revalize + sitation + akeneo

CASE STUDY: REVALIZE
SITATION LED AKENEO IMPLEMENTATION RESULTS IN ENRICHMENT COST REDUCTION FOR CPQ PROVIDER

Specializing in connecting their customers to the correct CPQ solutions for their manufacturing verticals, Revalize enables better buying and faster sales for their customers. As an industry specific software solution company, Revalize enriches product data for food service equipment and supplies manufacturers, optimizing client's sales-to-production processes to maximize revenue and simplify complexities.

Challenges

Revalize boasts a talented team of engineers and thus began with home grown solutions for data management. While these customized systems met the company's needs initially, the architecture was outgrown over time as business and technical requirements evolved.

A lack of self service opportunities was a primary pain point for Revalize and their internally developed data approach. Their customer base expects quick turnaround times; a standing commitment to a 15 day maximum update timeline, without exception for large scale or high volume needs. Additionally, the content team needed to assign guidelines and restrictions around the data transfer process but lacked the functionality to put these in place.

Industry: Industrial foodservice equipment CPQ

Need: Improve product enrichment effiencies

Solution: Enabled large volume data changes via Akeneo

Results: Akeneo 2022 PXM Experience Award Winner

71%
Decline in Cost per Enriched Product SKU
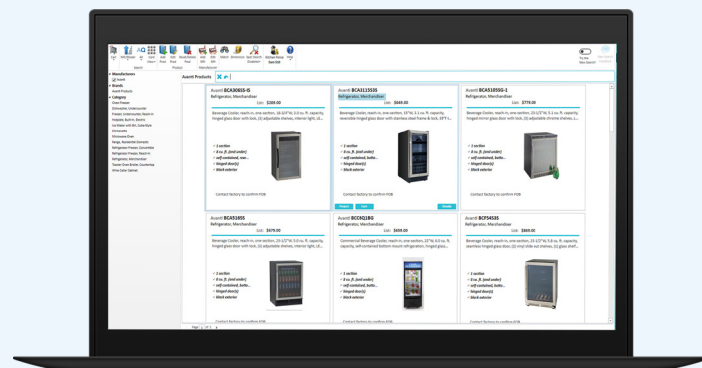
55%
Increase in Volume of Enriched Products

50%
Reduction in Manual Creation Processes

"Sitation was confident in being able to deliver successful results and they did so for each and every milestone of the project."
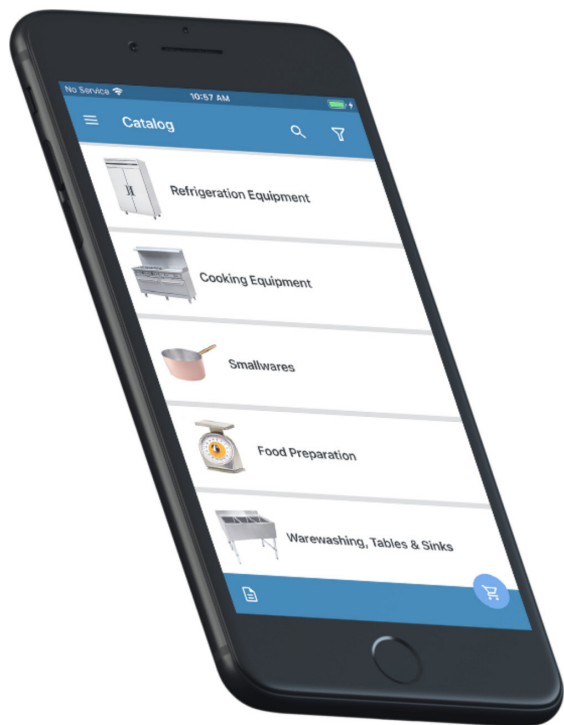
Jim Starr
Director of Content Services, Revlize

Objectives
- Replace homegrown data management solution with a PIM instance
- Reduce data augmentation time for high volume requests
- Assign guidelines and restrictions for data transfer processes

Solution
Prioritizing self service capabilities and ease of use, Revalize selected Akeneo as its PIM software preference. As a company that deals in data instead of physical products, they sought a solution as flexible as their home grown system without requiring their in-house engineering team to create and maintain it.

Sitation's experience with Akeneo PIM implementations, team of Akeneo certified experts, as well as the ability to hit the ground running with no time lost led Revalize to partner selection.

"We've been able to reduce the time spent manually creating product descriptions."

Jim Starr
Director of Content Services, Revalize

"We also wanted to partner with a company who was not afraid to tackle the large scope of our catalog. We maintain over 1,000,000 products, 5,000 families, and 10,000 plus attributes. Sitation was confident in being able to deliver successful results and they did so for each and every milestone of the project." Says Jim Starr, Director of Content Services.

By leveraging the rules engine within Akeneo, Revalize is able to make mass updates within groups of products, eliminating the manual product description process for each individual product. Additionally, being able to identify and select a specific asset rather than an entire data set has improved efficiency.

"I can create some custom input within those rules and we can take something that used to take hours of time...and just run a single rule within that specific data set to say what the product description should be." shares Starr "We've been able to reduce the time spent manually creating product descriptions."

Sitation's Akeneo Certified Senior Director of Solution Architecture, George Dzuricsko explains, "With any catalog size over a million skus, tools like product duplication to speed up enrichment are critical for power users like Jim's team. Reference entities, which allow for a single piece of enriched data like a vendor to be enriched independently from products, have a similar value for shared values."

Akeneo's Import and export features are the most used for Revalize. In fact, they worked with Sitation to add extra import and export capacity to their instance, giving them the ability to add validation and visibility to outgoing data.
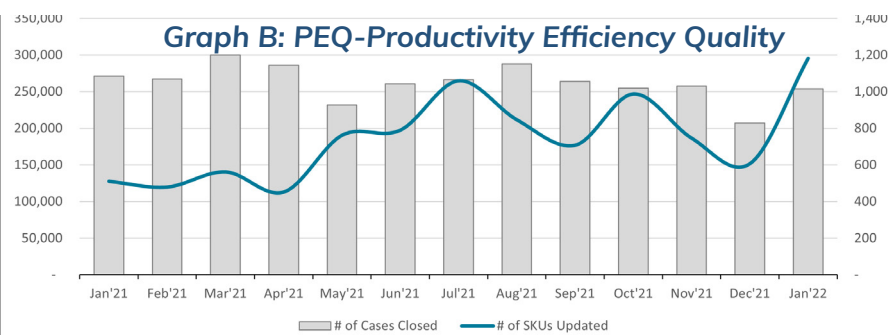
Results

- Faster service through mass change bulk updates
- Continuous decline in cost to enrich each SKU
- Increase in the number of product updates completed in a given time frame
- Delivering value to customers through accurate data and error prevention

Success with Akeneo at Revalize can be demonstrated through both of their two most commonly used metrics.

A continuous and steady 71% decline in Cost Per SKU, the metric which measures the cost (related salaries, expenses, and overhead) to enrich an individual SKU, directly correlates with Revalize's Akeneo instance launch.

Graph A: Cost Per SKU

Legend: SKUs Updated (bars), $ per SKU (line). X-axis: Jan'21 through Jan'22.
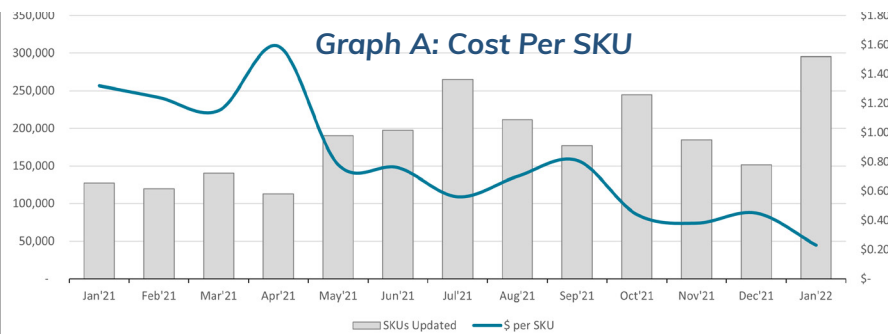
Productivity Efficiency Quality (PEQ) represents the number of product updates they are able to complete in a given time frame. While Starr anticipated a reduction in PEQ with the introduction of a new workflow, he instead saw and documented an increase immediately after launch. Revalize experienced a 55% increase in updates, far exceeding their pre Akeneo data management practices; only seeing reductions in times of significant workforce transformation and mass training.

Graph B: PEQ-Productivity Efficiency Quality

Legend: # of Cases Closed (bars), # of SKUs Updated (line). X-axis: Jan'21 through Jan'22.

It is important to note that the number of product updates increased in spite of a 30+% team size reduction, improving well beyond the fully staffed rates of the past.

"Working with the premier out of the box functionality of Akeneo allows us to reduce the human process in massive updates and decrease the manual product creation lift by 50%. Not only is that a resource saver, it improves our ability to deliver accurate product data and that is our ultimate value to our customers." Jim Starr

Please visit www.Sitation.com for information on how we can assist your organization with its challenges.
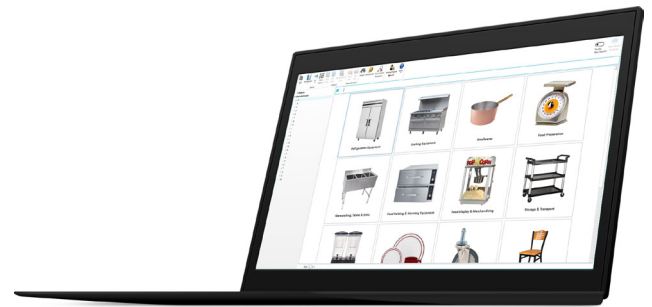
> "…Akeneo allows us to… decrease the manual product creation lift by 50%. Not only is that a resource saver, it improves our ability to deliver accurate product data and that is our ultimate value to our customers."
>
> Jim Starr
> Director of Content Services, Revalize

GOLD PARTNER
akeneo

Inc. 5000
AMERICA'S FASTEST-GROWING PRIVATE COMPANIES

in