CASE STUDY
PROPLANET PIM &
ROBUS LED GROUP

ROBUS LED Group discovered that the Proplanet PIM solution could bring about significant benefits and was keen to find out more...

Global lighting company LED Group ROBUS is known worldwide for its first class customer service and products.

With a reputation for energy-efficient commercial and residential lighting solutions, the globally successful ROBUS brand of products developed by LED Group is sold throughout the electrical wholesale market.

ROBUS®

SOME FIGURES ABOUT ROBUS

Customer service in more than
40
countries

Dublin-based
10000
sqm head office & distribution center

Serving over
3000
stockists

Employing over
250
talented people around the world

THE ISSUES

Not having an effective Product Information Management system was inhibiting LED Group ROBUS to maximise its investment of valuable resources – people, time and money.

An ever-growing number of lighting products and accessories was leading to an ever-increasing amount of information (technical, marketing, regulatory) associated with each product SKU. Hence continuing to rely largely on manual processes to manage and distribute this product information – across multiple channels, countries and languages – was becoming arduous. It had become clear that a more automated and scalable approach was needed.

Having carried out some initial research into the whys and wherefores for good Product Information Management, ROBUS considered that a PIM solution could bring about significant benefits and was keen to find out more.

ROBUS®

THE SOLUTION

It was essential that the right PIM solution for ROBUS would

▶ Reduce the time taken to produce and distribute product information to customers, sales, regulators and industry partners.

▶ Easily manage and report on product information in the industry standard format (ETIM).

▶ Remove unnecessary replication and provide a single source of truth for product information.

▶ Enable customers and employees to access product information easily and quickly, in a self-service manner.

▶ Enable Suppliers with onboard product information.

▶ Automate the production of product sheets and catalogues in different languages.

▶ Collect and manage product information without burdening the SAP Business One ERP application.

▶ Identify the PIM solution that was right for ROBUS' specific marketplace.

▶ Ensure that implementation across the business would be take place in an efficient and controlled manner.

> "Proplanet has had many years working with the ETIM classification, which is considerable – being co-founders of ETIM themselves."

THE IMPLEMENTATION

Following a thorough needs analysis, Proplanet delivered a fully working Product Information Management (PIM) solution to the goals and requirements as set out by LED Group ROBUS.

Specific to the electro/technical sector for manufacturers and distributors, Proplanet has had many years working with the ETIM classification, which is considerable – being co-founders of ETIM themselves. The facility to use ETIM for webshops, to have consistent and accurate information to be displayed on their webshops, and technical information used in their catalogue publishing.

Proplanet

ROBUS®

INTEGRATIONS

The setup of the Proplanet PIM included all necessary integrations between the PIM solution and other platforms.
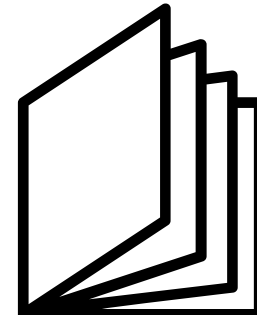

CATALOGUE PUBLISHING

ROBUS is now equipped with a fully end-to-end publishing operation, with Proplanet PIM being its central source of truth for all data and media.

In essence this is achieved via the 'AutoPub' module of Proplanet PIM, which enables the central creation and management of product categories in web shops, online publications and printed catalogues.

AutoPub enables you to manage all your product categories, including subdivisions, images, attachments and text, within one system. You can then create and apply these categories directly to your website navigation, mobile apps or print-ready applications.

Changes made in Proplanet PIM are immediately reflected in 'AutoPub', hence product information is always up-to-date and consistent.
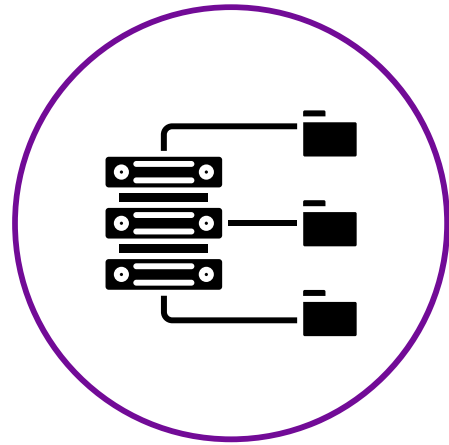
In addition, Proplanet's print publishing partner – UK based Channel Studios – created the 'AutoPub' auto-pagination solution that efficiently produces catalogue product pages, whilst maintaining the flexibility to allow making changes to those pages.

THE RESULTS

ROBUS now has a fully end-to-end operation, with Proplanet PIM being its central source of truth for data and media.

Proplanet PIM is feeding data to multiple ROBUS webshops, in addition to the artwork production for the full range of ROBUS' printed and digital catalogues.

"The Proplanet PIM is ROBUS' central source of truth for data and media."

KEY FEATURES AND BENEFITS

▶ Easy to import, classify and export product data

▶ User-friendly interface with reliable performance

▶ One central, convenient data source for managing product information

▶ Operates in the cloud and can be accessed from any web browser

▶ Open APIs integrate with ERPs & eCommerce platforms

▶ Dynamic automated data feeds (APIs)

▶ Filter search criteria of key features to drive online traffic

▶ Digital interactive and printed catalogues

▶ Integration with trading partners and data pools

▶ Supports ETIM, ETIM dynamic, & ETIM-MC classification

▶ Supports GS1, UNSPSC and eClass

▶ Central management hosted in the Cloud (SaaS solution)
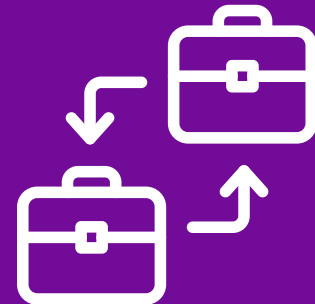
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ROBUS

ABOUT PROPLANET

Established in 2000, Proplanet is a well-known and respected IT data solutions provider, known in the Netherlands and the Benelux regions, expanding internationally and within the UK.

THE PROPLANET PIM

As co-founders of the international standard ETIM, used across construction and installation branches to classify products based on their characteristics., the Proplanet PIM fully supports not only the ETIM standard, but also GS1 and UNSPC amongst others.

The Proplanet PIM is a highly efficient and user-friendly B2B focused solution, setting it apart from other PIM solutions derived from the retail sector. It is flexible and powerful and can be configured to meet precise PIM needs – with a central cloud-based system that enables easy import, management, enrichment and sharing of product information throughout an organisation's supply chain.

Proplanet is the solutions provider for the EDATA platform used by the Electrical Distribution Association (EDA).

Proplanet solutions are hosted in a secure environment on a Proplanet server in the Cloud, whilst on-premise solutions are also available when preferred.

Proplanet