# Gepard

# Scaling Product Data Management for Aqtivaqua

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# Background Overview

Aqtivaqua, established in 2015, specializes in premium swimming accessories to enhance the aquatic experience. With a focused yet diverse catalog of 230 SKUs, they have successfully expanded their reach across 12 Amazon marketplaces with different locales. The only challenge? It was all done manually.

Managing product information across various regions and languages has become increasingly complex, especially with their reliance on Google Sheets. As Aqtivaqua prepares to broaden its presence to platforms like eBay, Mirakl, and Walmart, the need for a centralized and efficient Product Information Management system has become evident.

## Main Challenges

| Data Complexity | Inefficient Manual Processes | Limited Scalability |
|---|---|---|
| Managing product information across **12 Amazon marketplaces** is challenging due to language differences and varying characteristics & requirements for the same product categories | Handling product variations in **10 different languages using Google Sheets** is not only time-consuming but also prone to errors, making data updates and synchronization cumbersome. | The current system only supports Amazon, but with plans to **expand to eBay, Mirakl, and Walmart,** Aqtivaqua needs a scalable solution that can streamline multi-marketplace integration. |

## Project Objectives

**Ditch Google Sheets**
Transition to one source of truth — PIM system that centralizes and automates product data management.

**Ensure Data Accuracy**
Maintain consistency in product details, attributes, and media assets across different languages and platforms (including compliance with GPSR).

**Gain Full Visibility**
Implement a centralized dashboard for better monitoring and control over product data and performance.

**Scale Effortlessly**
Set up a system that supports Aqtivaqua's expansion to eBay, Mirakl, Walmart, and beyond.

**Automate Product Listings**
Reduce manual work by syncing product information across 12 current and future marketplaces.

# Project Phases and Workflow

To successfully transition Aqtivaqua from manual product data management to an automated, scalable PIM system, the project was structured into three key phases.

Each phase focused on optimizing operations, guarantee seamless integration, and prepare for future marketplace expansion.

# #1. Discovery Phase (2 Weeks)

This initial phase was all about laying the groundwork — understanding Aqtivaqua's needs, refining the project scope, and identifying potential roadblocks.

**Key Activities:**

- Deep dive into Aqtivaqua's current product data processes
- Collecting detailed business and technical requirements
- Defining the project roadmap and key milestones
- Identifying gaps in product data management
- Establishing communication channels between teams

**OUTCOME:**
A clear, structured plan for implementation with a well-defined scope and objectives.

# #2. Implementation Phase (Approx. 2 Months)

This phase focused on the technical setup, data migration, and integration of Gepard PIM with Aqtivaqua's existing Amazon operations.

**Key Activities:**

- Setting up tenant in Gepard PIM and configuring import and export processes
- Migrating product data from Google Sheets to PIM
- Mapping product categories, attributes, and attribute values to the taxonomy of each Amazon locale using AI automapping;
- Configuring Amazon integrations for 12 marketplaces
- Activating connectors and testing data synchronization using Amazon schema validator
- Training the Aqtivaqua team on platform usage

**OUTCOME:**
A fully operational PIM system with automated product syndication for Amazon, reducing manual workload and improving data accuracy.

# #3. Future Development & Expansion (Ongoing)

With the core system in place, the next phase focuses on scaling operations and expanding to additional marketplaces like eBay, Mirakl, and Walmart.

**Key Activities:**

- Enhancing automation for product data updates and media assets
- Customizing PIM functionalities based on current business needs
- Continuous monitoring and optimization of the PIM system
- API integrations with new marketplaces

**OUTCOME:**
A scalable, future-proof solution that enables Aqtivaqua to efficiently expand across multiple marketplaces while maintaining consistency and control over product data.

# Technical Overview

The process involved structured data import, transformation, mapping, and export to ensure accuracy and efficiency.
**The Gepard platform centralizes Aqtivaqua product data by following a structured process:**
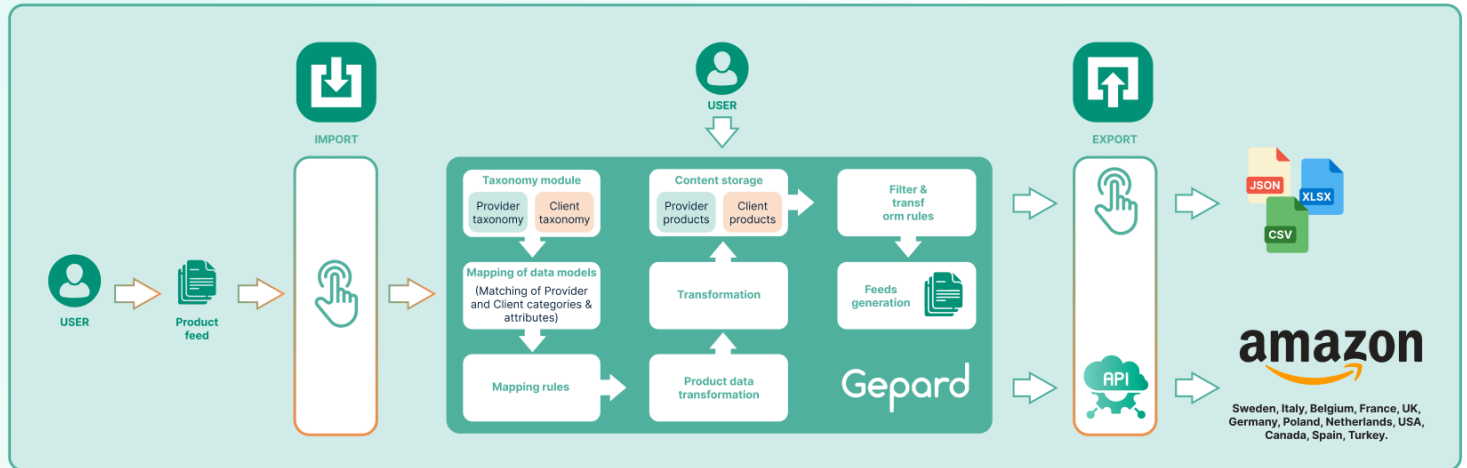


## #1. Data Import & Initial Processing

Users upload product feeds in **XLSX format**

Gepard PIM ingests data through an **import module**

Taxonomy mapping aligns **provider data with client categories and attributes**

## #2. Data Structuring & Storage

Taxonomy module stores both provider and **client taxonomies**

Product data is **transformed and standardized** before syndication

Mapping engine uses **AI-driven suggestions** for a seamless category and attribute matching

## #3. Data Transformation & Validation

Product data undergoes **automated transformation rules** for different marketplaces.

Completeness scoring ensures **data consistency** (brand, product name, attributes, media, etc.).

Localized product information is stored in **10 languages** (English, Italian, Spanish, French, German, Dutch, Turkish, Persian, Swedish, and Polish).

# #4. Product Syndication & Export

Data is formatted according to **Amazon's JSON schema** for structured listings.

Products are pushed to **12 Amazon marketplaces** via an API connector.

Export options include **CSV, LSON and XLSX** for external reporting.

# Value Delivered

| Centralized data management | Automated data transformation | Faster product listing updates | Scalable for expansion |
|---|---|---|---|
| No more Google Sheets, all product information in one place. | Ensures compliance with 12 Amazon marketplaces requirements. | Reduced manual effort, quicker time-to-market. | Ready for integration with eBay, Mirakl, Walmart. |

# Simple. AI-Driven. Future-Proof. Gepard PIM

Your AI-powered, simple, scalable, flexible in integrations solution, designed to eliminate the chaos of product data management.

We're not just offering an AI-driven solution; we're giving you freedom from chaos, confidence in your data, and a tool that grows with you, not against you.

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**E-mail: info@gepard.com**

**Book a Call: https://calendly.com/cyril-dorogan/45min**

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