



## Faulty Product Content Can Cost You

Your reputation could be at risk if your content isn't up to par.



Riversand Technologies was approached by a client that has been struggling for years with product data management problems. New products weren't allocated to the correct category in the system, certain fields were being misused, and in many cases there were poor item descriptions leading to confusion and frustration for customers. The inability to provide rich, complete and error-free information to customers was damaging the client's reputation. Riversand was sought out for help.

Our client started television network 25 years ago offering collectible items such as coins, knives, quilts and skin care products. After their initial success, they decided to concentrate on what they knew how to do best procuring quality jewelry and loose gemstones and selling them at a discounted price, usually well below retail.



*“Being the world's largest supplier of loose colored gemstones, it is natural that our customers should count on us for the best information on the product.”*

In the past 20 years, they have grown to be the largest retailer of loose gemstones in the world and one of the Top 5 online jewelry retailers in the United States. Their website has been ranked the third largest jewelry website according to Internet Retailer's Top 500 Guide. The company has yearly sales of over \$520 million and over 1,300 employees, and their product catalog includes over 1.6 million established products. The company offers over 50,000 new products each year.

**\$500MM+**  
sales

**1,000+**  
employees

**1.5 MM+**  
products

**50K**  
new products/year

### The problem

The client's primary goals were to, efficiently manage and track the brand's content across the platform and to extend their taxonomy for gemstone content. They wanted a system with the ability to attach wireframe schematics to gemstones, and which provided better dimensions for their digital photos of the products.

In addition, they wanted to improve the appraisal handling process for particular stones and enhance and automate the product descriptions. For their sales channel, the client wanted to build their own interface for customers and integrate it with PAM to enhance the whole customer experience. All their Blue Cards were to have an interface and data enrichment.

Overall, the client was looking for a better, more efficient Product Information Management (PIM) system and decided on Riversand's MDMCenter (best-of- breed) PIM solution.

## Solution and Results

Riversand Technologies helped the client to integrate the new PIM solution into their systems. The client was able to benefit immediately from an improved PIM system following the rapid phase one implementation. Our PIM solution allowed the client to have more flexibility in generating product taxonomy. The business has more control over the customer-facing product data, and a broad scale Riversand's, PIM provided standardized and consistent descriptions across all the marketing channels, and it reducing data inaccuracies.

The inventory management process has been improved, and can now quickly and easily expand their SKU count, product attributes, and the overall content. They can publish more product information for their customers and channel partners, including more selling features and product groupings like ensembles and kits, all from their new, centralized MDM system, without fear of errors.

Due to the improved SKU creation, the company also benefited from reduced costs and a faster time-to- market for their new 50,000 products, leading to increased sales.



*Riversand's PIM solution is already helping us deliver on this vision quickly and without the cost of an internal application development*

MDMCenter has considerably improved the sales funnel by providing targeted product information for each sales channel as well as making the management of digital assets more efficient. The new PIM solution supports the demanding channel distribution partners and ensures a consistent cross-channel customer experience.

In addition, the internal failure costs (scrapping, reworking, and re-inspecting units) were reduced by an average of 0.04% while the external failure costs for products (financial impact of product returns, warranty costs, and recalls) were reduced by an average of 0.09%.

Overall, the client's annual revenue increased by 1.3% compared to their competitors who do not benefit from the Riversand solution. This 1.3% equates to a significant sum of approximately \$6.75 million /year for our client.

After the implementation of our MDMCenter, the company can support large product catalogs, save considerable time when handling the product data for its large portfolio (and the average of 37 associated digital assets per product) and avoid errors that come with a poor data management system across multiple platforms. The client can focus its attention on offering great new products and anticipating and meeting the needs and the demands of their customers.



*Having such quality, dependable content would raise our awareness in the market, impact our reputation, and likely have a positive impact on our internal culture."*



Riversand is an innovative leader in Master Data Management, powering industries from the world largest to SMBs. Riversand's single integrated, scalable and robust multi- domain MDM platform caters to a variety of use case across multiple verticals. In addition, Riversand offers specific solutions such as Vendor Portal, Spare Parts Management, Material Master, GDSN on-boarding, Media Assets Management, Print Publishing etc. Business value which Riversand provides include accelerated time-to- market, increased sales, improved order accuracy, reduced costs and enhanced customer service. Customer satisfaction is at the heart of Riversand's innovation.

For more information, visit [Riversand.com](http://Riversand.com) and follow [@RiversandMDM](https://twitter.com/RiversandMDM) on Twitter.

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