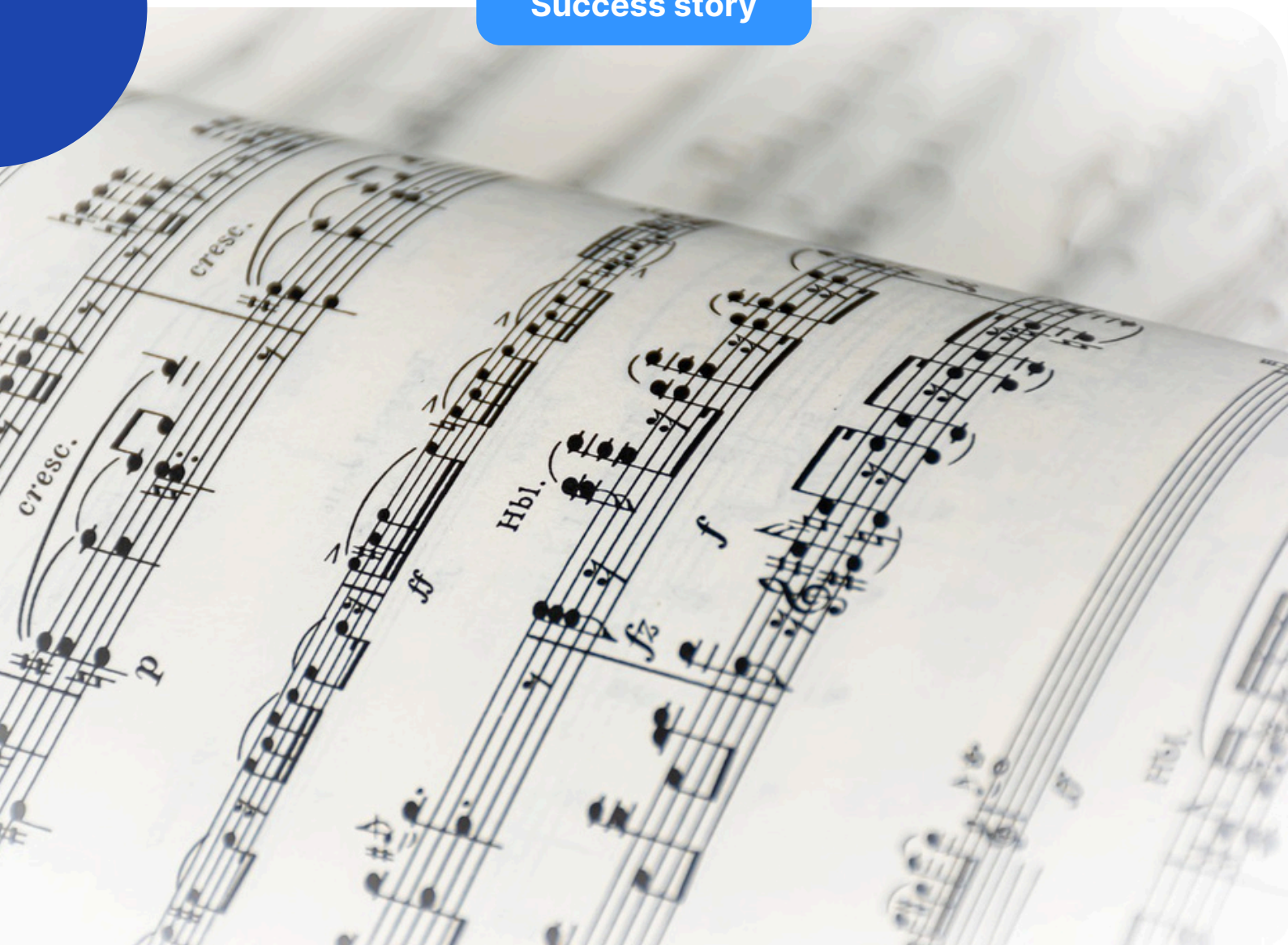




Éditions Billaudot

The digital transformation
of this century-old music
publishing house

Success story



Founded in 1896, the Billaudot publishing house plays a key role in musical transmission and innovation. Each year, it publishes numerous educational and creative works, in collaboration with composers, for a very wide audience: students, teachers, professional and amateur musicians.

With a view to modernizing its tools, meeting the new expectations of its customers and partners, and streamlining the management of its extensive product catalog, Billaudot has embarked on a global digital transformation. The integration of the Quable PIM, supported by Zento, is at the heart of this reorganization.



The issues

✘ Manual and heterogeneous internal processes

All product management was based on Excel files, e-mail exchanges, and habits that were not standardized across departments. **This situation hampered the efficiency, reliability and updating of the information distributed.**

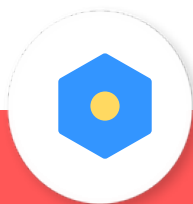
✘ An urgent need for data centralization and structuring

With a rich and long-standing editorial collection, **product data lacked a single repository.** A great deal of information (levels, authors, instruments, formats, collections) needed to be standardized, hierarchized and enriched prior to distribution.

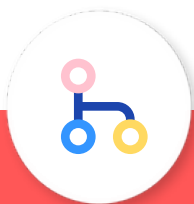
✘ Complex exchanges with partners (eCommerce and printers)

The lack of automated workflows made it difficult to update information on digital channels and interact with printers, slowing down processes and increasing the risk of errors.

Quable has enabled Billaudot to :



Structure and centralize your entire music catalog



Automate information flows to eCommerce and partners



Improve responsiveness, reliability and consistency in product management

A clear product database, smooth collaborative processes and automated distribution to eCommerce and partners thanks to Quable PIM .



A unified, enhanced product database

Thanks to Zento's advanced modeling, **Billaudot now has a clear, organized product repository**. Metadata specific to music publishing (composer, instrument, level, format, etc.) is structured, facilitating searches and distribution.



Smoother collaborative processes

Teams contribute to product data in a **shared, intuitive environment adapted to their needs**. The adoption of the PIM was accompanied by a change management effort and an educational campaign on the benefits of digital technology.



Optimized eCommerce and partner integration

Information from the PIM is now synchronized with online sales channels and partners, such as printers, **to guarantee automated, reliable and rapid distribution** of new products and updates.

“

With Quable, we have taken a decisive step in the modernization of our company. This project gives us the means to perpetuate our mission: to make music accessible to all.

”



Jean-Michel ISSARTEL
General Manager at Billaudot



About



Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchun, Berluti, Cooperl, Club Med, Delsey, Gémo, Tryba and more than 150 big brands across 50 countries have chosen Quable PIM as their platform for omnichannel success. Quable was founded in 2013. Today 40 expert staff members manage 40 million products across the fashion, luxury, food retail and industry sectors.

Discover the Quable PIM solution with a demo.

[I want a free demo](#)



www.quable.com