CASE STUDY

HOW HP SET UP A MIDDLEWARE TO DELIVER PRODUCT DATA TO AMAZON

Gepard

icecat
the open catalog

hp

amazon

ABOUT HP

HP Inc. is an American technology company which develops personal computers (PCs), printers and related supplies, as well as provides 3D Printing solutions.

CHALLENGE

The fast market penetration, supported by sales-driven product descriptions, is crucial in launching new products. But every retailer and marketplace has its own taxonomy (data structure). HP product feeds did not suit the Amazon data model and template structure.

HP SPENT THOUSANDS OF HOURS TO ADAPT DATA TO AMAZON NIS TEMPLATES

With the wide product line, it took HP team thousands of hours of manual work to adapt HP EMEA product descriptions to Amazon NIS templates. Each product description consisted of 150-300 data fields with A+ content.

NEW APPROACH

HP team needed to deliver standardized product data to their authorized distributors. The purpose of the project was to set up the omnichannel middleware to deliver the HP data in a required format to Amazon marketplace end-point, handling the data transformation according to the destination requirements.

GOALS

- Manage and support the 5 country-oriented HP Amazon channels: Amazon UK, Amazon DE, Amazon FR, Amazon IT, and Amazon ES.
- Adjust the Icecat's product descriptions for PCs, supplies, Ink, monitors, and printers to the Amazon NIS template.
- Provide Amazon HP representatives with the filled Amazon NIS forms and images feeds, formatted according to the marketplace requirements.

SOLUTION

Working closely with Gepard and Icecat teams, HP has resolved the challenge of product data transformation. The processes of transforming and delivering product data into the Amazon NIS templates were fully automated.
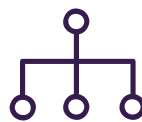
GEPARD & HP STORY

Gepard team:

Analyzed the Amazon data format

Developed pilot sample and approved the concept with HP team

Set up product data transformation and syndication rules

Launched the solution

Arranged workshops and provided post roll-out support for HP team.

HOW IT WORKS

PRODUCT DATA IS ENHANCED BY ICECAT AND TRANSFORMED BY GEPARD SOLUTION

Step 1. Product Data Request

The HP representative logs in to the Gepard product form and enters the product SKUs into the specific field. The user presses the Check Selected SKUs button to get the product feed.

Step 2. Gepard product data transformation and syndication

Gepard Syndicator automatically imports and transforms product descriptions from the Icecat content provider into the Amazon NIS templates. The products list with statuses per each product appears in the right section of the form.

Step 3. Data Delivery

The HP representative presses the Generate Feed button and receives the file with the product feed to email.

RESULTS

Gepard Syndicator is set up as an automatic solution that transforms all the HP product data into the applicable format for the Amazon marketplaces.

HP no longer adjusts each new product description to Amazon's requirements. HP uses Gepard solution to map, transform, and deliver product data, including Rich Media materials.

GEPARD AUTOMATICALLY TRANSFORMS AND DELIVERS PRODUCT DESCRIPTIONS TO AMAZON

Gepard Syndicator transforms and delivers Icecat data to Amazon UK, Amazon DE, Amazon FR, Amazon IT, and Amazon ES, according to the template requirements of each endpoint.

LAPTOPS

TABLETS

25+ CATEGORIES

PRINTERS

AND MORE

OUTCOME

Using Gepard solution, HP achieved the following:

- Started to sell their full 2018 product line at Amazon marketplaces faster.
- Fulfilled all the Amazon's requirements for the content structure and model.
- Got advantage of automated requests for adding new product data.

WHAT'S NEXT

Now the manual product data adjustments for the Amazon marketplaces are no longer an issue. HP plans to expand their cooperation with Gepard team to connect to new retailers and set up the content integration via the API.

ADVICE FOR OTHER BRANDS

To keep evolving as quickly as e-commerce market does and provide a great user experience for customers, brands and manufacturers should get an end-to-end automated solution for product data management, transformation, and syndication.

ABOUT GEPARD

Gepard is the e-commerce data transformation platform, connecting retail with manufacturers and content providers. Gepard establishes connections between multiple data channels, transforms 120+ million product descriptions per month and reduces hours of manual work for HP, Rakuten, CentralPoint, MediaMarkt, Walmart, Migros, Auchan, OfficeDepot, and a range of other companies.

LEADING THE WAY

- **Oleg Luferenko,** Product Owner at Gepard
- **Cyril Dorogan**, Chief Business Development Officer at Gepard
- **Peter Sol,** Senior Vendor Manager at Icecat N.V.
- **Alexandr Kravtsov**, Project Manager at Icecat N.V.

IN E-COMMERCE, EVERY MOMENT COUNTS

To learn more about Gepard, visit www.gepard.io or send an email to cyril.dorogan@gepard.io.