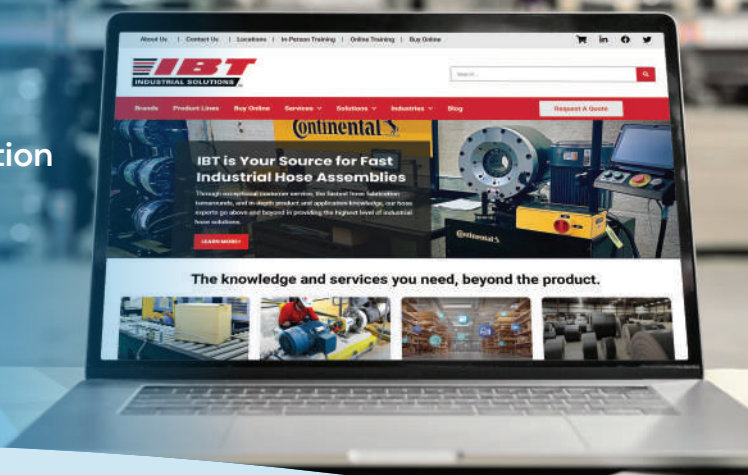




Standardizing & Streamlining Product Data Acquisition IBT Industrial Solution's Success Story with PIE Technology Platform™

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INTRODUCTION

IBT Industrial Solutions is a leading industrial distributor in the United States, providing MRO (Maintenance, Repair, and Operations) products to customers in various industries such as manufacturing, construction, and agriculture. With a strong reputation in the market and focus on expanding reach and accelerating growth by building an omnichannel business, IBT was seeking a solution to acquire manufacturer product data in a timely and consistent manner, a crucial element in their omnichannel commerce strategy. To address this challenge, IBT leveraged the PIE Technology Platform™ to acquire product data easily and faster in a standardized format, the PIE template, which enabled them to access quality, consistent, and complete data, driving their go-to-market strategy.



THE CHALLENGE: NEED FOR STANDARDIZED DATA

When it comes to industrial products, buyers are increasingly looking for a seamless online purchasing experience. And product data plays an important role in creating an exceptional online purchase experience. IBT's association with multiple suppliers posed them with a set of data acquisition and management challenges, such as:

- **Inconsistency in Data Format**
The product data provided by manufacturers is often provided in different formats, making it challenging for distributors to manage and maintain a standardized format.
- **Delay in Data Acquisition**
Distributors must rely on manufacturers to provide product data, which could result in delayed data acquisition, ultimately delaying the launch of new products.
- **Poor Quality of Data**
If the product data provided by manufacturers are not accurate, complete, or up-to-date, it could lead to errors and inaccuracies in product information.
- **Manual Data Entry**
Manual data acquisition processes are time-consuming and labor-intensive, posing challenges to scaling operations.



Transforming Product Data Management and Driving Omnichannel Commerce

Implementing the PIE Technology Platform has been a game-changer for our business. The platform's standardized format, PIE Template, and automated data acquisition process have streamlined our product data management and enabled us to access high-quality, consistent and up-to-date data. With this improved data, we are better equipped to serve our customers across our online and retail channels, advancing our omnichannel commerce strategy. PIE has enabled us to scale our operations more efficiently and with greater accuracy.

Adam Massie
Vice President - Supply Chain | IBT Industrial Solutions





SOLUTION : THE PIE TECHNOLOGY PLATFORM™

IBT subscribed the PIE Technology Platform, enabling them to acquire manufacturer product data easily and faster in a standardized format. The platform provided the following benefits:

Standardized Data Format

PIE Technology Platform provided a standardized format, the PIE Template, for manufacturers to fill in their product data. This ensured consistency in data format, making it easier for IBT to manage and maintain the data.

Automated Data Acquisition

Using the platform automated the data acquisition process, eliminating the need for manual data entry. This saved time and reduced errors, allowing IBT to scale their operations.

Real-time Data Updates

The platform enabled real-time updates to product data, ensuring that it was always accurate and up-to-date.

Quality Control

The platform provided quality control mechanisms supporting the accuracy and completeness of the product data provided by manufacturers.



THE RESULTS

Implementation of the PIE Technology Platform provided several benefits to IBT, including:

Faster Time-to-Market

The standardized data format and automated data acquisition process enabled IBT to launch new products faster, reducing time-to-market.

Omnichannel Commerce

The improved quality and consistency of product data enabled IBT to advance their omnichannel commerce strategy, providing customers with a seamless experience across online & retail channels.

Increased Data Quality

The quality control mechanisms provided by the platform improved the accuracy & completeness of the product data, reducing errors & inaccuracies.

Improved Productivity

The automated data acquisition process saved time and reduced errors, making it easier for IBT to scale their operations and improve productivity.



77,000+ SKUs

From just 2564 SKUs in 2021, today IBT acquires and manages 77,564 SKUs through PIE.

8 Manufacturers

IBT has synchronized Product Information Exchange with 8 leading bearing and power transmission manufacturers.



CONCLUSION

IBT leveraged the PIE Technology Platform to acquire manufacturer rich content product data easily and faster in a standardized format. Accessing quality, consistent, and complete data helped advance their go-to-market strategy and omnichannel commerce.

Build For The Future

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