

Retailer's New PIM System Boosts Efficiency and Data Accuracy

Client Challenge

The client is a \$2.9B multi-channel, multi-brand retailer and wholesaler of apparel and accessories, operating over 850 company-owned stores across the globe. The retailer was challenged with disparate item management and transaction systems for their different selling channels. Geographic-specific data attributes presented even further complications across pricing, currency, delivery dates, sizing, etc. The retailer needed a unified item master system to efficiently create and maintain items while accommodating channel and region-specific data.

Parker Avery Solution

The Parker Avery Group researched and presented the client with two options to handle the retailer's complex item information requirements:

- Customize the client's current item creation tool
- Build and implement a new product information management (PIM) system

Based on Parker Avery's recommendation, the retailer determined the best option was to leverage familiar technology to build and implement a new PIM system.

Partnering with Parker Avery, the retailer quickly built and deployed the new PIM system. Parker Avery was responsible for all phases of the system implementation project, including:

- Detailed design of the new PIM system
- Configuration and build
- Testing
- Installation coordination
- Post-implementation support

RESULTS



NEW PIM
SYSTEM
DEPLOYED



SINGLE SOURCE
OF ITEM DATA
ACHIEVED



REPORTING
CAPABILITIES
ENHANCED

The new PIM system serves as a centralized data source, allowing users to manage item attributes across all channels and regions. This unified system maintains all hierarchy and supplemental item information, integrating it throughout the retailer's technology. The result is improved data integrity, enhanced reporting capabilities, and the ability to redesign the entire corporate item hierarchy.