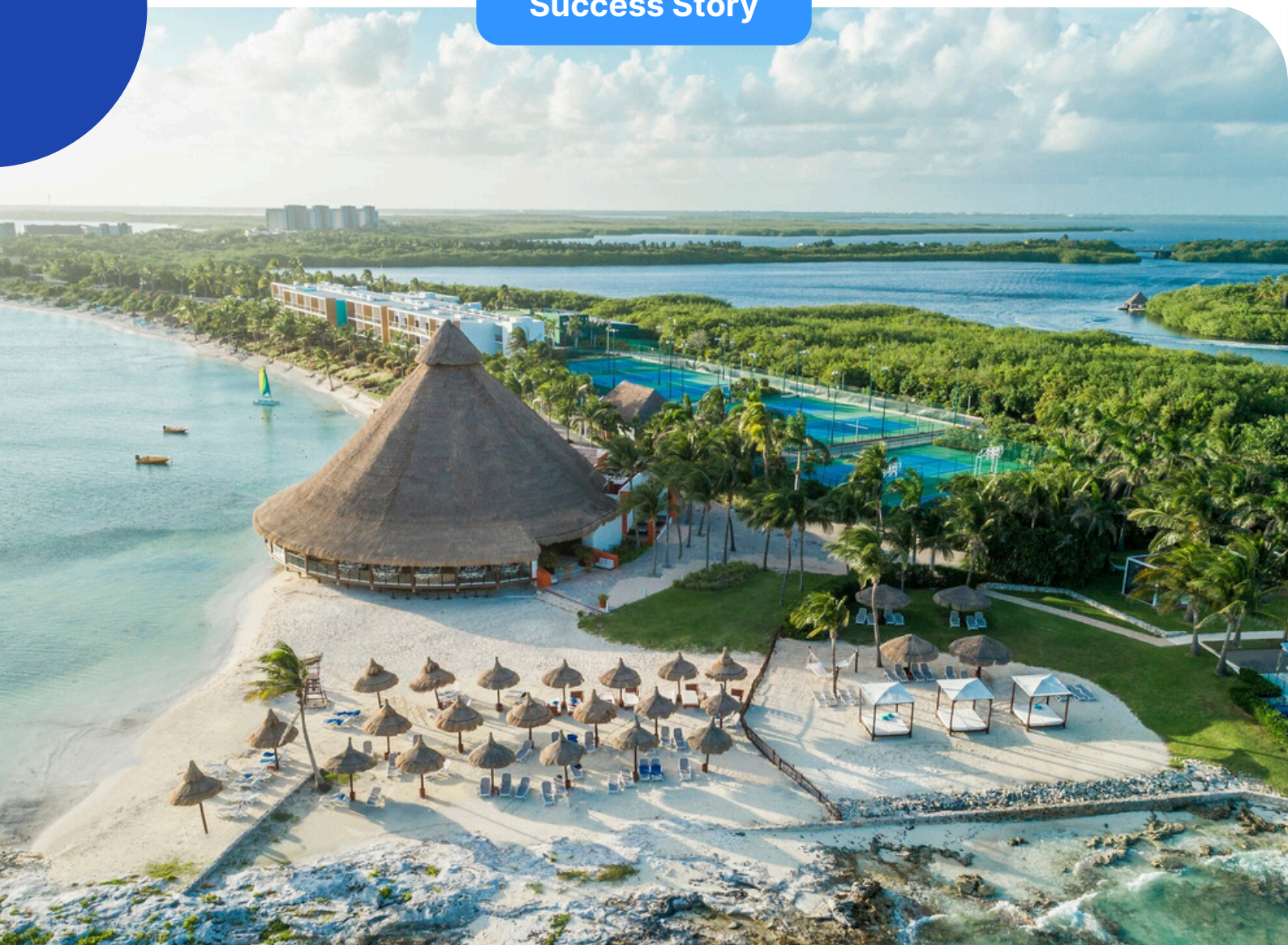




Club Med

An ultra-collaborative PIM

Success Story



Club Med

The most well-known travel brand among the French, Club Méditerranée (Club Med) invented the concept of all-inclusive vacations back in 1950. Today, the company has over **20,000 employees** spread across more than **75 resorts** in **40 countries**, as well as offices in Paris, Lyon, Singapore, Shanghai, Rio de Janeiro, and Miami. A pioneer of the “all-inclusive” model and a global leader in its market, Club Med chose to implement a PIM system to **streamline the digital management of its product information** and the updating of travel catalog content, in order to **unify collaboration among its international teams**.



The issues

✘ An "inefficient" in-house solution

UA **complex, non-ergonomic platform** that had a negative impact on productivity and was no longer sufficient to satisfy the brand's omnichannel ambitions.

✘ Fragmented product information

Product data and information that are **difficult to process and enrich**, and managed with a great **lack of flexibility and agility**.

✘ Lack of connectivity

An in-house solution **not integrated** with the ecosystem of internal and external solutions, resulting in a lack of fluidity and harmonization in exchanges.

Solutions from PIM Quable:



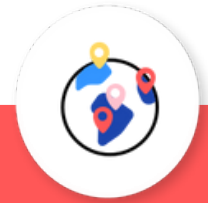
Unifying a team of 300 employees

Within the company and around the world.



Accelerate omnichannel distribution

And simultaneously.



Translate information into 35 languages

So you can operate internationally.

PIM Quable has enabled Club Med teams to do everything directly from this single platform, **promoting collaboration across the globe and making the Club Med experience unique on the customer side.**



Set up a highly collaborative system

Product information is **enriched** by employees both in-house and **around the world**. Collaboration is thus encouraged at key moments in the Club Med business, with the opening of 5 new villages a year on average.



Increase simultaneous omnichannel distribution

Product information is **automatically distributed** to all sales channels: Club Med website, partners, tour operators... to make the Club Med experience unique whatever the point of contact.



Facilitate data translation

Quable's platform and integrated module facilitate translation workflows. From this common base of translated content, Club Med products can be marketed **quickly, anywhere.**

“

We do everything directly from PIM Quable and collaboration is encouraged.

”



Club Med

Joanna Mechineau

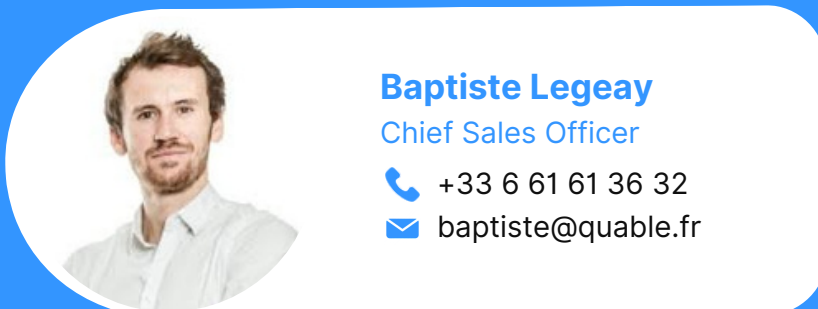
E-commerce Project Manager at
Club Med

About



Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchan, Berluti, Cooperl, Club Med, Delsey, Géo, and more than 300 big brands across 50 countries have chosen Quable PIM as their platform for omnichannel success. Quable was founded in 2013. Today 100 expert staff members manage 40 million products across the fashion, luxury, food retail and industry sectors.

Discover the Quable PIM solution with a demo.



www.quable.com