Constructing a
Digital Transformation:

Saint-Gobain Streamlines the Building Supply Customer Journey

"Since we began using Informatica MDM – Product 360 to improve our data and processes, we can deliver value to our customers and business partners much faster."

Ron Kessels, CIO,
Saint-Gobain Distribution the Netherlands B.V.

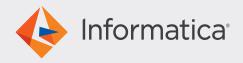| Goals	Solution	Results
• Drive continuous digital transformation for construction and building supplies business units to provide customers with a seamless product experience	• Use Informatica MDM – Product 360 for product information management (PIM), creating golden records for 250,000 product SKUs	• Improves customer experiences and sales conversions with 3x faster quotes and the ability to access accurate, detailed, and timely product information
• Make new products, information, and updates available on customer-facing channels as quickly as possible to streamline customer journey	• Launch and update products faster by giving employees intuitive, role-based and task-based user interfaces	• Enables next-day product launches and publishing of product data from suppliers versus multiple days previously, increasing sales
• Verify and standardize product data, which comes from 1,000 suppliers in a variety of formats, while minimizing manual labor	• Keep product data quality high from the start with automated, embedded Informatica Data Quality checks	• Improves the quality of product data, reclaiming valuable employee time while lowering product return rates by 25 percent

Informatica Success Story: Saint-Gobain Distribution the Netherlands B.V.

Saint-Gobain has been manufacturing building materials for more than 350 years, dating all the way back to the reign of Louis XIV in France. Founded in 1665 to make mirror glass for royal orders, Saint-Gobain has since diversified into one of the world's largest building materials companies, with a presence in more than 60 countries. Today, it designs, manufactures, and distributes materials and solutions that are found from the home to the office, in cars and infrastructure, and in high-performance healthcare and industrial applications.

In the Netherlands, Saint-Gobain Distribution the Netherlands B.V. operates five different businesses that distribute building and construction materials from its own warehouses and approximately 1,000 suppliers to customers, which are typically independent contractors and construction businesses.

To drive continuous digital transformation and serve customers better through digital channels, Saint-Gobain needed to deliver accurate, detailed, and timely information on 250,000 products. However, product information came from suppliers in a variety of different formats, including spreadsheets and PDF files, often with multiple descriptions and different, overlapping product codes. Manually reconciling the information and adding new products took at least 10 minutes per product SKU and introduced the possibility of human error. Adding a new batch of products took the product team multiple days before the products were available for customers to purchase.

The inside sales teams that support the five business units also experienced challenges. When customers contacted Saint-Gobain with a product inquiry, salespeople often had to search through supplier catalogs to respond to their questions, adding time to the process.

"We want to give our customers the best possible experiences so they will remain loyal to us," says Ron Kessels, Chief Information Officer at Saint-Gobain Distribution the Netherlands B.V. "We want to offer an increasingly broad selection of products, and expect to have far more products for sale in the near future. We needed a PIM system driven by master data management to help us pull it all together."

Synchronizing product information management

Saint-Gobain selected Informatica MDM – Product 360 to create a golden record for each of its 250,000 product SKUs. By using Product 360 as the authoritative master and synchronizing its SAP ERP system with Informatica, Saint-Gobain established a 360-degree view of its entire product portfolio between the

five business units, as well as the relationships between products. Intuitive, role-based and task-based user interfaces make the solution easy for employees to use. Automated, embedded Informatica Data Quality checks save time for the product team while keeping data quality high. New products are synchronized with SAP immediately after creation, while existing products are updated twice a day with any changes.

"By using Informatica MDM – Product 360 to combine product data from 1,000 suppliers for five business units, we are able to improve product data drastically," says Peter Lummen, Manager Data Governance at Saint-Gobain Distribution the Netherlands B.V. "If one business unit is already selling a product, another unit can easily leverage the same product data, giving us much better consistency. The solution also allows us to do incremental exports of only ERP-related data to SAP, which saves us a lot of time."
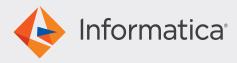
Enhancing customer satisfaction and increasing sales

The Saint-Gobain product team can now publish a new batch of products across all channels the very next day instead of waiting multiple days, helping to increase revenue opportunities by making those products available for immediate purchase. Having more comprehensive product data also helps the company's e-commerce system make more relevant product recommendations, supporting cross-sell and up-sell opportunities and increasing the average customer's shopping cart value by 21 percent.

By providing customers with more consistent and up-to-date product information across all sales channels, including web, mobile, in-store, and call center, Saint-Gobain is increasing sales conversions while lowering product return rates by 25 percent. When customers receive digital confirmation of their orders, all product documentation and manuals are attached for their convenience.

Salespeople can now provide customers with quotes three times faster—in 20 minutes instead of an hour, on average—with rich product information down to the individual SKU level. The enriched product data is also used to improve speed and reliability for customer-facing, self-service quotation tools. If a product isn't available, salespeople and e-commerce systems can easily provide the customer with information about alternative products that may serve their needs, often saving a sale.

"Informatica MDM – Product 360 gives us a single PIM solution that does it all, enabling our customers and salespeople to access high-quality product information in an easy-to-consume format while saving time for our product team," says Kessels.
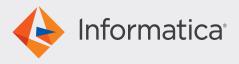
Informatica®

Accelerating digital transformation

With Informatica MDM – Product 360, Saint-Gobain Distribution the Netherlands B.V. can easily scale well past 1 million product SKUs in the coming years to offer customers a better selection of products, helping to increase customer loyalty and making them more confident in their purchases.

"Since we began using Informatica MDM – Product 360 to improve our data and processes, we can deliver value to our customers and business partners much faster," says Kessels. "It's helping us take digital transformation for our building and construction materials businesses to the next level."

Inside The Solution:

• Informatica MDM – Product 360

• Informatica Data Quality

"We want to give our customers the best possible experiences so they will remain loyal to us. We want to offer an increasingly broad selection of products, and expect to have far more products for sale in the near future. We needed a PIM system driven by master data management to help us pull it all together."

Ron Kessels

CIO, Saint-Gobain Distribution the Netherlands B.V.

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.

Informatica Worldwide Headquarters
2100 Seaport Blvd, Redwood City, CA 94063, USA
Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871
informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica

IN05_0220_2635