborating with **Akeneo** and **Aleysian** on the implementation process. The involvement of key stakeholders from the outset ensured unwavering support and enthusiasm throughout implementation and adoption.

Through the implementation of Akeneo, Leatherman's team has experienced numerous benefits, including:

- **Time savings** for team members, enabling focus on other critical tasks.
- **Enhanced confidence** in data integrity.
- Increased **speed to market**.
- **Empowerment of team members** to effectively utilize the tool.
- **Intuitive interface**.
- **Streamlined efficiency** through features like Product Models, rule creation, and product families.

Choosing the Right Implementation Partner

Leatherman explored multiple implementation options, yet ultimately, the choice to partner with Aleysian stood out as the clear decision. Right from the outset, Aleysian fostered a sense of **comfort and a strong connection** with Leatherman. It was important to Leatherman to meet the team that they would be working hand-in-hand with for the implementation. When they met with Aleysian, it became evident that the team possessed an abundance of **knowledge and experience**, assuring Leatherman that the implementation would be a **seamless collaboration**.

So often you get into an implementation and you realize the software isn't quite as great as how it was sold to you. You find out the gotchas and limitations and things don't work quite the way you want.

We've had the exact opposite experience with Akeneo! Our team loves the tool more and more all the time. Our dev team has really enjoyed working with it and feel they have all the tools they need. Our users love the interface; they've found the product models, families, and rules have all been super flexible.



Liz Lee
IT Director

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.

About Aleysian

Aleysian, a rapidly growing technology consulting firm, specializes in Salesforce and eCommerce technology implementations, particularly PIM solutions. They excel in managing product data at the intersection of Salesforce and PIMs, bridging various SaaS technologies to optimize efficiency and tailor solutions to each organization's unique needs. Through their partnerships, they assist clients in advancing their digital capabilities, setting them on a path toward long-term, sustainable growth.

About Leatherman

Liz Lee, IT Director at Leatherman Tool Company, has played a pivotal role in shaping the company's technological landscape during her remarkable 12-year tenure. Her passion for aligning business strategy with technology has been instrumental in Leatherman's digital transformation. Under her guidance, Leatherman successfully implemented critical technology solutions, including an ecommerce platform and cloud-based ERP, CRM, and business intelligence systems, setting the stage for future success.

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