



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

A CASE STUDY WITH





ABOUT BUSH BROTHERS & COMPANY

Bush Brothers & Company, a family-owned American food company, has been delighting consumers with its wide range of bean products for over a century. The company's journey began as a small canning operation in Chestnut Hill, Tennessee, and has since grown into a prominent player in the canned beans market.

Bush's is known for its commitment to quality, flavor, and innovation, ensuring each can meets the highest standards. Their diverse product lineup, from classic baked beans to savory chili beans, is a cherished part of American culinary tradition. This dedication to excellence has made Bush Brothers & Company a staple in family meals nationwide.

As a testament to their enduring legacy, Bush's continues to innovate while staying true to its roots, maintaining the same family values and passion for delivering delicious, high-quality bean products that have defined the brand for generations.

The increasing complexity of syndication creates resourcing constraints so Bush sought 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



Kristen Arnwine

Division Manager, Bush
Brothers & Company

"Sitiation elevates our ability to connect content with consumers and we are thrilled with the services they provide."

APPROACH

- 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

As a Salsify Platinum Partner, Sitiation 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 & 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. The work between Sitation and Bush Brothers & Company, includes:

- Updated automation
- Salsify & GDSN ownership
- Data completion
- Content syndication management
- Performance monitoring
- Improved retailer score cards

"Sitation provided 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.

Contact us today to learn how Sitation Managed Services can serve as a driving force to resolve your product content and data management challenges.

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



ABOUT SITUATION

Founded in 2001, Situation has quickly 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