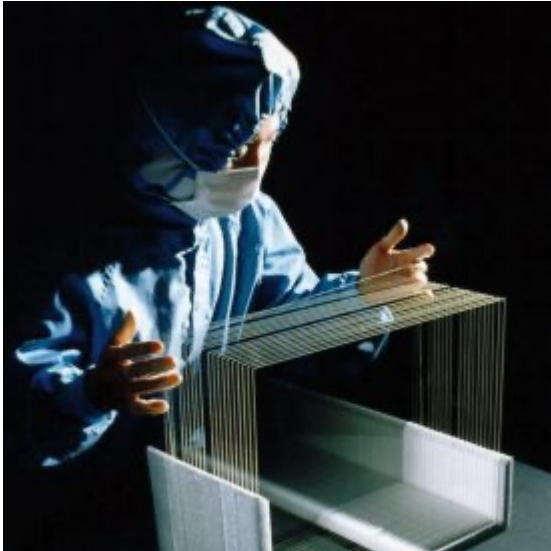Convergence Data

Client Case Study: Electronics Ecommerce PIM / Hybris Data Enrichment Project

convergence
data

Electronics – Ecommerce PIM / Hybris Data Enrichment

- Problem – The client had conflicting data on their products and updating their Hybris PIM system was challenging. The client's product data was not up to date.

- Solution — Convergence Data created a centralized classification database for 20,000 ecommerce products and service parts, which resulted in an easier way for the product line managers to update data in Hybris going forward.

- Benefits:
  - Reconciled data discrepancies for each product line.
  - Bulk updated data corrections to Hybris PIM.
  - Created an easier way to update Hybris PIM data.
  - Better more accurate product data for each product line.