Gepard

TECH RENTAL: GROVER'S INTEGRATION JOURNEY WITH GEPARD PIM

Empowering Flexible Tech Access Across Europe

ABOUT **GROVER**

Grover, Europe's premier tech subscription platform with access to cutting-edge electronics that offers a flexible rental model over traditional ownership. With an extensive product portfolio spanning categories such as audio & music, cameras & drones, and computers & laptops, Grover caters to diverse tech needs.

Founded in 2015 by Michael Cassau, Grover champions the belief that technology should be a universal right, empowering individuals to explore new personal and professional horizons. By subscribing to Grover, users can keep, switch, return, or even purchase devices, ensuring maximum flexibility and affordability. As a leader in the circular economy, Grover drives sustainability by extending the lifespan of tech products, minimizing e-waste, and maximizing value for users worldwide.

PROJECT **OBJECTIVES**

Have the ability to grade products in an automated way:

- Create a custom import that excludes unnecessary categories and entities.

- **Enrich** initial product data via connection with Icecat content provider.

- Export product data in XLSX, CSV formats products that are enriched with Icecat, and JSON with customized product attributes for compliance with the Grover Grading System.

- **Overcome data silos by centralizing and structuring** product data within a single source of truth.

● Addressing Technical Challenges

Challenges	Solution
Supporting multiple taxonomies and custom categories	We addressed this challenge by mapping the taxonomies of Grover and Icecat and implementing an import configuration that allowed the client to provide their own categorization, bypassing the initial one.
Connection to Content Provider	To facilitate seamless access to product content data, we established the Icecat Content Connector, ensuring a reliable connection to the content provider.
Multi-Locale taxonomy import	We tackled the complexity of importing taxonomies with multiple locales by developing logic that examines the file structure and enables users to update and assign translations to the Grading Master taxonomy.
Reporting/Dashboards	In response to the need for comprehensive reporting, we gathered analytics and metrics of products within all catalogs and individual ones, including periods and stages of product data validation in the dashboard logic.
Taxonomy management through UI	To streamline taxonomy management, we developed a user-friendly taxonomy management module within the Gepard platform. This module empowers users to efficiently manage taxonomies, including all related entities such as categories, attributes, attribute groups, brands, and attribute values.

PROJECT **RESULTS**

1

Custom Import Implementation

Working closely with Grover, we configured a custom import system to pull all necessary entities from the provided data sources (one taxonomy and two product data files) and transform them. This feature enables Grover to categorize products efficiently, aligning with their unique requirements and automating the overall workflow.

Business Value: Reduction of manual work during mapping & transforming product data. Established a centralized source of truth**.**

2

Full compliance with the Grover Grading System

Our team successfully developed a unique custom export of a Grading Master file in JSON format. This JSON file has a strict order and structure, featuring an array of products with SKU, unique variant, EAN, GTIN, brand, category, subcategory, and data from linked files for each product.

Business Value: Opportunity to estimate product reuse levels for more accurate pricing.

Collaboration Overview

Challenges	Solution	Value Delivered
Local Grover's PIM requires additional automation to reduce manual effort to generate the custom Grading system JSON file.	• We create custom imports that exclude unnecessary categories and entities. • We also offer a unique custom export of a Grading Master file in JSON format. This JSON file has a strict order and structure, featuring an array of products with SKU, unique variants, EAN, GTIN, brand, category, subcategory, and data from linked files for each product.	• Opportunity to estimate product reuse levels for more accurate pricing. • Correct incoming data with a strict order and structure for Grover Grading System. • Automated data enrichment, mapping & transformation, excluding manual efforts.
Lack of product data content and the need for automatic enrichment	• We used a pre-set Icecat connector to enrich product data; • Organized content for export in CSV & XLS formats; • Ensured multi-language support.	Smooth product data enrichment through Icecat connector provider, which is crucial for the product portfolio in Grover's database.
A lot of manual work is required to import & transform the data from 3 independent data sources.	• We set up custom import, allowing us to pull all the necessary entities from the provided data sources (1 taxonomy + 2 product data files) and transform them.	Reduction of the manual work efforts to save Grover's time on the complex data processing.
Lack of visualized data about product information management statuses	• Our team developed dashboards, displaying statistics on product catalog data, EAN/GTIN validation, and the number of products enriched with content providers.	• Enhanced decision-making capabilities through access to detailed, real-time data insights. • You gain control over enrichment status and validation, as well as how much product data is filled.

During our cooperation with Grover, we focus on laying the groundwork for seamless connectivity to the Gepard PIM platform and efficient user access management.

Key tasks included:

- Creating a custom import that allows pulling all the necessary entities from 3 provided data sources, including Grover's taxonomy;
- Setting up custom export of a Grading Master file in JSON format with strict order and structure for Grover Grading System;
- Enriching product data via pre-set Icecat – Gepard PIM connector;
- Generate CSV & XLS files for enriched data export;
- Ensuring multi-language support;
- Implementing a user-friendly import module for taxonomy management;
- Develop dashboards displaying statistics on product catalog data

We create a unique custom export of a Grading Master file in JSON format. This JSON file has a strict order and structure, featuring an array of products with SKU, unique variants, EAN, GTIN, brand, category, subcategory, and data from linked files for each product. This JSON is fully customized for Grover Grading System.

We also enriched product content data using Icecat connectors. Our emphasis was on organizing content, and enabling export in CSV & XLS formats for using data on a website and inside Grover infrastructure. We also implemented multi-language support, starting with English.

HOW **IT WORKS**

File Import Setup

1

Grover initiates the import process by configuring two distinct imports: the Grading Master Taxonomy import for managing taxonomy and the Product Import for handling products.

Asset File Import

2

Grover imports the Asset file containing essential product data. This file serves as the foundation for the subsequent enrichment process.

Linked File Import

3

Following the Asset file import, Grover imports the Linked file, which references Grading groups. These groups, representing Grover's categories, are crucial for categorizing products accurately.

Grading Group Linkage

4

The Grading Groups referenced in the Linked file are linked to the products listed in the Asset file. This linkage is essential for organizing products within Grover's taxonomy.

Enrichment Process

5

Once the products are linked to their respective Grading groups, they undergo an enrichment process. During this phase, additional data is added to enhance the product information.

Return of Enriched Products

6

Finally, the enriched products, categorized within their respective Grading groups, are returned to the client. This ensures that clients receive comprehensive product data that aligns with Grover's taxonomy and categorization system.

3 Comprehensive Dashboard Creation

Through our collaboration with Grover, we developed dashboards displaying statistics on product catalog data, EAN/GTIN validation, and the number of products enriched with content providers.

Business Value: Enhanced decision-making capabilities through access to detailed, real-time data insights. You gain control over enrichment status and validation, as well as how much product data is filled.

4 Icecat Connector Setup for automated data enrichment and trasformation

We also established an Icecat connector, allowing Grover to seamlessly access enriched product content. This integration enhances the quality and depth of product information available to Grover's customers.

Business Value: Increased customer satisfaction and engagement through enriched and accurate product information.

LEADING **THE WAY**

Cyril Dorogan
Chief Commercial Officer at Gepard

Ionenko Olena
Project Manager at Gepard

Horenko Olesia
Account Manager at Gepard

Bart Van Uffelen
Lead Developer at Grover

Santiago Zanko
Operations Development Analyst at Grover

Marcel Kroek
Main Stakeholder at Grover

Gepard

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 with AI mappings;
- 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
info@gepard.io.