akeneo

KURT GEIGER

Akeneo, the perfect fit for Kurt Geiger's business expansion

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> *In the fashion world, everything moves quickly. With Akeneo, we can now respond much quicker to changing business needs.*

Summary

Challenges

- Home-grown PIM solution no longer met product data needs

- New routes to market required an adaptable and scalable PIM tool

- Partners interacting daily with product data

Benefits

- Dramatically improved productivity

- Quicker product line and channel expansion

- Better management of seasonal products and events

The background: From a limited home-grown solution to a modern PIM to sustain growth

Kurt Geiger is Europe's largest luxury shoe retailer. They design all of their shoes in London and manufacture them all over the world. Today, Kurt Geiger has over 60 stores and over 200 concessions within the world's most prestigious department stores, including Harrods and Selfridges.

The company has a large in-house development team that built its own PIM. However, this tool was no longer able to handle the growth of Kurt Geiger's business and the number of partners receiving bespoke catalog information. The existing tool would have required a lot of time and improvements to get to what Akeneo offers out of the box.

With impressive year-on-year growth, Kurt Geiger needed to improve their processes to better manage and support a rapidly increasing volume of product data. They were looking for a PIM solution to enable them to gather all their product data, and share it easily and quickly across multiple channels and many partners. "We share our product data with about 20 partners on a daily basis, and we wanted something efficient and easy to use."

> " As an expanding business, our old PIM couldn't keep up with our pace of change. "

The solution: Akeneo with a Magento connector to the rescue

After evaluating other solutions, Kurt Geiger selected Akeneo. The PIM project started as an infrastructure project but quickly evolved into a business enabler and productivity solution.

With more than 60,000 products representing 700,000 SKUs, the initial 20 users at Kurt Geiger saw an improvement in their daily workflow. The PIM is easy to use and the mass edit feature, one of their favorites, helps save a tremendous amount of time.

Today, Kurt Geiger is using Akeneo to spread product data to their 21 Magento powered websites leveraging the PIMGento connector. They also share their product data with other third party websites, department stores and marketplaces where they sell their shoes.

Number of users: 25 total users; 15 on a daily basis

Number of products: About 700,000 SKUs for 60,000 products

Data sources: In-house ERP

Distribution channels: 21 e-commerce websites, 11 department stores

> " Akeneo fits all of our requirements so the choice was clear. The functionality and integration with Magento accelerated the implementation and made it perfectly suited for our business. "

The results: Getting new product lines and seasonal events off on the right foot

Dramatically increased productivity

The PIM was fully operational and the team was enriching their product data within a week. The response was unanimous - Akeneo is simple to use, the information is easy to find, and the team adopted it very quickly!

Functions like "mass actions," which were not part of their previous system significantly improved productivity. The product grid is intuitive and the team uses the filters to rapidly find relevant products to enrich.

> *Our productivity has increased dramatically: tasks that used to take a day to complete are now reduced to a couple of hours.*

Quicker product line and channel expansion

Kurt Geiger started designing and selling children's shoes, which involved managing a large volume of new products and SKUs in the PIM. "There was a step change to add in

children's shoes, but it all went smoothly with Akeneo." Kurt Geiger continues to grow and opens new channels every year. With Akeneo, Kurt Geiger can stay one step ahead.

> *We put all of our available product data into Akeneo, enriched it and were able to share more product data with our partners.*

Better management of seasonal products and events

As a luxury retailer, Kurt Geiger has seasonal product launches and recurring events such as Black Friday, Christmas, and seasonal sales. During these periods, they make a significant

number of changes in a short period of time. Akeneo PIM facilitates making these changes promptly and accurately across all channels.

About Akeneo

Akeneo is a global leader in Product Information Management (PIM) solutions that enable retailers and corporate brands to deliver a consistent and enriched customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM dramatically improves product data quality and accuracy while simplifying and accelerating product catalog management.

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