Future investment: Arvato Systems implements PIM system for Zoro.de

In order to efficiently capture, manage, update and publish product and delivery requests, Zoro.de needed a powerful product information management system (PIM). However, the solution’s implementation could only take six weeks.

The new PIM system provides us with a comprehensive and transparent view of any supplier and article information that we can maintain in a data-driven manner.

Dimitri Unruh
Director IT Zoro.de

Initial situation

Previously, Zoro.de used a proprietary solution for the management of product and delivery data. The software, however, was not fast enough to meet the dynamics of e-commerce. Sometimes it took several month to create, process and to play out article data of new suppliers into the respective online channels. The suppliers and the responsible persons of Zoro.de were thus discontent.

Vision

Zoro.de wanted a PIM systems, which should be productive within a few weeks, an uncomplicated integration of the delivery data from various sources and an automatic content preparation together with quality checks.
Case Overview

Task

– Integration of Informatica PIM into the IT landscape of Zoro Tools
– Service, support and maintenance of the PIM system

Technology

– Informatica PIM

Result

– Informatica PIM provides Zoro.de with a transparent view of product and delivery data at all times, enables data-driven product management and thus ensures a continuous increase in data quality.

Solution

After comparing different systems, the choice of Zoro.de fell on Informatica PIM. They were convinced that it would cover the desired range of functions, run stably and optimally support the desire for a very fast time-to-market installation. Zoro.de chose Arvato Systems as an IT service provider that implements the PIM system and integrates it into the existing IT landscape. As the project participants already knew each other, only one workshop was necessary to discuss the requirements.

Our services

After three weeks, Arvato Systems provided a test system, after six weeks a first productive stand, which was subsequently advanced in cooperation. Zoro.de knows about the high commitment and the great expenditure that the IT services provider has invested in the project, in order to be able to meet the tight schedule.

Customer benefits

After the go-live, the responsible department of Zoro.de has gradually imported the existing suppliers into the new PIM system in order to be able to replace the old system. As a consequence thereof, the e-commerce company has also introduced automatic processes. With the support of Arvato Systems, Zoro.de is now able to import delivery data much easier and faster into the PIM system. Although the quality of the information supplied differs greatly – from structured ERP data or merchandise management system data to unrelated information from Excel files – the import was completely frictionless. This also applies to the content preparation. Considering around 400,000 products in the assortment, the maintenance of one-off articles is not always appropriate. Instead, mass data is automatically generated, processed, edited and checked for their quality. The PIM system informs the user which information is to be maintained at which point. In addition, Zoro.de also enables a more efficient assortment control. As all output channels are integrated in the PIM solution as a central platform, users are always given a clear overview of existing and published data: Which article is published with which content in which channel? What information is missing for the publication or marketing of a specific product?

You have questions, need information or a contact?
Get in touch with us.

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