Crowd Favorite

Victaulic: GfK Open Source Integration

Integrating a new global inventory system into the Open Source system of record while improving time to market and process efficiency.

To provide accurate product information to their hundreds of distributors, Victaulic needed a data management system to organize their **global product inventory of over 16,000 stock keeping units (SKUs)**. Maintaining product information was difficult and time-consuming, and required the Victaulic team to search through several databases, websites, and product lists to properly update the information in all locations.

After building a custom digital platform for Victaulic, Crowd Favorite was trusted with integrating a new 3rd-party, product data service into the foundational Open Source system that Crowd Favorite developed and maintained.

Challenge

Integrating a third-party inventory system into the Victaulic work process to create a user friendly, single source process for updating products.

Victaulic, a leader in global manufacturing, needed a "single source of truth" for their products in order to be more efficient with product management between the website and all their distributors. Victaulic selected GfK, a global company that collaborates with suppliers for inventory management, to streamline the inventory process.

As the original platform architect and digital transformation partner, Crowd Favorite was consulted to ensure compatibility with Victaulic's current digital structure and online catalogue system. Crowd Favorite worked as a partner liaison with Victaulic to implement the process with GfK, to build a system that would automatically sync with the current digital catalogue and provide monitoring for the Victaulic team.

The challenge was to build a reliable process for synchronizing the information from GfK to Victaulic and to replace the existing manual process of updating products.

Solution

Recognizing the opportunities for increased efficiencies and expense of manual updates, Victaulic turned to GfK for data services and Crowd Favorite for digital transformation expertise.

Before beginning the digital conversion process, Crowd Favorite was tapped to **liaison with GfK on behalf of Victaulic**. As partners, Crowd Favorite and GfK were able to bring their expertise together to find the best joint solution for Victaulic.

The solution needed to globally provide distributors and customers with the correct product information, reduce time and cost of in-house management, and be user friendly for the Victaulic team to implement and keep updated.

Two-part solution:

- **Custom API integration** for GfK's database to sync directly with Victaulic's product catalogue
- **Managed the third-party relationship** with GfK for the duration of the implementation

The product data imported from GfK's data center was not consistent nor compatible with the Victaulic website. Crowd Favorite developed a system to correct this imported information. All incoming data is compared to the current data, including product name, description, SKU, image and product details, and if there are any updates or differences the product manager is alerted. Using the custom user-interface, the product manager can then simply accept or decline the changes and the site is automatically updated avoiding mislabels or misinformation.

Crowd Favorite created a custom solution that interfaces with GfK to pull in new or updated product information. To make this an intuitive process for the Victaulic team, a robust API integration and a custom administrative user interface were built to allow for managing site-specific product information.

Due to its unique requirements, of needing the ability to synchronize product information exceptions while maintaining a relationship with the parent product data source, Crowd Favorite utilized complex logic to handle this request.

> "Crowd Favorite came up with a solution that works and solved our problem."
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> Jessica Oren
> Digital Services Coordinator, Victaulic

Results

Crowd Favorite, in alignment with GfK, helped Victaulic master its product inventory system.

This project resulted in a single source of truth for product inventory that updates easily, reduces overhead and maintenance costs, increases accuracy, and allows for scalability. Victaulic is able to add new products and make updates faster, which allows them to more quickly deliver products and information to their distributors and clients, reducing overall time to market.

In addition to creating a time saving process and greater accuracy of product information, Crowd Favorite delivered:

- Management system for **over 16,000 SKUs**
- **Easily navigated system** for suppliers/distributors, customers to find correct information
- A **workflow to manage the updates** and easily track updates or changes between systems
- **Reduction in time and effort** to update inventory resulting in **quicker to market** product information
- **Vendor management** orchestration to ensure a seamless and successful integration

Victaulic's proactive approach to digital transformation led to the creation of a user-friendly interface and seamless way to integrate new product information to their website. Having a partner, like Crowd Favorite, simplified the process of integrating a 3rd party system into Victaulic's already existing digital platform and increased the control Victaulic has over the entire process.

Crowd Favorite's ability to manage the enterprise digital integration between the client team, technical team, and 3rd party team, led to a successful outcome.

"Crowd Favorite puts things in simple, non-technical terms we can understand."

Jessica Oren
Digital Services Coordinator, Victaulic

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