riversand™

Leading IT Solution Provider Uses Riversand™ Product Information Management Solution to Lower Costs and Speed Time to Market

Project background

Riversand has been helping to improve PC Connection's business results for over 3 years. PC Connection, Inc., is a leading information technology (IT) solutions provider to businesses, governments, educational institutions, and consumers. They offer a broad selection of more than 130,000 complex, attribute-rich products with sophisticated merchandising relationships. Headquartered in New Hampshire, PC Connection is a $1.3 billion company providing computer products, advice, and information to millions of customers. Since its founding in 1982, they have continually been recognized for their commitment

PC Connection™
we solve IT™

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to service which is one of the company's founding and guiding principles. Today, they serve customers through account managers, websites, and specialized IT product catalogs, all supported by information from Riversand's PIM Solution.

Project Overview

As part of its PIM project, PC Connection wanted a single-point reference system for product information across multiple customer touch points including its web site, web search engine (EndecaTM) and other sales channels. Riversand designed and developed a centralized single point reference system for aggregation, storage, maintenance and distribution of enterprise product data. Riversand worked closely with our client to develop adapters to quickly on-board data from CNET, one of PC Connection's product data feeds, and directly from suppliers. Riversand's ProductCenter managed the aggregation of classification & product information

from various sources as well as the workflow of PC Connections own internal data enrichment process. This data was then syndicated as e-commerce ready catalog content to web stores, search engines and other downstream systems.

Results

As a result of its commitment to innovation, PC Connection was awarded first place in both the Supply Chain Innovation and the Retail Industry categories, and ranked #8 overall on the 2008 InformationWeek 500 list.

The InformationWeek 500 is a prestigious list of the brightest business technology innovators in the country. PC Connection broke into the top 10 of the InformationWeek 500 that year due to its investments in IT infrastructure and supply chain initiatives, including Riversand's PIM solution, ProductCenter. "We are honored to be recognized in the InformationWeek 500, and to be ranked #8 overall among the nation's most innovative companies," said Jack Ferguson, Executive Vice President and CFO of PC Connection, Inc. We will continue to invest in our infrastructure, and introduce innovation wherever possible for the benefit of our customers. Our focus on the customer drives the way we approach solving problems and how we work with our vendor partners.

Riversand has been 100% focused on the success of our client and the ROI of the PIM project at PC Connection. Riversand's PIM solution and PIM consultants had a significant impact on key performance indicators at PC Connection. As a result of its work with Riversand, PC Connection was able to reduced new product introduction timelines by 80% - an important competitive advantage in the fast-paced IT marketplace. In addition, ProductCenter improved scalability and performance – including near realtime syndication of data – which also helped PC Connection get products to market faster. Furthermore, PC Connection realized significant cost savings due to the decommissioning of multiple legacy systems which were previously trying to manage the PIM process. And PC Connection was able to do more with less – their content management team was reduced by 33% with no impact on overall productivity. These results are typical of other Riversand implementations in the ecommerce sector

Riversand is an innovative leader in Master Data Management, powering industries from the world's largest to SMBs. Riversand's single integrated, scalable and robust multi-domain MDM platform caters to a variety of use cases 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 and follow @RiversandMDM on Twitter.

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