

Company Establishes World-class Product Data for Advanced Engineering, Manufacturing and Online Success

This study involves a major company that designs and manufactures components and products for a variety of industries including automotive, data communication systems, consumer electronics, telecommunications, aerospace, defense, marine, medical, energy and lighting. The \$14B company serves customers in more than 150 countries.



HIGHLIGHTS

- **WORLD-CLASS PRODUCT DATA**
- **IMPROVED PRODUCT FINDABILITY**
- **GOVERNANCE PROCESSES**
- **NEW TAXONOMY & ATTRIBUTE DATA**

“We were fixing this problem every 18 months. We needed a partner to help build a swim lane for data production and governance.”

-CIO

Challenge

In 2013 the company CEO launched a digital transformation program, focused on strategic investments in information technology. This initiative included overhauling product lifecycle management platforms for product design and optimizing manufacturing to enable build-to-order, Just-In-Time (JIT) manufacturing, and short-run capabilities. It also included a redesign of the corporate website on a new platform with improved Search, Product Information Management (PIM), and Web Content Management.

The organization recognized that it needed to improve product data quality or a return on investments would not be achieved for PIM and Search. Products were hard to find due to a poorly organized product taxonomy. Users complained vociferously about search quality. The CIO stated that they needed to improve their core capabilities to generate world-class product data, and to maintain and govern the product taxonomy.

Finally, the whole project needed to happen within an 8-month window to enable the beta launch of the new website.

Solution

In less than two months, Earley Information Science (EIS) delivered a new product taxonomy that the client's stakeholders approved through a new governance process. EIS implemented a new attribute schema for 700 product categories, and mapped the legacy product data into the new structure within three months. EIS created taxonomy facets to help tag products and documents for brand, series, product family, industry standards, industry sectors, and applications. The EIS data team tagged products in the catalog with the appropriate facet values.

EIS socialized the taxonomy, established the governance process, provided advice on process improvements to achieve higher quality data, and then helped the company stand-up an off-shore data production team to perform on-going data projects. EIS also advised on user experience design, and coordinated with the digital agency to assure product data and taxonomy supported the user experience.

Impact

EIS was able to help the customer establish world-class product data and realize the business benefits from improved product findability, a stronger taxonomy, and better governance. The work was completed in time to support the launch of the new website. There are across-the-board improvements in SEO, site search, navigation, and the user experience of the product catalog, all directly resulting from the new and improved product taxonomy. The client's content was now producing organic search traffic equivalent to \$2M in paid search. This result improved customer, employee, and partner satisfaction — all of whom are now able to find the information they need to support purchase decisions. Newly enabled product relationships help showcase related products and create more 'sell-with' / up-sell / cross-sell opportunities. The on-boarding process is now simpler and faster, and the number of products in the on-line catalog grew approximately 25% during the course of our project.

About EIS

Earley Information Science (EIS) helps organizations harness the value of one of their most important assets – information. *We improve enterprise information agility to drive digital commerce innovation, increase revenue, and enhance customer experience with a strong enterprise information architecture and management foundation. EIS helps make information more findable, valuable and useable — thereby helping organizations improve operational efficiency and effectiveness. EIS has over 20 years of experience in working with Fortune 1000 organizations globally across many industries, including manufacturing, retail, financial services, healthcare, life sciences, the public sector, and professional services.*

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