

CASE STUDY

International Welding & Cutting Company Uses Riversand MDMCenter to Improve Product Marketing



Project background

The client is a global producer of welding and cutting equipment and consumables as well as a marketplace leader in automated welding and cutting systems. The client has a broad global presence with more than 6,000+ employees and manufacturing facilities across four continents. The client tools and equipment can be found on jobsites in almost every nation in the world.



To support its global operations and complex marketing needs, the client had employed a variety of data management systems. As the business grew and expanded, new data systems came into use to keep up with the 1,300+ product lines and 25,000+ SKUs. As expansion continued, several issues revolving around product data began to arise, such as:

- Redundant product entries
- Scattered data across four different ERP Systems
- Inconsistent product information
- Differing marketing claims and description



When management identified these problems and saw the potential to lower marketing costs by fixing them, they began looking for a solution. The use of product data in multiple systems caused issues because each system had its own set

of data management policies. This created a situation where a single product could have different data attributes in each of the multiple PLM and ERP Systems in use.

Project Overview

The client recognized the need for better master data management (MDM) and after evaluating the leading providers, they chose Riversand's product information management (PIM) tool, MDMCenter. PIM serves as a single source of truth for product attributes and keeps data consistent even across multiple channels. First, Riversand completed a one-time cleanup of the product data and identified the correct source of master data where conflicting attributes were found. Riversand's MDMCenter and media asset manager (MAM) were then implemented to prevent data from slowly deteriorating.

Results

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With MDMCenter in place as the single source for product data, redundant legacy systems were retired at a cost savings of \$100,000+ per year. Additionally, with a single system in place for all product lines, marketing efforts became less labor intensive. Instead of several different departments across the globe each writing their own product descriptions for identical products, now a single description is loaded into MDMCenter along with translations. Marketing claims now stay consistent across different channels and regions and this has enabled a headcount reduction in marketing at an estimated \$500,000+ per year. The Marketing Executive noted, "Riversand's solution enables us to easily access product marketing and technical information to provide rich product content. Also, images are stored and tagged by country along with supporting text in 23 languages so we can offer a truly localized experience."

The Client continues to expand their PIM footprint today by onboarding new products from Victor Technologies, a recently purchased subsidiary.

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