HOW TO AUTOMATE PRODUCT DATA SHEETS DELIVERY

Gepard

MediaMarkt   Cdiscount

DIXONS RETAIL   icecat
BRINGING LIFE TO TECHNOLOGY

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CLIENT

The client is one of the world's largest personal computer vendors by unit sales, developing PCs, printers, and related supplies, as well as 3D printing solutions. At the beginning of the project, the EMEA content department acted as a client. In a few months, a solution was implemented at a global level.

icecat

Global open catalog with more than 8,589,001 data-sheets & 27,091 brands. Acted as the product database.

Gepard

Product information management & delivery platform, that automated the client's content distribution to the sales partners.

> The project is doing well, the tool is working great and saving us time. What I like the most, it's very simple to use, with intuitive interface and navigation, and auto-filling of content saves a lot of time for people preparing spreadsheets for the retailers.
>
> And the media package takes care of images and PDF files so that we do not need to use an additional tool for that.
>
> For me, the project is more than just a tool. It's the tool plus the service we receive in terms of always keeping auto-filling up-to-date with retailers' latest template versions.

Catherine, Project Manager on the client side

CHALLENGE

The client's sales partners have **extremely diverse product data requirements.** An enormous amount of effort and time was spent to fulfill the requirements and deliver product data to retailers.

Sales & content departments wanted **faster product information delivery.**

Content delivery to sales partners demands either manual product data sheet creation or using a dedicated content automation software.

The client's team is constantly innovating in optimizing their business processes, so the company decided to implement a new holistic solution.

GOALS

The project goal was to reduce manual work for the content department they had on creating product data sheets for the retailers. To resolve the challenge, Gepard had launched a dedicated platform that enabled **easy unique data sheets set-up.**

The Partner Automation Tool project automated the process of creating product data sheets. We created a simple flow for the new data sheets generation for key retailers.
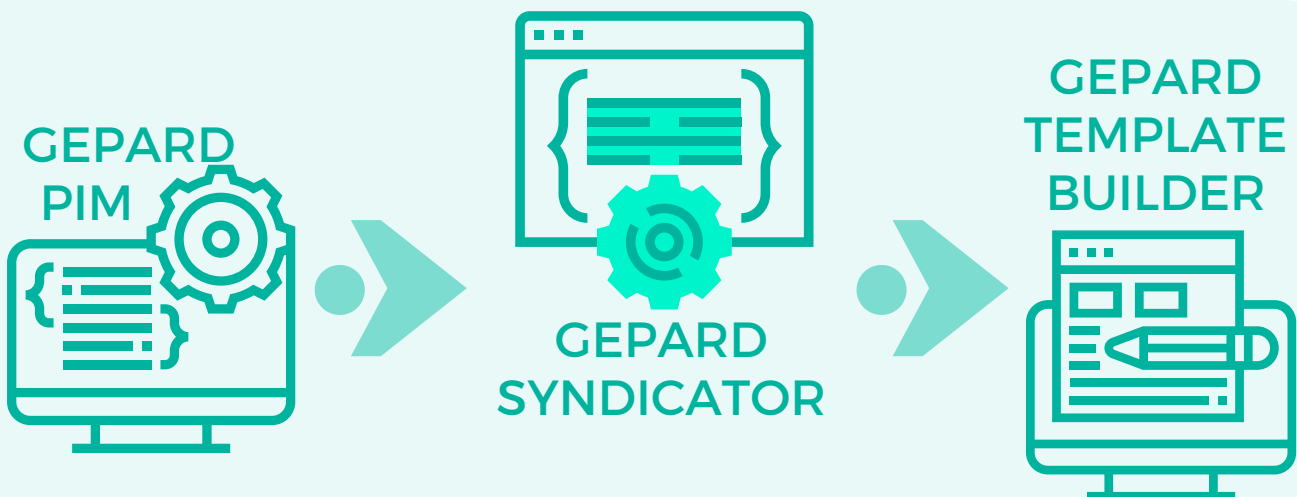
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APPROACH

At Gepard we used our ready-made modules as a basis of the platform:

1. Gepard PIM to store and manage product information.

2. Gepard Syndicator to match the client's master data model with the retailers' taxonomy.

3. Gepard Template Builder to create data sheets based on the product data received.

After an advanced module configuration, we launched a custom solution to fulfill the client's needs in the best possible way. The white-label platform unites all the existing content solutions the client has already used to optimize their workflow with the sales channels and apply new technologies as well. For smooth data import, we connected the client's database at Icecat to a new platform where client's managers could easily create retailer-specific product data sheets.

GEPARD PIM

GEPARD SYNDICATOR

GEPARD TEMPLATE BUILDER

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SOLUTION

We reduced manual work by setting up a new process supported by a highly customized platform. The best thing here is that monitoring for retailers' requirements and the template updates are fully powered by Gepard.

Now it doesn't matter how often do retailers change their requirements — updates are applied to the data sheets quickly and easily.

The solution empowers the client's team to get retailer-specific data sheets directly on email. The reason is that not all sales partners have API connection capabilities*. So the content flow is developed to fulfill the requirements of eCommerce retailers at different stages of digital transformation.

Different access levels for users is enabled, defining which sales partners they could access, and the power to manage users and the entity itself. The system has a User, Administrator, and System administrator, with different authorities related.

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HOW IT WORKS

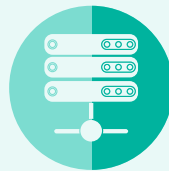**ICECAT SUBSRIBERS**

CLIENT'S DATABASE
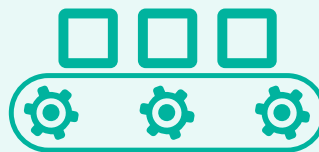
icecat

ICECAT MANAGER

- Manual Entering
- Manual Editing

Gepard

Middleware for transformation

Data Push

Data Quality Assurance

Automatic transformation

PARTNER AUTOMATION TOOL

CHANNEL PARTNERS IN CUSTOM EXCELS

ELKJØP-LIKE VIA AUROMATIC API

AFS VIA AUTOMATIC API

HOW THE DATA SHEET PUSH LOOKS LIKE

1.The content manager enters the list of MPNs of the required products.

2.In case the retailer needs highly specific data (taxes, logistics, etc.), which isn't included in the client's database, a specific email request is received. The missed data is entered by the client's team directly into the system's in-built PIM module.

3.After pushing the "Generate Template" button XLS data sheets are sent directly on email and are available for download from the platform. Existing product information could be changed inside the platform if needed.

HOW THE NEW DATA SHEET SET UP LOOKS LIKE

1.The content manager uploads the retailer's templates into the platform.

2.The manager is notified after the mapping between the client's master data model and the retailer's one is ready. It takes around 5 working days.

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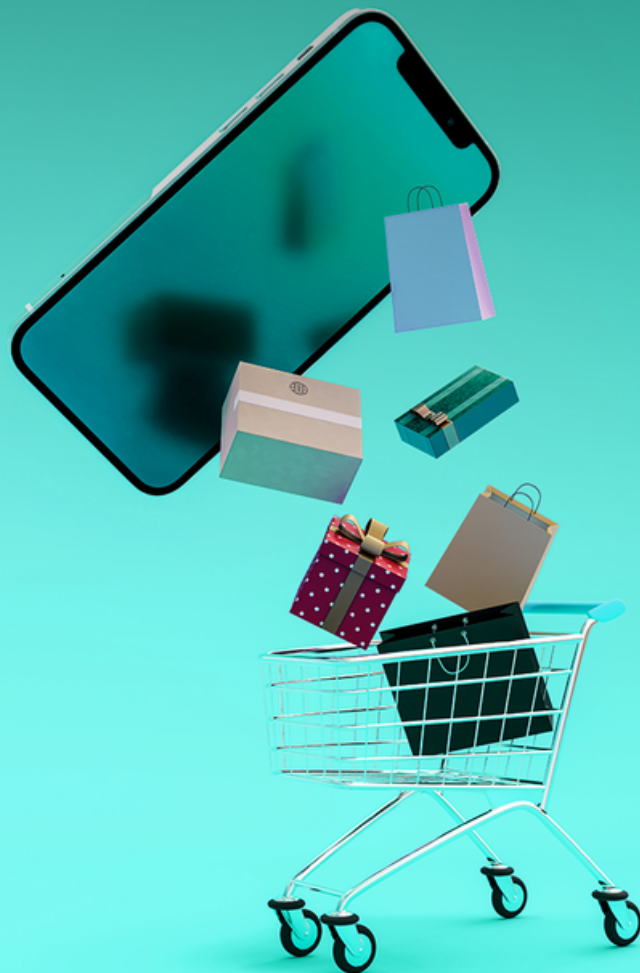
RESULTS

The project started in 2019, and it has taken 7 months until the platform was launched. It has Dixons, MediaMarkt, Cdiscount, and El Corte Inglés retailers onboard, and the number of connections is constantly growing. The solution works with English, Dutch, French, German and Spanish languages, quickly connecting new locales for the new sales partners.

The Partner Automation Tool had a significant impact on product content flow efficiency. Now the client's content manager spends a few minutes for a product push instead of a few days, fulfilling the data sheet.

And as the first implementation stage is finalized, a new retailer is now connected within a week. The platform minimized manual typos and other errors by setting up automated product content flows. Ecommerce sales managers could now focus on sales, and content managers — on preparing rich media content and crafting creative texts.

WHAT'S NEXT

Now the Gepard team is focused on integrating new sales partners to the solution, based on the client's priority list. The new languages and new retailers are constantly bridged, to make the connectivity network wider and cover the maximum of the client's sales partners.

LEADING THE WAY

Anna Chumak, Gepard Product Owner
Catherine, Project Manager at the Client's side
Alexandr Kravtsov, Icecat Project Manager
Peter Sol, Chief Commercial Officer at Icecat

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