

GEPARD SYNDICATOR FOR MIGROS

Helping To Set Up A Middleware For The Leading
Swiss Supermarket Chain

Gepard **MiGROS**  xplace

icecat
the open catalog



ABOUT MIGROS

Founded almost a century ago, Migros, Swiss largest supermarket chain that has been having a far-reaching impact on the business landscape in Switzerland and Europe, is also one of European 40 biggest retailers. Established with an idea to sell products at cheaper prices and deliver them to people, nowadays Migros has become much bigger than a chain of grocery and manufacturing shops - with its cultural, educational, and social programs, Migros has been shaping the social life of European communities.

Dominating the local market, Migros sells a quarter of the country's food products through more than 700 Migros and Denner supermarkets, as well as online. The main player on the Swiss retail market, for obvious reasons Migros chose to expand its eCommerce presence and gain even more influence.

PROJECT OBJECTIVES

Migros webshop www.melectronics.ch was getting product descriptions from Icecat and Xplace - the leading European content providers.

The retailer needed to receive automated product updates from their data suppliers, already transformed into a unique Migros structure.

Gepard offered a middleware that worked as follows: Migros was sending a request about product update to Gepard, product descriptions were obtained from Icecat/Xplace content providers and then delivered to Migros PIM system.

**THE SOLUTION,
OFFERED BY GEPARD,
ALLOWED THE WHOLE
PROCESS TO HAPPEN
AUTOMATICALLY
WITHIN 500 MS.**



CHALLENGES AND SOLUTIONS

CHALLENGES

1 The difference in product taxonomies.

Migros webshop has a unique product data structure, different from the data structure of their content suppliers. The retailer needed to receive the product information, already adjusted to their specific taxonomy, without spending hours on manual data modification.



2 Getting product content from multiple suppliers simultaneously.

Migros worked with Icecat and Xplace product content providers. The company needed to receive the transformed data from multiple sources simultaneously and without interruptions.



3 Need for multi-language support.

Considering the multi-linguality of Migros' customers, they required product content for different locales.



SOLUTIONS

Gepard middleware was made to meet the specific needs of Migros webshop. Gepard provided Swiss client with automated product description updates within a 500 ms time frame that included product update inquiry to Gepard, getting updated information from content providers and automated data push of the received and transformed content from Gepard to Migros PIM.

Gepard platform was used as a hub for the seamless integration between Migros and its data suppliers. The uniqueness of the data hub implied the data flow from multiple sources into Gepard, meanwhile, Migros could get both raw or transformed product data at any time.

Gepard's offered multi-language product data support and enabled the data flow to **Migros electronics website** in German, French and Italian language. The client could receive translatable standardized and normalized data specification values.



PROJECT DEVELOPMENT TIMELINE

PHASE 1

Gepard Engine Preparation

Gepard checked Migros data format, performed taxonomy analysis, excluded feature groups and imported current PoC data with the same mappings.



PHASE 2

Development Of Mapping Rules

Gepard mapping engine was updated for Migros specific requirements, to ensure the product taxonomy matching.

PHASE 3

Ensuring the request processing

The connectivity and API study was performed, with the data transformation and editorial mappings afterwards.



PHASE 4

Testing and deployment

Gepard mapping engine was updated for Migros specific requirements, to ensure the product taxonomy matching.



HOW IT WORKS



Product information is imported from content suppliers (Icecat, xPlace) to Gepard hub. Any additional content providers can be integrated into the process.

1

Any additional content providers

Gepard
Sundicator

2

The mappings are applied between Icecat, xPlace and Migros product categories, features and specifications (including complex LOVs)

MiGROS

3

Product data is updated and pushed to Migros via REST API in JSON in real time.

PROJECT RESULTS

1. Integration with content providers.

Migros started to receive the data from multiple content suppliers through a centralized Gepard platform. Updated product content can be easily imported into Migros PIM simultaneously from multiple sources. Data can be delivered to any chosen endpoints.

2. Taxonomy compliance.

The product data, imported into Gepard hub, is transformed into the required format and structure to adjust to specific Migros taxonomy.

3. Product data localization.

Migros receives product data in 3 languages: German, French and Italian. Gepard enabled the translatable data specs values, ready for standardization and normalization.

4. Full data transformation and automation.

The client can send a request for a raw data from content providers or choose it to be fully transformed, depending on the data endpoint and locale.

5. Reduced product launch.

Gepard syndicator enabled Migros to get product information lightning-fast, which speeds up the time-to-market, enhances customer experience and lets them remain a retailer number one in Switzerland.



LEADING THE WAY

Cyril Dorogan, Chief Commercial Officer at Gepard

Vitalii Rusavskyi, Tech Lead at Gepard

Ulrich Silberbach, DACH Region Director at Icecat N.V.

Manfred Jürgens, Master Data Manager at Migros

LEADING ONE CENTRALIZED DATA HUB FOR YOUR BUSINESS THE WAY

For the leading retailers, that are among top sellers after Amazon in their countries and regions, and for retailers that target the specific markets, managing product data from multiple sources is always a challenge. The bigger amount of manufacturers and brands they get to cooperate with, the more content suppliers they have to deal with.

Gepard offers a middleware that serves as a centralized hub for the product information from all your content providers. Any kind of product data can be accessible 24/7 - be it raw product information, transformed data or missing product descriptions or specifications. The seamless integration with multiple data sources, uninterrupted data flow and constant product updates make up a robust solution for businesses that know that the quality product data can never be overrated.

ABOUT GEPARD

Gepard is a business-ready eCommerce platform that automates data-related processes. For more than 15 years Gepard's committed specialists have been offering their expertise and enabling product information solutions for businesses all over the world.

CONTACTS

To learn more about Gepard, visit

gepard.io

or send an email to

info@gepard.io.

GEPARD BENEFITS

- Enable automated product information entry and data push;
- Enjoy the advantages of flawless product data syndication;
- Modify your product content to keep up with the requirements of sales channels and platforms;
- Keep your product data accurate and regularly updated;
- Simultaneously distribute your product content to multiple eCommerce sites;
- Optimize your business processes and enhance the customer experience;
- Cut your data maintenance costs and grow your revenue;
- Quickly adapt to the rapidly changing eCommerce environment.

