Product Data Harmonization, Cleansing & Categorization

Customer Case Study - A dental equipment manufacturer

Business Need

The company needed to make a significant push in defining and developing core components of their Digital Journey. Their Digital Transformation program comprising of direct e-commerce, digital marketing, and customer analytics, required additional initiatives to be launched to tackle customer and product data harmonization.

Customer Challenges

This Digital Transformation initiative involved consolidating all digital web assets into a new website that included several product offerings. To do so, there was a need to understand and catalog the product offerings and their variations so the company could display these on their new website. While this would enable their customers to easily view the options, there was also concern that customers may attrite if they cannot find the products they are looking for from the legacy systems they used in the past. The company had no clear visibility on how to take the product SKU's and identify all variants for the different base products.

Solution Provided

- The objective was to map the Orthodontic product line to the variations (variants) that are associated with the products and produce a flat file that contains product SKU and the variants.

- Syntelli began work using a smaller subset of the Ortho product data. This data set contained base products and their corresponding SKU's and descriptions. These product bases have been clustered together by the client's team based on commonalities of the products to help the Syntelli team with understanding the products.

- Mapping exercises were performed on Base Products that were prioritized by the client's team.

- Syntelli created a Look Up Table to map product SKU to Hybris ID's.

- Syntelli resources served in a digital product support capacity and worked on Hybris Backend System.

- Syntelli provided a flat file that contains product SKU along with the variants and any missing variant values that the Syntelli team identified.

Impact of Solution

- The primary goal was achieved to help the client in classifying product SKUs, so that they could be made completely and uniquely available on the new website.

- Total SKU's Mapped: 2,424 & Total SKU's Created/Pushed online: 4,931 to the website.