happiest minds
The Mindful IT Company
Born Digital . Born Agile

Consolidated PIM Platform for
A B2B Distributor

About the Client

The client is an American (B2B) distributor of information technology products.
Present in six out of seven continents, its operations are spread across 64 countries.
The client works with over 1700 vendors and ships more than 550 million units/year.
The brand claims it handles one out of three mobile devices in the U.S.

200K+
Customers

$50B
Revenue

33K
Associates

160
Countries

Client Requirements:

The client wanted to consolidate and manage a vast amount of product data the company purchases from various external data providers and vendors in an efficient manner. However, the client was facing many challenges, including:

- The existing **product information management system** was incapable of handling the dynamic product data structure.

- Data integration from multiple sources was proving to be highly inefficient.

- The legacy system's lack of a dynamic data model made combining product data from different providers difficult.

- The legacy system did not allow vendors to upload data in the system on their own.

- No digital asset management system was in place that could streamline and consolidate rich digital assets in the required format.

- No system in place that could provide syndication of product data to different resellers and marketplaces as per their various needs.

Happiest Minds' Solution

We implemented **Pimcore's PIM and DAM system** to consolidate data from multiple sources and create a single view of products. With the implemented solution, the client was able to manage and aggregate 20 million+ product SKUs spread across 30 countries on one platform, including 1500+ categories and 60,000+ attributes on products. Our best practices were utilized for batch processing and tracking to enhance transparency. Key deliverables:

Types of Assets/ Technologies

- PIM
- DAM
- Pimcore
- Talend

- Transformed product data from all sources into a standard data model and consolidated it based on relevant rules.

- Provided business users with the ability to set data consolidation rules through a priority rule engine.

- Enabled to manage users from the huge number of vendors they have, and the vendors themselves can do that.

- All digital assets are managed in one place and have the flexibility to manage images and rich media in any required format.

- Provided a transformation engine with dynamic operators and formula builder for automated data transformation that can be configured separately for each vendor.

Value Delivered

- Data processing time decreased dramatically.

- Ease of use due to a consolidated view from all product data sources.

- Got enriched and accurate product data from the vendors.

- The vendors themselves can do user management.

- Dynamic configuration and dynamic validation eliminated redundant data, eliminating manual effort for good.

- The transformation engine allowed to set up a new reseller or change feed for an existing reseller in very less time.

Automated taxonomy for
1500
Product Categories

Dynamic data modeling for
60K
Attributes

Managed close to
1.7M
Drop down values

happiest minds
The Mindful IT Company
Born Digital . Born Agile

www.happiestminds.com