



More efficiency through innovative PIM-system

45.000

Product data stored in a central solution

Uniform user experience

through consistent content in all sales channels

Conversions-rates

increase through complete product information

Client

Horze International GmbH

Industry

Retail

Services

Introduction of a new PIM solution

Looking for a single point of truth for project management

Horze is one of the largest suppliers of equestrian clothing and equipment for riders and horses. Thanks to online trading, the company is active all over the world beyond the borders of the European Union. The Scandinavian market leader employs 200 people around the world, operates 19 web shops in eleven different languages and 14 stationary equestrian sports shops in six different countries. The range includes around 45,000 products and around 280,000 SKUs. Triggered by a change of location, the latest technologies should be implemented throughout the company and thus ensure future-proof business development in the field of e-commerce.

The Challenge

Shaping the digital transformation

After organizational changes across the company, Horze faced a serious challenge: During a general review of the system landscape, the old ERP software, which had grown over time, proved to be an obstacle to the company's ability to develop. The efficiency of the business processes left a lot to be desired, numerous software components, each with their own interfaces, made data management non-transparent, manual work took time and was at the expense of the employees. An extension of the functionality was no longer possible, just like the integration of modern and future-oriented software.

As an online retailer, however, it is particularly important for Horze to keep up with current trends and successfully offer products on all relevant platforms. The prerequisite for this, however, is the provision of product data in different formats - a requirement that the outdated software equipment with its limited performance was no longer able to cope with.

For this reason, the company decided to introduce a modern and powerful PIM in cooperation with SoftwareOne. Horze's goal was to create a "single point of truth" for all product data that employees in different departments could access.

The solution



At Horze, we welcome any change that helps us streamline our processes. Therefore, the employees quickly accepted the new PIM solution from inriver and recognized its advantages. The challenge was more on the technical side, i.e. the conversion to the new data model and how it works. However, initial problems with the response speed of the web front end were quickly resolved thanks to SoftwareOne's professional support.



Christian Terporten, Head of
Content Management at Horze

Replacement by an innovative and sustainable PIM system

With the replacement of the outdated software with the new and innovative PIM system, Horze can now successfully implement the desired concept of the single point of truth in product data management. The entire life cycle, starting with the creation of the article and SKU numbers and the recording of basic characteristics through to the publication of the product information, will be mapped in one system.

The bundling of all product data in the PIM ensures maximum transparency. The outdated system landscape with its multitude of interfaces is giving way to a centralized, hierarchical data model that enables maximum efficiency and real-time insights into data management processes. The accurate reporting supports the evaluation of the product performance and thus the decision-making processes of the employees.

In addition to implementing the new system, SoftwareOne was able to support the employees with a high level of expert knowledge, professionalism and empathy in converting their way of thinking and working to the hierarchical model. Unlike before, the team can now focus on providing basic information and leave the completion of variants down to the SKU level to the automated PIM functions.

The solution

Powerful solution from inriver and SoftwareOne

Riding clothing and riding equipment for man and horse are niche products with a high utility value, which at the same time convey the lifestyle of a discerning group of buyers. With the implementation of a new PIM solution, Horze ensures that multimedia product content fully informs the target group according to their interests, makes them enthusiastic about brands and encourages them to buy.

- All product data are in one central place → high quality content of all information
- This means that incorrect product information cannot be passed on
- Faster access to all product information by the different departments → Accelerated work processes
- Optimized user experience for customers → Product details are available on all sales channels
- Reduction of returns through precise product information
- Data tracking and regular reporting including statistics provide a detailed overview → information on the range (e.g. when and in what quantities seasonal products should be available)

KONTAKTIEREN SIE UNS

Besuchen Sie uns auf
www.softwareone.com



DE phone: +49 341 2568 000
email: info.de@softwareone.com

AT phone: +43 1 878 10 0
email: info.at@softwareone.com

CH phone: +41 844 44 55 44
email: info.ch@softwareone.com

Copyright © 2023 by SoftwareOne AG, Riedenmatt 4, CH-6370 Stans. Alle Rechte vorbehalten.
SoftwareOne ist eine eingetragene Marke der SoftwareOne AG. Alle anderen Marken sind Eigentum der jeweiligen Inhaber. SoftwareOne übernimmt für die Aktualität, Vollständigkeit und Richtigkeit keine Gewähr. © Bildmaterial von: Adobe Stock und Getty Images.

