



SMALLABLE

# Case Study: Smallable

## How Smallable Enhances & Supports Over 1 Million Products With Akeneo

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“We started as a very small company. 15 years later, we’ve grown to have over **a million products and 130 employees**, and our home-grown monolith system just couldn’t support it all. We needed a system that could **easily respond to new business opportunities** and **map many products to many different entities**, so that’s **why we chose Akeneo**.”

Asmaa Dakessian, **Product Information Supervisor**

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### A One-Stop Shop for Families: Furniture, Fashion, & More

**Smallable**, the globally renowned Family Concept Store, embarked on a remarkable journey to redefine its **product management** and **content enrichment strategies**. With an extensive inventory boasting over **1 million products from 1000 international designer brands**, Smallable grappled with the challenge of efficiently **overseeing this vast catalog** and **localizing product content** to different markets and geographies.

In this case study, we delve into how Smallable surmounted these obstacles and ushered in a new era of **operational efficiency**, **reduced production timelines**, and **elevated customer experiences** with the aid of Akeneo technology.

## Smallable Grows Larger-able

Smallable encountered several pivotal challenges along its growth trajectory over the past 15 years:

### Internal Inefficiencies

As Smallable underwent expansion over the years, **the sheer magnitude of products in their catalog presented a formidable challenge**. Consequently, it became increasingly complex to manage all aspects of service and product-related functions under a single department. The volume of products made it nearly impossible to ensure consistency, precision, and timely updates.

### No Central Source of Truth

Before adopting Akeneo PIM, Smallable managed its product information through a home-grown solution. This fragmented approach **lacked a centralized, standardized system for storing, updating, and disseminating product data** to both internal and external teams. Consequently, this approach adversely affected their eCommerce platform, resulting in subpar user experiences and low-quality product recommendations. Without consistent, up-to-date product descriptions, images, and pricing across various parts of their website, customers faced confusion and weren't able to make confident, informed purchase decisions.

### Rigid, Unscalable Technology

Smallable harbored ambitious expansion plans that included transforming into a global organization. However, their existing technological infrastructure **struggled to meet the demands of content translation and localization**, prerequisites for international expansion. The inflexibility of their monolithic setup impeded the adaptation of their content for different languages and markets, hindering their global ambitions.

Our monolithic system made it very difficult to link different products together and manage the ownership of different products. It's easier in Akeneo to not only link our products to different brands, designers, collections, or colors, but also creates more connections between teams so that we can work together better. **Akeneo makes it easy to implement new information that improves the user experience quickly.**



Asmaa Dakessian,  
Product Information Supervisor

Akeneo's composable technology enabled Smallable to:

- **Streamline product information management** across millions of SKUs, expand their product catalog offering without investing in a larger team
- Automatically create product attributes to **enrich the customer experience** and **reduce return rates**
- **Improve production times** and **time-to-market** due to improved team communication, publishing anywhere from **50 to 500 products a day**.
- **Integrate and communicate seamlessly** with Smallable's existing technology stack

## The Akeneo Advantage: Effortless Efficiency, Enriched Content, and Seamless Integration

### Improved Internal Efficiencies & Streamlined Product Management

Akeneo provided Smallable with the tools to streamline product management. Various teams, including product information, purchasing, product management, technology, and logistics, could now **collaborate seamlessly via a centralized platform** for product data. Akeneo simplified user permissions management, facilitating the incorporation of new team members and enhancing internal cooperation. This efficiency enhancement allowed Smallable to **maintain its team size even as its product catalog expanded**, resulting in **heightened internal efficiencies** and a **streamlined workflow**.

### Enhanced Content Enrichment

Akeneo empowered Smallable to enrich product content effectively through **automatic attribute creation**, encompassing details such as color, images, compositions, categories, and dimensions.

Every day, we are publishing between 50 and 500 products to our site. It's a huge catalog. With Akeneo, our time-to-market for most products is less than two days - **if we get the product on Monday, we can publish it by Thursday.**

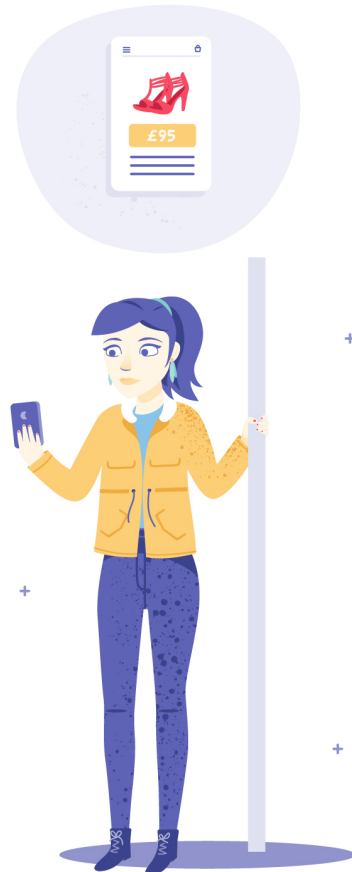


Asmaa Dakessian,  
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This newfound capability enabled Smallable to **craft compelling product narratives, elevating the overall customer experience**. As a result, they saw a **reduction in production times**, enabling **quicker product launches**, and a **decrease in returns** as customers had a clearer understanding of the products they were purchasing.

### Seamless Integration

Akeneo's composable architecture meant that integration with Smallable's tech stack, including DAM, ElasticSearch, and Algolia, was simple and straightforward. This ensured a **consistent, efficient flow of data across all systems**, while also offering the flexibility to **integrate future technologies** as the company continued to expand. This streamlined technology integration **improved overall efficiency** and resulted in an **accelerated time-to-market** for their products.



## About Smallable

Smallable stands as the premiere Family Concept Store on the global retail stage, with products spanning fashion, home décor, beauty and skincare, furniture, toys, and books. Founded in 2008, Smallable has grown to encompass over 1,000 international designer labels and a collection of more than a million products. With a strong online presence and several brick-and-mortar boutiques in France, Smallable offers a truly global shopping experience, with websites available in multiple languages to cater to diverse audiences.

## About Akeneo

Akeneo is the product experience (PX) company, enabling organizations to build and deliver world-class product experiences across every customer touchpoint through a comprehensive PX Strategy. By providing best-of-breed technology and expertise, Akeneo's Product Cloud with native artificial intelligence capabilities equips global brands, manufacturers, distributors, and retailers like Chico's, The Very Group, TaylorMade Golf, Rail Europe, Kering, and more to accelerate growth, stay competitive, reduce time-to-market, and deliver engaging customer experiences that convert browsers into buyers. For more information: <https://www.akeneo.com>.

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