



#### Inside the Solution

- Informatica MDM – Product 360
- Informatica Data Quality
- Informatica PowerCenter Real Time
- Informatica Address Verification

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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## Summary

Founded in 1962 and owned by London-based Dixons Carphone, Elkjøp (known as Elgiganten outside of Norway) is the largest consumer electronics retailer in the Nordic countries with 400 stores and 8,400 employees.

## Business Need

- Become the best retailer in the world by moving from an organization focused on selling products to one focused on providing the best customer shopping experience.
- Release new products and services to market faster on both online and offline channels.
- Track in-store and online purchases to better understand customers' buying behaviors.
- Provide customers complete and correct information during the research and buying process (such as detailed product specifications) to inform purchases in-store and online.
- Establish a firm foundation for Elkjøp's digital strategy to increase marketing campaign effectiveness.
- Make a master repository of product data attributes available to applications including the wholesale SAP and Point of Sales systems, poster printing and all Elkjøp websites.

## Challenge

- Prepare product data to migrate from 45-year-old enterprise application software to a modern SAP system.
- Run advanced automated processes in SAP which demands high quality data from large amounts of information.
- Replace time-consuming, manual processes to create product details and make them ready for online sales.
- Simplify onboarding of supplier data in order to maximize product information quality along faster product launches.

## Solution and Results

- Improved accuracy and completeness of product data on Elkjøp.com resulting in reduced customer complaints and fewer returns.
- Ensured better, consistent customer experience across store, catalog promotions and online sales channels.
- Reduced time to market by up to 60% by decreasing time to onboard new online product information from several hours to only a few minutes.
- Reduced the number of duplicate or inaccurate products online by 20% due to inherent bad data quality issues.
- Increased efficiency of product on-boarding and better possibilities to maintain sales channels such as web, mobile and in-store with product information.
- Reduced manual process efforts with automated email marketing campaigns.