

CASE STUDY

Leading Beauty Retailer Uses Riversand Product Information Management Solution to Improve Data Quality



The client is the largest beauty retailer in the United States and the premier beauty destination for cosmetics, fragrance, skin, hair care products and salon services. Since opening its first store 25 years ago, the client has grown to become the top national retailer.

The company offers more than 20,000+ products from over 500+ well-established and emerging beauty brands across all categories and price points, including the client's own private label. As of January 2016, the client operates 800+ retail stores across 40+ states and distributes its products online.

20000+
Products

800+
Stores

500+
Brands

25
Years

300+
Vendors

Data Landscape

The client prides itself on providing an exceptional customer experience and increasing customer loyalty. To those ends, they offer a very wide variety of brands and products, requiring over 300 vendors to stock. In addition, they market their products both in print and online. Keeping up the stock necessary to actualize their goal of becoming a “one stop shop” is, unsurprisingly, a data-intensive task.

The client vendors were providing product data in Excel spreadsheets, which then had to be manually reviewed and mapped by an employee. This product onboarding process was labor-intensive and increased the time it took products to become available. Additionally, product descriptions were vulnerable to inconsistencies when different people loaded them into different systems, for example into an ERP and an ecommerce application.

Project Overview

The client's IT provider recommended a product information management (PIM) solution to remedy these problems. After evaluating the leading providers, they chose Riversand Technologies' browser-based PIM solution, MDMCenter™. MDMCenter seamlessly integrated with the SAP environment that was already in place. The 20,000+ product offerings were loaded into the system in a standardized method. Data governance policies were put into place to ensure data quality does not degrade going forward.

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“PIM has ensured that product descriptions and marketing claims are consistent across print, web, in-store, etc. by acting as a single source of truth for product data.”

Results

MDMCenter both increased the data quality for existing product data and improved the new product onboarding process.

MDMCenter serves as the single source of truth for product data across the enterprise. Product data is entered and stored in MDMCenter, where it can be accessed by other systems like ERPs, ecommerce applications, and print catalogues.

The Client's implementation of PIM has ensured that product descriptions and marketing claims are consistent across print, web, and physical locations. This is key improvement that has prevented lost sales and improved customer experience.

There is now a single entry point for all product information, allowing a centralized data governance policy to ensure that new data is entered in the same standardized format and prevent data degradation.

MDMCenter has also streamlined the new product onboarding process. Instead of manually entering information from Excel files into the ERP, ecommerce app, and elsewhere, new products are entered into MDMCenter and their information is automatically pushed down to lower-level systems. Additionally, workflow processes ensure that new products are sent to the correct employee for approval, further speeding the process along.

Consistent product data and faster new product creation are critical improvements to the client's customer loyalty-focused business. Their efforts to anticipate and meet customer needs were limited by problems with product data and the drawn out process for adding new products. After implementing MDMCenter, the client can now provide customers with more accurate product information and bring new products to market faster than ever.



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