



# Sitation's Plezio Rev & Akeneo PIM Streamline Product Data for Lordco's New E-commerce Platform

A CASE STUDY WITH







## ABOUT LORDCO

Founded in 1974 and headquartered in Port Coquitlam, British Columbia, Lordco Auto Parts is a leading distributor of aftermarket parts with 90 stores and four warehouses across Canada and the United States. The company supplies a vast range of motor vehicle accessories, tools, and equipment, servicing both wholesale and retail customers.

---

## CHALLENGES

- **No Centralized Product Data System:** Without a PIM, product data was scattered and inconsistent, complicating efforts to manage information across a diverse catalog.
- **Complex Data Requirements:** Managing fitment and product details from 300 suppliers was challenging due to variations in data formats and standards.
- **Need for Fast Deployment:** Lordco aimed to deploy a robust solution quickly to support the upcoming e-commerce launch.

---

## GOALS

- **Implement Akeneo PIM:** Centralize product information with data modeling and governance to streamline ingestion and integration.
- **Fitment Management:** Engage Sitation's fitment solution (Rev) to manage automotive data within a PIM.
- **Seamless Integration:** Enable data flow to and from key systems, including integration with BigCommerce for BOPIS products.
- **Enhance Data Quality & Governance:** Streamline management of complex data structures, improving consistency across categories.



**Neil Russell**

Director of Ecommerce  
Lordco Auto Parts

**"Once the engagement started, Sitation hit the ground running. They were incredibly fast and efficient, packing a lot of work into 12 weeks. Their team's deep experience in automotive data and dedication to our project made all the difference."**

With deep experience in data management and PIM system platforms, Sitation helps automotive manufacturers and retailers navigate complex product relationships, meet retailer-specific requirements, and stay compliant with evolving industry standards. This expertise is why Lordco partnered with Sitation.

[sitation.com](https://sitation.com)

## APPROACH

- **Automotive Fitment App Integration:** Leveraging Sitation's fitment solution to manage complex automotive data, covering vehicle and part compatibility.
- **Akeneo PIM:** Utilizing industry leading Akeneo platform to manage product data and develop governance within the PIM to ensure seamless integration across platforms.
- **Custom Data Processing:** Developing a two-tiered approach to handle variations in supplier data, allowing Lordco to standardize information while incrementally improving data quality.
- **Rapid Execution:** Completing the initial PIM setup in 12 weeks, including pipelines for ongoing data updates, enabling continued scalability.





## RESULTS

- **862K Product Records Loaded:** Over 1,400 categories and 280 brands integrated, with 55 million fitment records processed to ensure compatibility.
- **Streamlined Data Management:** New supplier data is integrated seamlessly, with Lordco adding 100K more records since the initial setup.
- **On-Time Delivery:** The project was completed within the tight 12-week timeline, enabling Lordco to proceed with the planned e-commerce launch in January 2025.

## CONCLUSION

Lordco Auto Parts' successful partnership with Sitation and Akeneo demonstrates the transformative power of centralized product data management and tailored fitment solutions. By addressing complex data challenges and ensuring a seamless integration with their e-commerce platform, Lordco has positioned itself for continued growth and operational efficiency. With over **862K product records and 55 million fitment records processed**, the results speak to the scalability and precision of Sitation's approach.

Delivered on time and with exceptional expertise, this project sets the foundation for Lordco to excel in the digital space and provide an enhanced customer experience.

For organizations seeking to overcome similar challenges and elevate their product data strategy, Sitation offers proven expertise and innovative solutions to achieve success.

[Contact us today.](#)

[sitation.com](https://sitation.com)



## **ABOUT SITATION**

Founded in 2001, Sitation has become a global leader in digital merchandising, offering a diverse selection of solutions to help brands, manufacturers, retailers, and distributors compete and win on the digital shelf.

We're proud to partner with the leading PIM & MDM solutions, offering best-in-class service and certified solution consultants to customers across the Automotive, B2B, Brand, Beverage & Alcohol, Furniture, Grocery, Hi-tech, and Retail verticals.

Some of the most recognized brands in the market, including Welch's, Campbells, Philips, BIC, Staples, and Bush Brothers & Company, trust us to support their merchandising initiatives.



Digital Merchandising Supercharged



## **ABOUT AKENEO**

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, and more utilize Akeneo's intelligent Product Cloud, app marketplace, and partner network to create elevated product experiences through product data enrichment, syndication, and supplier data onboarding.

For more information, visit [akeneo.com](https://akeneo.com).



THE PRODUCT EXPERIENCE COMPANY