Quable

SRDI

Centralize product data and make it more reliable with Quable PIM

Success Story

SRDi is a long-standing player in the collection of empty cartridges and the distribution of compatible cartridges and multimedia accessories. For over 20 years, the company has supported its GSA and GSS customers with a multi-brand catalog, including its own brands and exclusive partners.

Prior to adopting Quable PIM , product information management was scattered across different Excel files and internal systems. Updates were time-consuming, error-prone and highly dependent on certain key people, making distribution to external channels complex and unreliable.

With the support of Wemea, SRDi has chosen Quable to centralize, structure and ensure the reliability of its product data, while preparing its distribution to CRM, websites and marketing media.
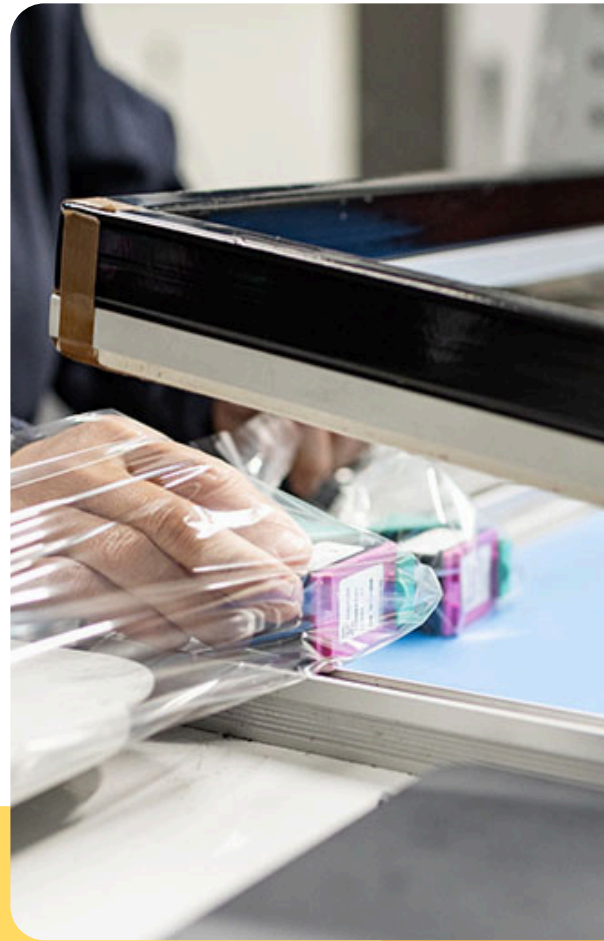
The issues

☒ Multiple data sources

Product information was scattered between ERP, supplier files and Excel, complicating the consistency and completeness of data sheets.

☒ Time-consuming, error-prone manual processes

Teams spent a lot of time checking and cross-checking information, **which slowed down the production of media and the updating of distribution channels**.

☒ Dependence on certain key people

Some essential data were known only to a few employees, exposing the company to risk in the event of absence or turnover.

Quable has enabled SRDI to :

Improved data quality and consistency

Standardized files and reliable information.

Optimized internal collaboration

All departments have access to the same up-to-date data, reducing errors and facilitating communication.

Preparing for digital evolution

The PIM creates a solid base for distribution to new marketing channels and media.

The Quable PIM has enabled SRDi to centralize its product catalog and make it more reliable, by structuring information and facilitating collaboration between marketing, supply and quality teams.

A single, comprehensive database

Each user has an up-to-the-minute view of product information, reducing round-trips and errors.

Content enrichment and automation

Dashboards allow you to monitor the completeness of the files, **AI generates long descriptions from technical attributes**, and the DAM centralizes visuals and associated documents.

Preparing for multi-channel distribution

The PIM structures data to feed the B2B store, showcase sites and digital catalogs, with gradual integration into the CRM and other internal tools.

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> We are still in the enrichment phase, but our goal is for all updates to go through the PIM in order to save time in the long run.

SRDi

Pauline LALANNE
Marketing and Communication Manager at SRDi

About

▲ Quable

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