



CASE STUDY

BETER BED: TRANSFORMING BETER BED INTO A PIM-MINDED ORGANISATION

Introduction

Beter Bed is the largest bed retailer in the Netherlands, specialising in bedroom furniture, mattresses and related products. Since its foundation in 1981, the start-up company has grown into an enterprise organisation with more than 3,000 employees and over 1,000 shops in the Netherlands, Belgium, Germany, Austria, Sweden and Switzerland. In both 2016 and 2017, Beter Bed was awarded Retailer of the Year and Webshop of the Year in the Netherlands by ABN AMRO.

The Challenge

Beter Bed's ambition was to increase their online revenue. To achieve this, the organisation pursued an omnichannel strategy, and made big investments into the expansion of their ecommerce platform and PIM-system. The desired PIM-system would feed several channels, including the ecommerce platform, an Instore App and data brokers, with rich, accurate, and good quality product data. This required an extensive PIM-system with complex rules.



Consequently, Beter Bed was looking for a partner to migrate their existing PIM-system and further develop it. Salmon was selected for this project because of their extensive experience with both ecommerce and PIM/MDM solutions, spanning several years. Salmon had the opportunity to offer the perfect mix between technical implementations, consultancy, and advisement.

demand for product data with a clear view on the ownership of the data within the organisation.

Salmon supports Beter Bed with the transformation to a PIM-minded organisation in which each team member is conscious of the value of a PIM-system and it can contribute to the success of an organisation.

The Results

Following the migration of the PIM-system from Informatica Product 360 to version 8, a phase of stabilisation occurred. During this phase, a stable basis with the product data was formed as a result of close collaboration between Salmon's PIM-team and Beter Bed's Article/Assortment Management team. The product data, its efficiency, and the structure of the data quality and the ecommerce platform's omnichannel product feeds have improved significantly, resulting in an increased

