

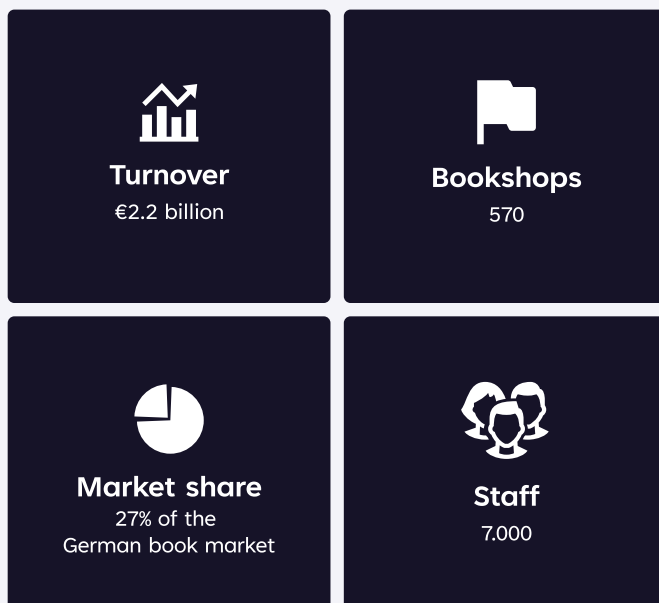
Success Story

Seamless System Migration at Thalia



Thalia has fundamentally modernised its product portfolio with the help of Advellence: a scalable PIM has replaced the complex legacy solution, harmonises supplier data from a variety of sources and establishes a single source of truth for products.

Working closely together, processes were reimagined, data models expanded and Syndigo established as the central platform. AI-supported data quality, high performance and a fast time-to-market will ensure efficiency, transparency and clear differentiation from the competition in the future.



From in-house PIM development to multi-domain MDM

The project aimed to create a consistent product universe in which 40 million products – ranging from books to non-book items – are consolidated into a single, reliable source of truth. The foundation for this was to be provided by a powerful, scalable PIM system capable of handling the diversity of different data suppliers as well as hundreds of thousands of daily updates. A complex data model with a multitude of business logics and high-quality media content was to be reimagined and integrated through

collaboration, whilst AI-supported processes were to significantly improve the quality of inadequate supplier data. Harmonising the system landscape was also intended to optimise time-to-market, enabling Thalia to clearly differentiate itself from the competition in terms of both data quality and speed. A key priority during the project was to ensure stable parallel operation until the legacy system was finally replaced.

Future-proof modernisation according to plan

The project aimed to fundamentally rethink the established, complex processes and simplify the business rules in Syndigo as much as possible. To replace the long-standing in-house system, a system integrator was needed who not only understood the requirements precisely but could also translate them into a modern implementation that largely adhered to industry standards. Everything that went beyond this standard was developed in close collaboration with Advellence through specific software developments, complementary apps, expert consulting, and clear process visualization. This collaborative approach formed the basis for a future-proof, sustainable setup.

The intensive scoping phase with Advellence served as the foundation. In numerous workshops, not only was the functional framework clarified, but a shared understanding of the data model, dependencies, and future workflows was also established. The first MVP (Minimum Viable Product)—deliberately limited to the audiobook and audiobook download categories—provided a clear view of all critical mechanisms: from data delivery to publication, from process automation to quality control. Despite its manageable scope, it yielded valuable insights that shaped the path forward.

Thorough groundwork was essential, as the requirements of the overall project are extensive: In addition to items such as books and audiobooks, person entities for authors, narrators, illustrators,

and producers are key components of the data model. Publishers, manufacturers, and brands must also be modeled accurately—with each entity type undergoing its own Golden Record process before the master data is linked. Media management and automated categorization are also on the agenda, as is the structured linking of attributes to categories and product range logic, which will be expanded in the next step, together with Advellence, into a comprehensively interconnected data ecosystem.

Another key component is the development of a new framework for data quality analytics. This framework is designed to reveal how well data is maintained, where there is room for improvement, and how effectively the new processes are working. Only through this transparency can the future PIM system realize its full potential and achieve the efficiency gains defined as strategic goals.

At the same time, parallel operation remains essential: the old system environment will remain functional until the new setup reliably supports all necessary processes. This fallback is not only a safety net but also ensures operational stability—a crucial factor in a transformation of this magnitude. With the help of Advellence, a powerful, integrated system is thus emerging step by step, supporting Thalia's ambition to elevate data quality, speed, and scalability to a new level.



“With the new system, we have not only standardized our product range but also taken our business processes to a whole new level—making them more efficient, transparent, and future-proof.”



Daniel Stock

Senior Projektmanager eCommerce

About Advellence

As an experienced digital transformation partner for companies of all sizes and across various industries, Advellence supports organizations in the sustainable development of their digital transformation 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—from data and information management to modern work solutions and data & analytics scenarios that give your company the competitive edge it needs.

We connect all your data so it can tell your story. Technical finesse is our craft; project implementation is our passion. Consulting, technology selection, implementation, development, and integration: At Advellence, you get everything from a single source—with the Advantage of Excellence.

About Thalia

Since its founding in Hamburg in 1919, Thalia—now a medium-sized, independent family-owned business headquartered in Hagen—has grown to become the market leader in the book retail sector in Germany, Austria, and Switzerland. 7,000 employees work in the 570 bookstores and across digital channels such as the online store and the mobile app, through which Thalia provides its customers with the best possible information, entertainment, and inspiration around the clock with a wide range of offerings.

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