

marketamerica®

SHOP•COM™

SHOP.COM is one of the largest online retailers for consumers worldwide, featuring some of the best and most exclusive products and services anywhere. Their Marketplace provides products from over 1500 stores, offering great deals on clothes, beauty, health, shoes, electronics, and more. They explained to us how switching from their old legacy system to Akeneo PIM enabled them to expand into new territories.

www.shop.com



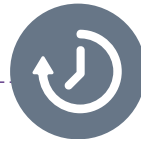
Jon Vivers
VP of Search & Analytics



Reduced overhead



Improved data quality



Reduced time-to-market






“ Akeneo PIM is very intuitive.
It has the most simple interface we have ever seen! ”

Project Summary

Goals:

- Optimize catalog management
- Centralize product information
- Improve product data quality
- Reinforce collaboration
- Localize product data

Key Figures:

-  Number of contributors: 10
-  Number of products: 10,000
-  Data sources: ERP, proprietary content management system
-  Distribution channels: E-commerce
-  Project duration: 6 months

Context

SHOP.COM had an outdated proprietary management solution that required extensive modification to get the features they needed. They got to the point where they had to decide whether they were going to completely rebuild their product data management solution from scratch, attempt to bring it up to date, or outsource the rebuild to an external party. After much consideration, SHOP.COM opted to start from scratch with a third party solution.

SHOP.COM's main problem with their current solution was **defining the relationship between product and SKU**. Their legacy solution maintained each SKU as a separate record, which meant that whenever they wanted to edit product data they had to do it individually for every single SKU.

SHOP.COM wanted to move away from this tedious process, **make sure their products looked good across all of their web properties**, and have the ability to easily enhance product data to increase sales. So, when looking for a new third-party system, they were looking for a solution that would **reduce overhead costs and eliminate the headache associated with managing product data** in their current system.

With Akeneo, SHOP.COM was able to **increase product data quality using less resources**. The transition from their legacy proprietary system to Akeneo was surprisingly easy given that they had been using their old system for 25 years!



We really love the data import and export features in Akeneo PIM!

Project

SHOP.COM switched from their old product data management solution to Akeneo PIM **in just six months**. The **10 person team** utilizing this new system consisted of one project manager, two software engineers, six product managers, and the head of product management. By providing a number of training sessions organized with their partner, the team quickly got used to publishing data on the new system. The team has been able to regularly employ the bulk update and edition tools, which saves them a lot of time doing their day-to-day tasks.

Now that the system is up and running, **10 people work with Akeneo PIM on a daily basis**. The team's assorted product managers share the **responsibility of updating product information for different product groups and locales**. SHOP.COM localizes product information for the US, Taiwan, and 7 other local markets for a variety of products and product lines.

With Akeneo, we're getting much higher quality product information on the website and spending a lot less time managing product setup.

Results

With Akeneo, SHOP.COM is seeing much higher quality product information on their website and are spending a lot less time managing product setup. Instead, they have been able to devote more time to creating content that helps drive product sales.

Thanks to greater staff efficiencies and a **reduced time-to-market**, SHOP.COM is now considering both expanding to new countries and bringing new products into these localized markets on a much faster schedule than previously. They have found that using PIM allows them to quickly export templates, make modifications, and re-import them back into the system.

We are very happy with Akeneo and we look forward to using it for a long time to come!

The project at a glance

