



CASE STUDY:

Bush Brothers & Company

Sitation PIM & Content Syndication
Management Leads to Improved
Retailer Scorecards and Data Quality





About **Bush Brothers & Company**

Bush Brothers & Company is a family-owned, American food company that has delighted consumers with its wide range of bean products for over a century. Growing from a small canning operation in Chestnut Hill, Tennessee, Bush's is a leading player in the canned beans market, and a cherished part of the American culinary tradition.

Increasing complexity of syndication creates resourcing constraint - Bush seeks a new path forward.

As quick shifts were happening in grocery eCommerce, Bush found itself with few supporting resources for managing PIM and Product Content Syndication priorities.

Bush understood the competitive need to have current & relevant content online.

Few internal team members were trained in critical functions of syndication management, creating risk in a fluid labor market. This risk eventually led to syndication bottlenecks, incongruence across systems and data inconsistencies.

Challenges

- A corporate need for advanced syndication expertise in a vertical with known complexity
- Limited internal resources to manage PIM & Content Syndication
- Syndication bottlenecks led to dated information and poor consumer experience

Goals

- Update content across 150 products and more than 100 distinct retailers and trading partner destinations
- Streamline GDSN and Content Syndication through a single tool
- Achieve Workflow Automation & Data Quality
- Reduce Overhead & Redundancies
- Improve Retailer Score Cards

Approach

Leverage Sitation Managed Services for a Comprehensive Syndication Program

- Complete content readiness review to create Strategy Roadmap and Program Goals
- Salsify Optimization, Data Gap Fill, New Functionality
- Scope Expansion to include all syndication platforms (Salsify PIM, Syndigo, Brandbank, IX-One/Data Council, 1World Sync) for Comprehensive Approach

“Sitation elevates our ability to **connect content with consumers** and we are thrilled with the services they provide.”

Kristen Arnwine

Division Manager, Bush Brothers & Company



As a Salsify Platinum Partner, Sitation adopted a comprehensive strategy to tackle the challenges faced by Bush Brothers & Company.

Completing an audit of the company's systems, processes, data model, and content readiness helped identify the underlying issues, and laid the foundation for an effective action plan.

Results

- Updated Automation
- Salsify & GDSN Ownership
- Data Completion
- Content Syndication Management
- Performance Monitoring
- Improved Retailer Score Cards



[Contact us](#) today to learn more about Sitation Managed Services as a driving force to resolve your product content and data management challenges.

Conclusion

Sitation continues to be a valuable partner for Bush Brothers & Company, playing a pivotal role in substantially improving data quality, brand consistency, retailer scorecards, and content syndication.

"Sitation provides excellent service coupled with **best-in-class syndication** and **PIM management**. Communication is clear, roles and responsibilities are clearly outlined and our project managers provide advice and direction based on industry trends." shares Arnwine.

