

## ■ Central Product Information Hub Reduces Marketing Costs and Turnaround Time of Campaigns

Company:

**Colruyt Group**

Industry:

**Retail**

Region:

**Europe**

Solution:

**Product MDM**



### Executive Summary

Belgian retailer and wholesaler, Colruyt Group, founded in 1928, employs about 30,000 people and comprises of many different brands, some of which were obtained through acquisitions.

Despite integrated systems, information was spread all over the organization. Product information was not consistent, and the group's rapidly growing online activities meant that there was a greater need for structured product information.

A preliminary study into the preconditions for master data management showed that the group's infrastructure was unable to meet future needs. In short, the group had reached the limits of its existing marketing systems.

Colruyt Group needed a standard tool to tie in with its business processes that involved as little customization as possible. The implementation of Stibo Systems Master Data Management (MDM) platform provided just that with as much as 95% of its implementation out-of-the-box.

The MDM has accelerated a more efficient management of product data and more efficient work processes that include quicker time to market and a more democratized data culture that allows people across the business to make changes and adapt to market trends much sooner.

### The Business Payoff

A more efficient work process, together with the enriched product information enabled by MDM, has cut the cost of marketing communications by 30% on average, while the turnaround time from product development to campaign was reduced by an average of 40%.

Colruyt Group now has a stable marketing MDM system that meets its current and future product information needs.

### The Customer Experience

Colruyt Group's activity in several industries and countries means that they currently display product information in three languages, so multi-lingual scope was an absolute requirement, as was a modular construction, which allows new functionalities to be added easily in the future.

Colruyt Group now has a user-friendly solution for the central management of its product information. Because the MDM solution is intuitive in terms of use, several people across the business are able to make changes very easily, allowing them to adapt to market trends much sooner – an absolute must in an increasingly digitized environment.

## Challenge

Before the MDM implementation, Colruyt had a need for a central product information hub with qualitative, consistent data to reduce the effect of efficiency loss due to poor product information. This entailed a number of related challenges and aspirations:

- Reduction of the turnaround time from product development to marketing campaign
- Transition of master data management from being based on unstructured to structured data
- Implementation of an intuitive solution which allowed the business to make simple changes itself

## Solution

The group wanted to use Stibo Systems MDM to streamline its processes, while avoiding as much customization as possible. The MDM solution is specifically leveraged to automate the development process for Colruyt's marketing articles and campaigns.

The resultant marketing MDM project had a direct and positive impact on the business, underlining the strategic importance of the solution.

## Result

"Consumers want as much information as is available and we have to react in the most consumer-centric way possible. Nowadays, you cannot afford to provide poor product information, particularly online, where there is more space to display information and where it is possible to work with different layers of information. We used to spend a lot of time looking for the right data, but now we know the product information is correct and contains all we require for communication purposes," says Tom De Vlieger, Innovation Manager Premedia at Colruyt Group.

“ We now have a stable MDM system that meets our product information requirements and is ready for the future. Without a doubt this is the most important result of its implementation.”

—Tom De Vlieger, Innovation Manager Premedia, Colruyt Group



## About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](https://stibosystems.com).