

# Readying Data for Digital B2B

| Challenges  | Solutions   | Results   |
|---|---|---|
| <ul style="list-style-type: none"><li>• Major distributor to Mining &amp; Manufacturing industries needed to digitally engage with its Customers via eMarketplaces &amp; B2B.</li><li>• Complex &amp; broad product range with SKU having multiple attributes.</li><li>• Existing data was in disparate sources, missing key elements unsuitably formatted for use.</li><li>• Existing processes were inadequate.</li></ul> | <ul style="list-style-type: none"><li>• Defined target data format.</li><li>• Deployed solution for extracting, managing &amp; publishing product data including parametric data.</li><li>• Defined &amp; implemented process improvement to transfer knowledge to in-house team.</li></ul> | <ul style="list-style-type: none"><li>• eCatalogues successfully deployed across key eMarketplaces &amp; Customers.</li><li>• Significant sales increases in product lines where eCatalogues were deployed.</li></ul> |

