

## CASE STUDY

## Schneider Electric Buildings Business (SEBB) and Riversand MDM



Schneider Electric is a global, highly diversified conglomerate with revenue of over \$ 25 Billion (19.6 Billion Euros) The company has consistently sought opportunities in growth markets and are leaders in providing energy management products, solutions and a growing range of services. One of Schneider's business units is the Schneider Electric Buildings Business (SEBB) which provides parts, products and software for energy management, automation and security systems for industrial and commercial buildings.



*Schneider Electric Buildings Business is a global provider of integrated building systems with a 120-year history in building automation, access control and security*

### The Situation

SEBB has over 8,000 employees worldwide and expertise in diverse building segments such as hospitals, offices, universities, retail and other areas. SEBB has an extensive portfolio of complex parts and products to create integrated building solutions resulting in over 100,000 SKUs. Corporate acquisitions have been a big part of the division's growth and has presented SEBB with a variety of challenges. As SEBB acquired other companies, they acquired new products and parts cataloged on remote databases across multiple ERP systems. It became increasingly difficult to keep up with literature and documentation needs. As a result, data was inconsistent, attributes were scattered and employees were constantly validating product information. SEBB soon realized that they needed to find a way to efficiently manage the explosion and quality of product information.

*Growth through acquisitions and mergers created a drastic increase in product information stored in different locations and databases*

## The Challenges

### Strict processes, focus only on quality

SEBB's ecommerce platform, iPortal, was launched in 2008 and quickly accounted for 90% of the company's orders. The success of the portal created an issue as it was built on a temporary content management system (CMS) that was cumbersome to update and maintain. It was taking up to 20 minutes to upload each new part into the system. The ecommerce roadmap called for growing the current portfolio of 15,000 parts to over 80,000 parts. According to Brad Stradtman, SEBB, Product Manager eCommerce and Tools, "we realized we were not going to be able to support our products globally if we did not have a better way to manage our data".

*Support SEBB's new ecommerce platform by reducing system upload time for new parts which was up to 20 minutes per part prior to implementing Riversand's MDMCenter*

### Deliver richer product information through all customer touch points

SEBB also had a problem getting the right information to sales and channel partners. Without aggregating their data into "one single source" SEBB would not be able to roll out future support for their project, engineering and estimating tools. According to Scott Masticola, Director of Pricing and Product Information, "Trying to integrate it all together and provide accurate, timely product information to additional corporate systems it is really the back bone of what we are trying to accomplish with the MDM system".

## The Solution

In 2010 SEBB went through a formal evaluation process of MDM providers to:

- Ease uploading data into the system
- Set up an appropriate hierarchy and data model
- Ensure data quality and the consistent management of data
- Publish to iPortal and support other systems

SEBB chose Riversand based on their professional response to the engagement and their solution's ability to offer the best technology with most flexibility. Riversand's MDMCenter would not only manage product data for publishing catalogs, but also support syndication to other systems and tools used by SEBB.

## The Results

SEBB has been very pleased with the results. According to Brad Stradtmann, “Riversand’s people were exceptional throughout the implementation and continue to be very responsive. They helped us migrate to a better method of doing things and the data cleanup was a process we would never have been able to do without their expert assistance.”

### HOW MUCH LESS TIME AND EFFORT?

As a result of the MDM project success, SEBB is convinced that expanding the scope of the Riversand solution will be a key factor for future growth

A key improvement is a “single source of truth” for data. The consistency and accuracy of the data is improved and as a result the redundancy of information across the organization has been greatly reduced if not eliminated. This has saved SEBB significant time and money by eliminating the maintenance of multiple data sources.

The Riversand MDM has also enabled SEBB to be more competitive by publishing accurate and high quality data for a better user experience. The data is now organized so users can quickly find the right products and corresponding information. Additionally, a supplier portal is being rolled out so that strategic vendors can have their product data syndicated directly to the ecommerce system, offering additional savings for SEBB and their vendors. SEBB can now quickly publish accurate information into their ecommerce system - enabling better promotion of their parts and products. Now if engineers need a particular part, it can be easily found.

Throughout the project, SEBB found Riversand to be very flexible. According to Brett Hopkins, SEBB, Software Platform Manager – eCommerce “Riversand has been very agile concerning functions and features that are not standard out of the box. They are able to work them into the roadmap in a reasonable amount of time”. Brett concluded, “Overall it has been a successful project and I think going forward we will have a lot more success as we get MDM more integrated into all of our processes.”

*Riversand’s MDMCenter enabled Schneider to reduce product upload time  
75%. Faster publication of accurate data into SEBB’s iPortal system  
enables better promotion of preferred parts and products.*

## The Future

Moving forward, SEBB will continue to expand the portfolio of products syndicated through Riversand's MDM by offering more products from strategic suppliers and other Schneider divisions. SEBB will also begin integration of the MDM system with their engineering platform to support syndication to other systems and tools. This will include a variety of applications such as their suite of selection tools and pricing calculators. Furthermore, SEBB is looking to deploy additional capabilities from Riversand to manage multimedia assets and the print publishing process.

SEBB is convinced that expanding the of the Riversand MDM system will be a key factor for future growth. "The Riversand MDM system is a key element of a larger strategy supporting tools and other systems in the future" says Scott Mastricola. "Riversand is a great company to work with particularly in those situations where you are planning to do more than just catalog publications."



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](http://Riversand.com) and follow @RiversandMDM on Twitter.

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