

HOW GEPARD ENABLED ECOMMERCE INTEGRATION WITH ELKJØP

Gepard

icecat
the open catalog

ELKJØP

Helping brands to
transform and deliver their
product data to the largest
consumer electronics retailer
in Nordic countries



gepard.io

● ABOUT ELKJØP

Established in Norway in 1962, as a joint cooperation between 33 voluntary retailers, Elkjøp grew into a market leader in consumer electronics and home appliances retail in Nordic countries & Europe. The company is part of Dixons Carphone plc, a global consumer electronics & mobile retailer and service company, employing over 42,000 specialists from around the world.

As an omnichannel retailer, Elkjøp serves their customers online and through 400+ stores of mobile phones, computers, consumer electronics, white goods, domestic and kitchen appliances, and services related to these products.

Elkjøp brings technological solutions of well-known brands to enrich the lives of consumers around the globe.



ELGIGANTEN.SE

GIGANTTI.FI

ELKJOP.NO

ELGIGANTEN.DK

● PROJECT OBJECTIVES

The purpose of the project was to establish an integration that would enable smooth product data push to Elkjøp from brands and medium-sized distributors. Since Elkjøp has complex *product taxonomy and specific requirements for data output and data push, Gepard created a digital solution for data transformation and delivery.

*Product taxonomy (product categorization) is the logical and structural organization of a company's products and their hierarchical arrangement. The purpose of retail taxonomy is to enable fast and flawless products navigation & search and enhance customers' experience.

Elkjøp integration was made on the basis of the easy-to-navigate Gepard SaaS platform with the custom functionality, tailored to meet Elkjøp's specific data requirements.



PROJECT DEVELOPMENT TIMELINE

Establishing Elkjøp connection

The first brand that connected to Elkjøp with Gepard's help was HP. The company faced problems with smooth and quick data push. The quality of HP product data was not adequate to be sent to Elkjøp, in part because of the retailer's multi local product information. Icecat was used as a content provider: HP could extract the product data in 5 languages supported by Elkjøp: English (EN), Danish (DK), Finnish (FI), Norwegian (NO), and Swedish (SV).

Extending the project

Afterwards, the project was extended, and other brands and manufacturers were able to join Elkjøp through Gepard. As a result, the instrument turned out to be, not only in high demand for HP, but also available for broad usage. **BaByliss, SMEG, Adax, Airthings, Nordic Season** started to use Gepard-Elkjøp connection, to successfully automate their product data push to the marketplace.

Growing integration's popularity

With time, the connection became popular among small-sized retailers and distributors who worked with 10+ brands, but wanted to push their products in bulk to Elkjøp. Before establishing the integration, these retailers also had to use the Icecat product content. With Gepard, this data flow became automated, and the sellers could expand their customer base through the Elkjøp marketplace.

Broad use of the connection

Now the integration is available to any brands or smaller retailers, willing to push their product data to Elkjøp. Gepard developed a smooth brand onboarding process and fast connection to Elkjøp. Now this process can take just a few days. The businesses can speed up their time-to-market and outpace the competitors.





● CHALLENGES AND SOLUTIONS ●

1. Difference in category structure.

The Elkjøp product taxonomy is different from the category structure of brands and content providers. Brands and small-sized retailers face the challenge of complying with Elkjøp's highly-specific taxonomy: both global and local structure for each category.



Solution:

With Gepard's intelligent taxonomy mapping and product syndication, it's easy to substitute brands' product data with the relevant Elkjøp product descriptions. (E.g., names of categories, features, feature values, units.) It allows the sellers to transform product data structure into the specific Elkjøp product taxonomy.

2. Need for multi language support.

Elkjøp offers product descriptions in 5 languages (English (EN), Danish (DK), Finnish (FI), Norwegian (NO), Swedish (SV). It created an extra challenge for brands and manufacturers who wanted to push their product data to the retailer's platform.



Solution:

Gepard's easy-to-navigate interface helps brands to send their product content to any of Elkjøp's locales. One feature has its unique ID, which enables you to choose the language you need. When the new feature is added, you can assign a locale to it, without investing time and resources into setting new mappings.

3. High data maintenance costs.

Manual product data push is one of popular reasons for delays with product launch. Brands who wanted to sell on Elkjøp experienced lower sales due to slow time to market.



Solution:

Gepard's platform users can create separate accounts for all brands, where it's possible to add categories and perform product mappings. The taxonomy manager can smoothly structure the products using an easy-to-navigate interface. Fast onboarding allows brands to speed up their time-to-market and keep pace with the market competition.

4. Slow product time-to-market.

It's difficult for brands to maintain product data on retailer's website as Elkjøp constantly updates the product content requirements and makes changes in attributes, categories, and validation rules for them. Without middleware mapping services, it's difficult to monitor retailer's taxonomy changes and set new mapping rules. With each Elkjøp's update, you will need to hire developers for the hard coding, which is not only costly, but also results in unplanned downtimes



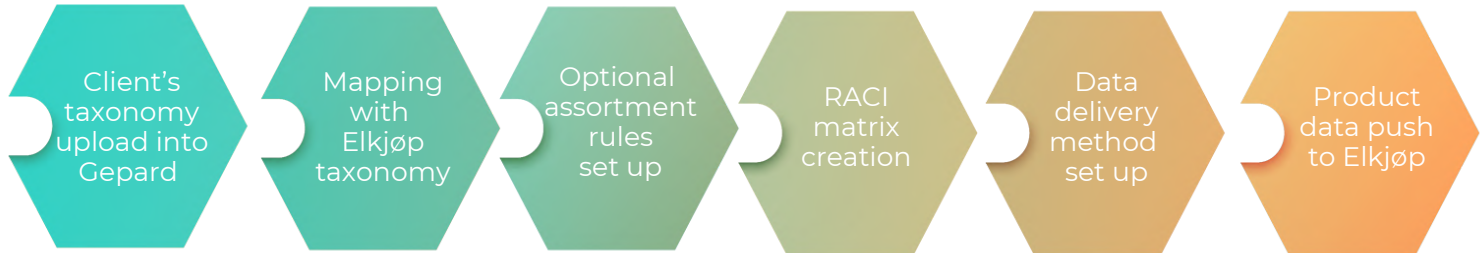
Solution:

Gepard-Elkjøp connection is a flexible solution with a set up flow that keeps track of retailer's product taxonomy changes. Gepard's advanced interface turns creating new product taxonomy rules into a seamless and fast process, where you can set or change mappings in no time. A couple of developer's workdays can be replaced with one-hour work of product taxonomy specialist, which significantly lowers the running costs of brands and manufacturers.



● HOW IT WORKS ●

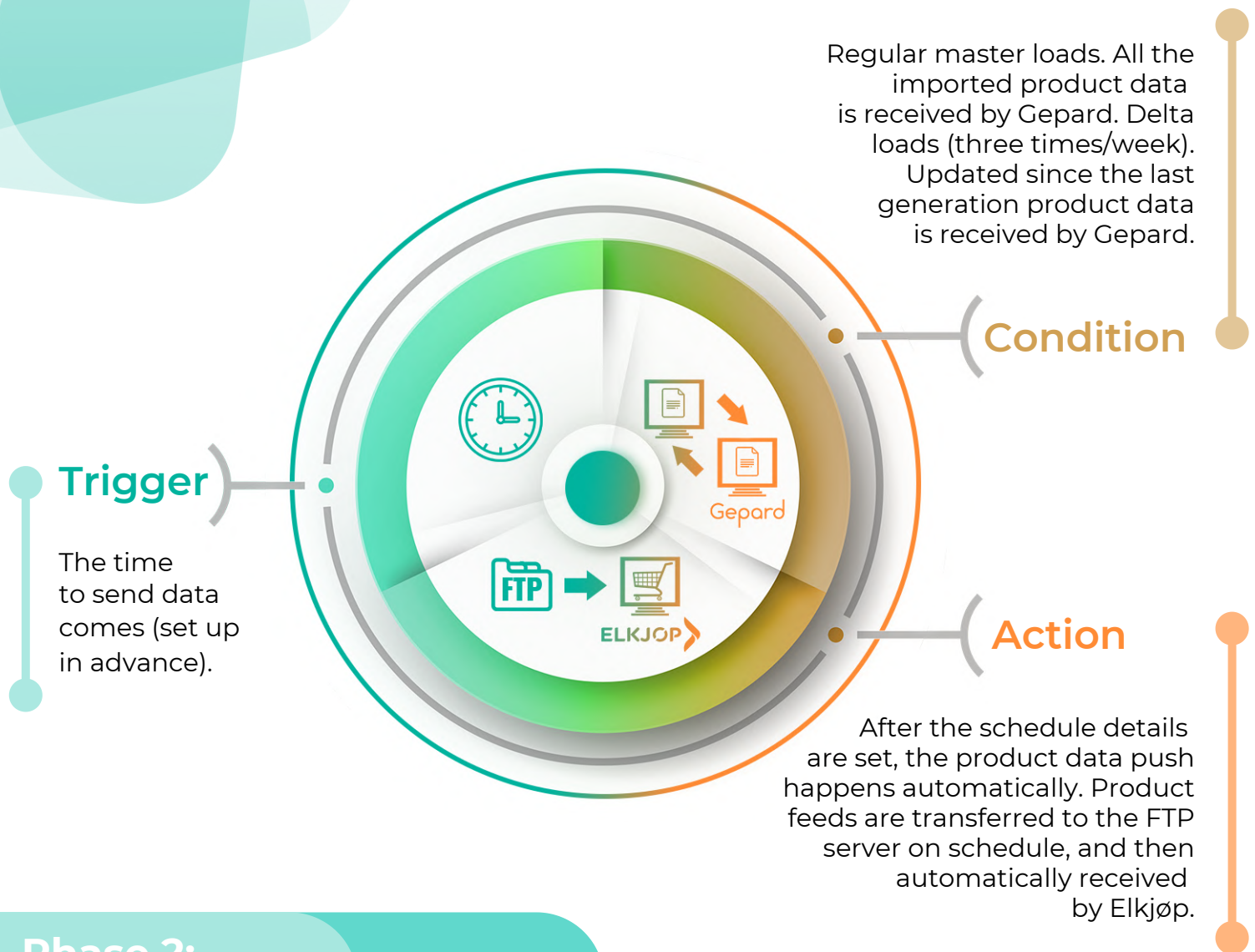
Phase 1: New Account Set Up Flow



- 1** Brand's (distributor's, reseller's) product taxonomy is uploaded into Gepard PIM.
- 2** The uploaded categories structure is mapped to the Elkjøp product taxonomy with the help of Gepard's advanced interface.
- 3** Optional assortment rules are set up: filtering (if needed) the brands and categories that should be pushed to Elkjøp.
- 4** RACI matrix is created: assigning responsibilities for taxonomy updates and setting up the flow of the updates process (through client, e-mail, API, RSS, or other notification process).
- 5** The data delivery method (FTP, API) from client to Gepard is set up. All the product data can be uploaded now.
- 6** The product data is transferred to Elkjøp (standard data push).



● GEPARD-ELKJØP CONNECTION FLOW



Phase 2: New Product Push

After an account is set up, the schedule of product data transfer is received from the client. From this moment, the products are pushed to Elkjøp automatically.

PROJECT RESULTS

1. Integration with content providers.

Elkjøp's partners got an opportunity to push their product data to Icecat product information catalog.

2. Product data localization.

The manufacturers and distributors had their product data managed in 5 languages, supported by Elkjøp: English (EN), Danish (DK), Finnish (FI), Norwegian (NO), Swedish (SV).

3. Taxonomy compliance.

With the new connection, the brands could comply with the highly specific Elkjøp taxonomy, without hiring developers for hard coding.

4. Decreased maintenance costs

Brands reduced data maintenance expenses and got full Gepard support in product information management.

5. Reduced time-to-market

Gepard-Elkjøp connection helped brands and manufacturers to easily deliver their product data to Elkjøp, which resulted in faster product launch and better sales.

LEADING THE WAY

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WHAT YOU CAN GET WITH GEPARD-ELKJØP INTEGRATION

- Fast account set up and onboarding of your brand on Elkjøp;
- Seamless integration and compliance with retailer's specific taxonomy;
- Automated mapping your product data to multiple locales;
- No hard coding on your side and lower data maintenance costs;
- Reduced downtime and faster product launch;
- Expansion of your business and improved operational efficiencies.



● ABOUT GEPARD

Gepard is an independent turn-key eCommerce platform that automates work with product data. For more than 15 years the Gepard team of 150+ dedicated specialists has been working on product information management solutions for clients around the globe.

GEpard BENEFITS

- Enable product data syndication with Gepard to automate manual data entry;
- Keep your product information high quality and constantly updated;
- Adjust your product data to the requirements of various marketplaces;
- Automate your product content distribution to multiple retail platforms;
- Entrust Gepard's experienced specialists with your data maintenance;
- Optimize your user experience with retailer-specific content;
- Spend less time on data-related tasks and increase your team's productivity.



To learn more about Gepard, visit
gepard.io
or send an email to
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