

## CASE STUDY: HUDSON & CANAL

Quality PIM implementation and enablement cuts time to market in half

Hudson & Canal is a small but mighty home furnishings company. With a compact, talented, and multifunctional workforce, this modern B2B distributor takes advantage of digital advancements to improve the functionality of their nimble team.

Self-identifying as “digital first”, it comes as no surprise that adding Product Information Software to their carefully chosen suite of technological solutions was on the advancement roadmap.

“We were operating exclusively out of excel and it isn’t that it wasn’t working but a big initiative on our end was finding opportunities for automation.” shared Pat Haley, Senior Account Manager at Hudson & Canal.

### Challenges:

In many ways, Hudson & Canal represents the common and most powerful PIM use case. The goal was to improve automation in their go to market process, thereby reducing the time to market and the manual touch requirements.

“When we decided we needed Salsify in our workflow operation, our business needed to scale faster with increased automation but also increased reliability and dependability of data integrity.” shared Senior Account Manager, Pat Haley.

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Pat Haley  
Senior Account Manager, Hudson & Canal



### Industry:

B2B Furniture and home furnishings

### Need:

Improve automation to reduce manual sku touches and generate trust in data accuracy

### Solution:

Salsify implementation and enablement

### Result:

Achievement of automation goals  
50% reduction in sku build time  
50-95% reduction in sku to retailer time





### Objectives:

- Enable a solution to scale rapidly
- Establish a single source of truth for data management
- Increase automation in go to market strategy
- Decrease time to market
- Improve overall efficiency

### Solution

Having selected a number of digital solutions to improve business processes, entering the PIM world was not much different. Doing research and participating in demos led them to Salsify as an information management solution. This tool provides all of the requirements Hudson & Canal set forth with additional capabilities for future expansion. Salsify was a good fit happy medium with well packaged offerings vs the a la cart methods of some of their competitors.

For Hudson & Canal, Sitation came with the Salsify selection. As a Salsify Gold partner for implementation, working frequently with the platform, and home to a number of certified experts, Salsify recommended Sitation as the implementation partner and Hudson & Canal went with it.

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Pat Haley  
Senior Account Manager, Hudson & Canal

“Our experience with Sitation and Salsify was very positive and the transition and implementation was about as smooth as we could have wanted.”

Haley and his colleague Ashley Collins worked closely with Sitation’s Operations Manager - Data & Content Services, Stephani Niston and Implementation Specialist, Nick Rotan. He says that the Sitation team was flexible and accommodating but more importantly, completed the implementation with full enablement in a way that when Sitation was complete, Collins and Haley were able to take over confidently and with measurable success.

### Results:

- Enabled ability to add retailers to syndicated portfolio with increased speed
- 50-95% faster time to market depending on retailer
- Data integrity improvement
- Scheduled imports and exports
- Swift and accurate catalog creation
- Downstream benefits to internal and external partners via workflows, catalogs, and sites

As a B2B distributor, Hudson & Canal was already available on a number of online retailer sites but a Sitation led Salsify implementation and enablement changed the process.

“In terms of building an individual sku, we have seen at least a 50% reduction in time. Time efforts for getting new skus on to retailers has reduced by 50 to nearly 100%.” says Haley “Salsify has not only allowed our team to work faster, smarter, more efficiently and effectively but also trust the work we’re doing is accurate and our channels are maximized with the content we can offer.”

“You can’t even quantify the value of having all our data in one place.” Haley says of the value of Salsify as the single source of truth.

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