



Catalogue Management for Fashion Retailers

Case Study

Client Profile

The client is a large North American fashion & footwear retailer with several hundred stores and over 500 suppliers. The retailer operates multiple retail banners and recently launched an online presence. The warehouse for managing store distribution and eCommerce was outsourced to a third-party logistics provider (3PL). The client operates the Jesta IS retail ERP platform, Oracle ATG for eCommerce and a variety of legacy systems.

Business Problem and Complexity

The retailer was launching eCommerce, while also automating its inventory management program with hundreds of branded product manufacturers, distributors and with private label vendors in South America, Europe and Asia. Setting up a new item within the ERP with augmented supplier data, took considerable time. Often when issuing a PO, the retailer would simply send their own item information associated with their SKU. The suppliers were demanding their item information on the PO such as GTIN/UPC, size, color and other attributes. Additional inefficiencies were creeping up from a receiving perspective. The distribution center tried to match the retailer's item data with the supplier's data (provided with the shipment) and was getting congested because the manual effort required slowed down receiving.

While vendors were sending in electronic ASN data, the absence of a 1:1 match between retailer's item and vendor UPC significantly reduced the benefits of the EDI ASN.

Complexity

The internal SKU database housed millions of items (style, color, size and dimension). At purchasing time, each new SKU had to be created by the merchandise associates (MA)/ catalog team, a corresponding vendor UPC had to be found & matched to the item and additional supplier attributes added to the item. The MA had to go to various vendor portals and spreadsheets and scrape data to get the supplier's information to set up the item.

Once the item was set up with both the retailer and the supplier's information, a PO could be transmitted via EDI. The effort required in aggregating supplier catalogs, scraping the data and matching internal SKU to vendor UPC was a mostly manual, significant effort with a lot of duplication. This process was not scalable. The retailer also found that while supplier catalog "synchronization" services were available in the market, they were merely catalog "aggregation" solutions. In order to truly synchronize to ERP, the retailer would have to acquire



5045 Orbitor Drive
Mississauga, ON
L4W 4Y4



888.400.7950



excited@spicetg.com
www.spicetg.com

Catalogue Management for Fashion Retailers



SPICE Solutions and Services

The SPICE Catalog Connect solution was deployed to onboard the catalog of hundreds of suppliers. The solution was fully integrated to the Jesta ERP so that new styles/ items created within Jesta were immediately available within SPICE Catalog application for matching and linking to corresponding supplier item data already within SPICE Catalog Connect.

The MAs would utilize the system on a daily basis to find supplier items and electronically link the UPC to their internal SKUs. This "matchy-matchy" or e- Link allowed for real time and true synchronization with the retailer's ERP and item master.

Suppliers provided their catalog in a variety of formats including spreadsheet, CSV, XML, EDI and Web. Each time a new supplier's catalog was received, an alert was sent to the retailer to review the initial data quality. Once accepted the supplier was fully on boarded and supplied ongoing catalog updates. Private label suppliers were provided a different workflow since they did not own the UPC but were responsible for creating the base product content for the retailer's items.

Case Study

Benefits

The retailer achieved full and "true" catalog sync capabilities with its entire supplier base. The retailer and supplier items could be synchronized 50% faster and with fewer errors. The majority of EDI POs could be issued with supplier UPC, along with the additional supplier attributes such as size and colour which were important to the supplier. The 3PL could receive the product electronically via the ASN and also visually match the details of the shipment for compliance.



Enabling Modern Commerce for Organizations with Complex Supply Chains



5045 Orbitor Drive
Mississauga, ON
L4W 4Y4



888.400.7950



excited@spicetg.com