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Gadero®

Case Study: Gadero

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From Confusion to Composability: Gadero's Transformation with Akeneo's MACH-Certified PIM

Gadero®

"We wanted to migrate to a new system, but we knew this system needed to be as scalable as possible, not only tailoring to ambitions we have to growing our footprint and services, but also in terms of addressing product information volatility, and not being faced with the same chaos we faced with a home-grown system. *That's why we turned to Akeneo.*"

Jasper Dijkstra, Chief Commercial Officer, Gadero

Gadero: DIY Works For Gardens, Decks, and Homes, But Not PIM

Founded in 2011, Gadero began its journey as **an online retailer specializing in garden tools, log cabins, decking floors, and fences.** What started as a modest venture in the Netherlands has **rapidly expanded into multiple European markets**, including Belgium, Germany, and France, catering to the growing demand for quality wood and garden supplies that boomed during particularly the COVID pandemic. However, w**ith growth came challenges**, particularly in **managing the expanding product catalog and scaling operations efficiently.**

In its early years, Gadero **invested significant resources** into developing a proprietary **Product Information Management (PIM) system** to manage its product data. However, as the business flourished, t**he limitations of this legacy solution became increasingly evident.** The outdated system **lacked the flexibility and scalability** needed to support Gadero's **expanding product range and global footprint.**

Stagnation From an Outdated PIM Solution & Home-Grown Applications

Gadero's initial **PIM system struggled to keep pace with the company's rapid growth.** As the product catalog expanded, the system proved **unstable and insufficiently scalable, hindering operational efficiency.**

> "Our business just exploded during the pandemic, but it was both a blessing and a curse; a blessing, of course, because of the revenue. ***But a curse because the system we were working on was the same system we built in 2011.*** So to say it was not stable and not scalable is an understatement, to say the least!"
>
> **Jasper Dijkstra,**
> **Chief Commercial Officer**

Limited Ability to Expand to New Markets

As Gadero **expanded into new markets across Europe,** the **lack of reliable product information** posed a significant challenge. Translating and localizing content for different regions became cumbersome, **impeding the company's international growth ambitions.**

A Struggle to Provide Omnichannel Experiences

Gadero aimed to provide a **seamless omnichannel experience** to its customers, blending online and offline interactions as people tend to want to touch and feel their particular products.

They want to see how the fabric will react to different weather-types, and feel the strength of the material before purchasing. However, achieving this goal **required reliable product information** that accurately reflected the unique characteristics of their natural wood products and **facilitated personalized advice and experiences,** both online and in physical locations.

> "Providing personalized advice and experiences to every point in our customer's journey is important, and that is something we cannot do fully digitally.
>
> **Jasper Dijkstra,**
> **Chief Commercial Officer**

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

- **Invest in a composable solution** that would provide a centralized system of record that could support scalability.

- **Provide a consistent omnichannel experience** between online and offline channels.

- **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 localized products across **diverse marketplaces and geographies.**

The Building Blocks of Success

Finally admitting that an outdated solution from 2011 can't properly support **modern-day omnichannel product experiences,** Gadero turned to Akeneo for a composable solution to their product information woes.

With Akeneo technology, Gadero was able to:

Improve Efficiency & Time-to-Market

With a **modern, composable, and centralized record of product information,** Gadero was able to streamline their internal processes and in turn, **experienced a significant improvement in internal efficiency and time-to-market.** The cohesive communication between teams and technology enabled **smoother collaboration and content management,** facilitating faster product launches and updates.

> If we're looking to *increase average order value, that often comes from doing cross-selling and upselling* when someone buys a certain product.
>
> But we can only do that when the product data is in place and we can make the right connection between products. *There's a direct connection between how a PIM system can add value.*
>
> **Jasper Dijkstra, Chief Commercial Officer**

Increase Revenue & Average Order Value

With **enriched, standardized product information within Akeneo PIM,**

Gadero was able to enhance product recommendations, leading to **increased revenue and higher average order values.** The ability to **cross-sell and upsell products** based on **accurate and comprehensive data** directly contributed to revenue growth.

Migrate to a Composable Architecture

As a member of the MACH Alliance, Akeneo's PIM solution aligned with Gadero's vision of **adopting a composable architecture that prioritized flexibility and scalability.** By migrating to a MACH-Certified PIM system, Gadero successfully **overcame the limitations of its outdated infrastructure,** paving the way for **sustainable growth and adaptability** to evolving market demands.

> We wanted to migrate to a new system, but we knew this new system and platform needs to be *as scalable as possible,* not only *tailoring to ambitions we have to growing our footprint and services,* but also in terms of addressing product information volatility, and *not being faced with the same chaos we faced with a home-grown system.*"
>
> **Jasper Dijkstra, Chief Commercial Officer**

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 Gadero

Gadero is one of Europe's largest digital suppliers of garden wood. Our company delivers throughout the continent within a few working days. From several locations in the Netherlands, Belgium and France the company serves the garden wood market with more than 20,000 articles, from hardwood decking boards to impregnated wood for fences and from Larch Douglas wood for canopies to plastic composites. In addition to a wide range of fences, decking, canopies, we also sell rebate wood, scaffolding planks, garden fences, wooden garden furniture, indoor floors and so on.

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