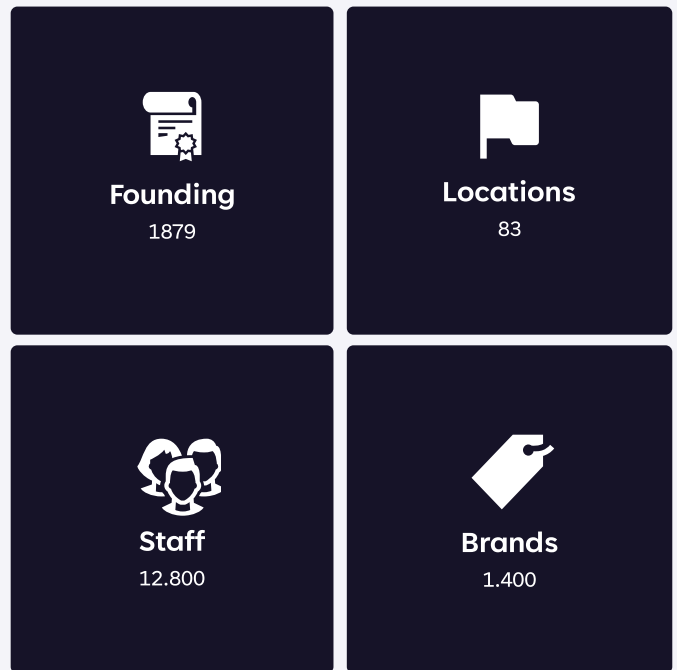


Success Story

End-to-end online business at GALERIA



In addition to its high-street stores, GALERIA also sells over 1.5 million of its own-brand and marketplace products via its own online shop, covering ranges such as clothing, homeware, beauty and jewellery. Both worlds need to be harmonised, and as part of the replacement of the in-house PIM system in Q3 2024, work began on replacing the in-house PIM system with Syndigo, with the help of Advellence, and transitioning product data management to a sustainable and future-proof end-to-end solution. From the outset, the focus has been on data processes, ranging from the onboarding of supplier data through to its integration into the shop and order management.



Comprehensive transformation of data processes

For GALERIA, it was not simply a matter of replacing its in-house PIM system with a standard solution. From the outset, the project team focused on the entire digital value chain – with the new Syndigo PIM serving as the central application and data hub, but not as an isolated digitalisation initiative. In addition to product data, image information is equally important. To ensure that GALERIA is also future-proof in this area, the decision was made to implement a Digital Asset Management (DAM) system from Sharedien. In addition to the large

volumes of data, the Informationmanagement at GALERIA, particularly due to a high level of complexity. GALERIA sells both its own brands, whose master data is maintained in the ERP system, and marketplace items, whose product data is provided by suppliers. To streamline the onboarding of this data, Mirakl was integrated into GALERIA's system landscape as a new platform for marketplace items. This solution complements the existing Tradebyte solution and positions GALERIA to realise its vision of expanding its marketplace business in the future.

Quick wins and iterative transformation

A project of this complexity requires particularly careful planning and design. The first step involved mapping the data model in Syndigo PIM. At the same time, Mirakl was selected and implemented as the new solution for supplier data. Thanks to this integration, Mirakl – alongside Tradebyte – became the new central source of all supplier data for marketplace products. Together with SAP ERP and other data sources, Mirakl reliably supplies the new Syndigo PIM with all relevant information.

In addition to data modelling in the PIM, the aim was to structure the data flows in Syndigo clearly and make them easily accessible to the end user. With the help of business logic, the user is guided through the entire product lifecycle. In addition to the aforementioned input interfaces, GALERIA's complex system landscape also includes end-users, who needed to be optimally integrated with Syndigo. On the output side, the online shop, the order management system and Productsup were integrated – a decisive step towards strengthening GALERIA's online presence.



Focus on time to market

With so many different data sources, data quality is a key concern. This is particularly true when it comes to ensuring optimal product presentation in digital commerce. When selecting a system, Syndigo not only impressed with its high scalability and performance, but also stood out for its robust functionalities in the areas of data governance, workflow management and AI. Thanks to Syndigo's powerful, generic data modelling, GALERIA's extensive and heterogeneous product data can be efficiently consolidated into a complete, reliable Golden Record – the ideal basis for consistent, high-quality product information.

This creates the ideal foundation for unique product experiences in the online shop. At the same time, Syndigo offers a high degree of flexibility, enabling GALERIA to adapt dynamically to new conditions and scale its business as required.

A clear vision and pragmatism

Key factors in the project's success were the clear shared vision of the objectives held by all those involved, as well as a remarkable focus on finding solutions on the part of the decision-makers. As a result, the first major milestones in the project were celebrated in a very short space of time. These project successes thus contribute significantly to a high level of acceptance of the new Syndigo solution – which is a key objective, particularly in projects to replace in-house developments that typically meet the company's own requirements very well.



“Thank you for your focused collaboration; it's clear you have a wealth of experience with PIM matters, and Syndigo in particular.”



Simon Fey

Head of E-Commerce Data Management

About GALERIA

With over 185 million visitors annually and 83 branches in around 70 cities, GALERIA S.à r.l. & Co. KG, as Germany's largest department store, always has one goal in mind: putting customers first! Versatility, a focus on regionality and strategic partnerships play a crucial role in achieving this. A mix of modern brands, combined with quality and first-class service, characterises the innovative and inspiring shopping experience. GALERIA analyses its target groups closely and is therefore the market leader in categories such as lingerie, luggage and accessories. The market halls and dining options round off the shopping experience in the department stores. In addition to its in-store offering, GALERIA offers around 1,500 brands on its online marketplace www.galeria.de. All of this makes GALERIA one of the most important shopping destinations in the heart of Germany's city centres.

About Advellence

As an experienced digitalisation partner for businesses of all sizes and across a wide range of sectors, Advellence supports organisations in the sustainable development of their digitalisation strategy based on their existing IT landscape and process structure. With extensive professional and technical expertise, we stand by your side both in an advisory capacity and during the implementation and integration of systems, data and processes.

With our strong and growing network of technology partnerships, we find the ideal solution for every situation. We interconnect all your data so that it can tell your story. Technical finesse is our craft; project implementation is our passion. Consultancy, technology selection, implementation, development and integration: at Advellence, you get everything from a single source – with the Advantage of Excellence.

About Syndigo

With its Active Content Engine, Syndigo offers solutions for the entire product content lifecycle of businesses – from master data management to the exchange of data and content between manufacturers, retailers and end customers. Thanks to its generic data model, Syndigo makes it possible to maintain, enrich and link different data types within a multi-domain scenario in a single system, and to distribute them as high-quality product content across all relevant channels. It makes no difference whether the data in question is master data, product data, customer data or location data. The native cloud technology and the highly flexible data model enable unrivalled scalability and freedom in the design of the data structure.

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