DATA INTEGRATION REPORT

DATA INTEGRATION & DATA GOVERNANCE

B2B COMMERCE

RETAIL & ECOMMERCE

MANUFACTURING

DATA GOVERNANCE AND DATA INTEGRATION

INTRODUCTION

Data Governance is a set of processes and rules to ensure that data within an organization is managed securely, reliably, and in compliance with regulations. It includes data quality management, security, compliance, and the definition of roles and responsibilities for data access and use.
Each system and/or its modules is theoretically specialized for managing different entities; however, there are appropriate and/or necessary overlaps that lead to the need to duplicate data across different systems. A prime example of this is customer data, which is usually present and partially duplicated in ERP, CRM, OMS, and Commerce systems.
Specialized systems include:

- PIM (Product Information Management) for product catalog data.
- DAM (Digital Asset Management) for digital assets (images, photos, videos).
- WMS (Warehouse Management System) for warehouse management.
- OMS (Order Management System) for managing stock and orders.
- ERP (Enterprise Resource Planning) for overall business management; an ERP system certainly handles accounting data (invoices, cash flow, etc.) but often also provides additional modules for warehouse, orders, and more.
- iPaaS (Integration Platform as a Service) for managing integrations between systems.

"Science is built of data just as a house is built of stones. But a heap of data is no more science than a pile of stones is a house."

Henri Poincarè

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WHY IS DATA IMPORTANT FOR COMPANIES?

With data, we transform reality through digital platforms.

In the pre-digital economy, companies focused on process efficiency by executing transformations in a way that was specific to each individual process.
In the digital economy, the goal achievable with platforms is to build solutions for agility and the progressive change of business models, as well as for continuous innovation.

Market Context

The proliferation of specialized SaaS/PaaS solutions has led many companies to adopt technology with a "Best of Breed" approach. The "Best of Breed" policy involves selecting the best software for each business function, even if it comes from different vendors. This approach maximizes specific functionalities but requires effective integration between the various systems; this is addressed by integration solutions that fall under the term "iPaaS" (Integration Platform as a Service).

Data Integration and Ipaas

When discussing data integration, Gartner distinguishes between "Data Integration" platforms and "iPaaS" (Integration Platform as a Service) platforms.

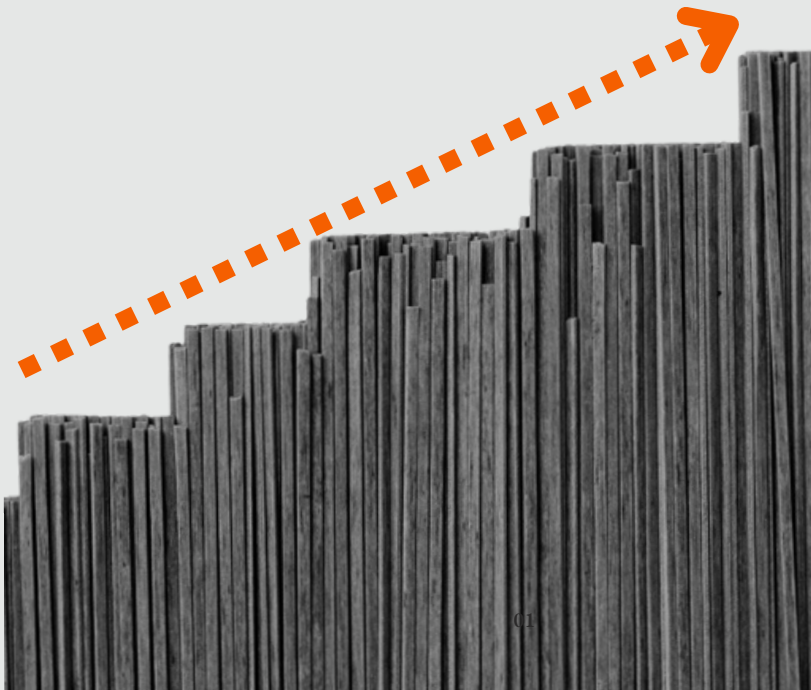
"Data Integration" platforms and "iPaaS" (Integration Platform as a Service) platforms are both used to facilitate the integration of systems and data within an organization. However, there are some key differences between these two categories of platforms.

Primary Objective: Data Integration platforms are primarily designed to integrate and synchronize data from various sources within an organization. Their main goal is to enable an efficient flow of data between systems and applications, ensuring the accuracy and consistency of information. On the other hand, iPaaS platforms are broader and offer a wider range of integration capabilities, including the integration of applications, data, and business processes.

Scope of Integration: Data Integration platforms focus mainly on data integration, allowing for the combination, transformation, and synchronization of data from different sources. This can involve Extract, Transform, and Load (ETL) processes, real-time data integration, data quality management, and more. In contrast, iPaaS platforms cover a wider range of integration scenarios, including application integration (APIs), business process integration (BPM), data integration, and more.

Technological Approach: Data Integration platforms often rely on specific tools and technologies for data integration, such as ETL (Extract, Transform, Load) and ELT (Extract, Load, Transform). iPaaS platforms, on the other hand, use a more comprehensive and integrated approach, often based on cloud services architectures, APIs, microservices, and process orchestration.

Scope and Scalability: iPaaS platforms are designed to support integration in cloud and hybrid environments, allowing for the flexible connection of on-premise systems, cloud applications, and external services. Data Integration platforms may be more focused on on-premise integration scenarios or specific types of data.



Gartner Quadrants

According to Gartner's 2021 "Magic Quadrant for Enterprise Integration Platform as a Service" report, the market leaders in the iPaaS sector are as follows:

1. **Dell Boomi**: Boomi has been positioned as a market leader for the seventh consecutive time. Its platform offers a wide range of integration features, including application, data, and business process integration.
2. **Informatica**: Informatica has been positioned as a market leader for the fifth consecutive time. Its platform provides data, application, and API integration capabilities, along with data management features.
3. **MuleSoft**: MuleSoft was acquired by Salesforce in 2018, and its AnyPoint integration platform offers application, data, and API integration capabilities.
4. **SnapLogic**: SnapLogic offers application, data, and API integration features, with a strong emphasis on ease of use and automation.
5. **Workato**: Workato provides an all-in-one integration platform that combines application, data, and business process integration capabilities with automation features.

In addition to the market-leading iPaaS platforms mentioned in my previous response, Gartner's 2021 "Magic Quadrant for Enterprise Integration Platform as a Service" report identified other system integration platforms that were evaluated and classified based on their execution capability and completeness of vision. Here are the platforms listed in the report, categorized by their quadrant placement:

1. **Leaders**: Dell Boomi, Informatica, MuleSoft, SnapLogic, Workato, Oracle
2. **Challengers**: IBM, Microsoft, Talend
3. **Visionaries**: AWS (Amazon Web Services), Celigo, Cleo, Jitterbit, TIBCO Software
4. **Niche Players**: Axway, Magic Software, Neuron ESB, Software AG.

It is important to note that a platform's position in the quadrant does not necessarily indicate its quality or suitability for a specific organization but rather reflects Gartner's experts' opinion on its relative position compared to other platforms in the market.

Platform	Description	Features	Scalability	Automation Capabilities
Dell Boomi	Integration platform for applications, data, and processes	Wide range of pre-built connectors, lifecycle management	High, scalable in cloud environments	Automated workflows, event-driven
Informatica	Integration platform for data, applications, and APIs	Powerful ETL and data transformations, data quality management	Scalable in cloud environments	Rule-based automation, advanced monitoring
MuleSoft	AnyPoint Integration Platform for applications, data, and APIs	API creation, microservices-based integration	Scalable in cloud environments	Business process automation, orchestration
Snap Logic	Integration platform for applications, data, and APIs	Self-service architecture, visual modeling of integrations	High, scalable in cloud environments	Automation via data pipelines
Workato	All-in-one integration platform with automation	Integration capabilities for applications, data, and business processes	Scalable in cloud environments	Automation of repetitive tasks, chatbots

Figure 1: Magic Quadrant for Data Integration Tools

Source: Gartner (August 2022)

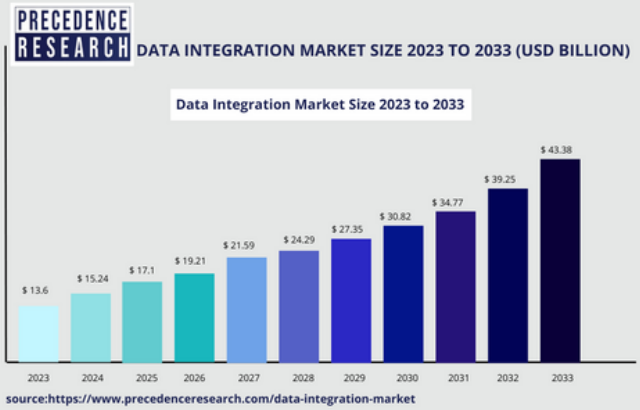
Figure 1: Magic Quadrant for Enterprise Integration Platform as a Service

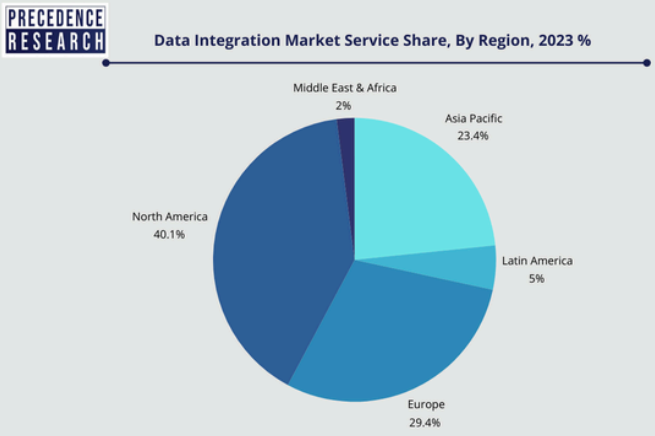
Source: Gartner (January 2023)

Market Dimensions

The global data integration market was valued at USD 13.6 billion in 2023 and is projected to reach approximately USD 43.38 billion by 2033, with a CAGR of 12.32% from 2024 to 2033. Data integration, the process of merging data from various sources and presenting it in a unified view, also involves answering queries based on the combined data. This process helps streamline and enhance business operations.

With a 40.15% share of worldwide income in 2023, North America ruled the industry. The market's expansion is driven by industrialized nations like the U.S. and Canada. The area is shifting toward more advanced and cutting-edge technologies as a result of the increased usage of digital strategies. Growing technical developments in the region are important drivers of the North American market's growth. The expanding industry will benefit from the increase in worldwide data integration companies.





From 2024 to 2033, Asia Pacific is predicted to have the highest growth, at 15.6%. To produce both simple and reliable features, the top competitors are concentrating on expanding their product portfolios, increasing investments, and forming effective alliances. Along with this, a number of efforts were put into place, and it is expected that the industry will grow as regional e-commerce trade keeps growing. For instance, the data integration platform supplier Boomi, LP. expanded its cloud data integration services in Japan in July 2022. To satisfy the rising demand for business automation and data integration solutions that would scale the company's business for clients throughout the area, the company made an investment in the Japanese market.

TOOLS FOR DATA MANAGEMENT IN COMPANIES

We present here a sort of glossary useful for introducing, to those who haven't encountered them yet, some of the key tools for data management in a company; for those who are already familiar with them, a refresher is always helpful.

ERP (ENTERPRISE RESOURCE PLANNING)

It is a software system that integrates and manages core business processes, such as finance, inventory, HR, and supply chain, in a centralized database. It helps streamline operations, improve efficiency, and provide real-time data for informed decision-making.

CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

CRM platforms consolidate customer data, track sales activities, automate marketing processes, and facilitate customer support. It helps businesses enhance customer satisfaction, drive sales growth, and improve overall customer experience by providing a comprehensive view of customer interactions and enabling personalized engagement.

PIM (PRODUCT INFORMATION MANAGEMENT)

The product information management module collect and distributes product data across different channels. It is capable of capturing and sharing any type of digital data and is designed for easy integration into existing IT systems.

DAM (DIGITAL ASSET MANAGEMENT)

A system that centralizes all multimedia assets, including images, graphics, documents, videos, and other multimedia content. A centralized and secure archive is provided which makes the management of the company's digital assets more effective.

OMS (ORDER MANAGEMENT SYSTEM)

OMS consolidates order information, inventory levels, and shipping details in one centralized system, allowing businesses to track orders from placement to delivery. It streamlines order processing, inventory management, and fulfillment operations, ensuring timely and accurate order fulfillment. OMS helps businesses optimize their order workflows, improve customer satisfaction, and maintain inventory visibility across multiple channels.

IPAAS (INTEGRATION PLATFORM AS A SERVICE)

iPaaS (Integration Platform as a Service) is a cloud platform that facilitates the integration and automation of business processes across various applications, services, and systems, both on-premise and in the cloud. iPaaS centralizes and standardizes the connections between different enterprise software, enabling companies to synchronize data, orchestrate complex workflows, and automate processes without the need to develop and maintain custom integration solutions. This system helps improve operational efficiency, reduce integration errors, and accelerate time-to-market for new applications or services. iPaaS is essential for maintaining real-time data consistency and visibility across multiple platforms, fostering greater agility and scalability in business operations.

Reference Scenarios

Without being exhaustive, we will analyze two reference scenarios that can be adapted to many business contexts. Special attention will be given to the Retail / Unified Commerce scenario, which is a focus for the eCommerce eXpo 2024 event.

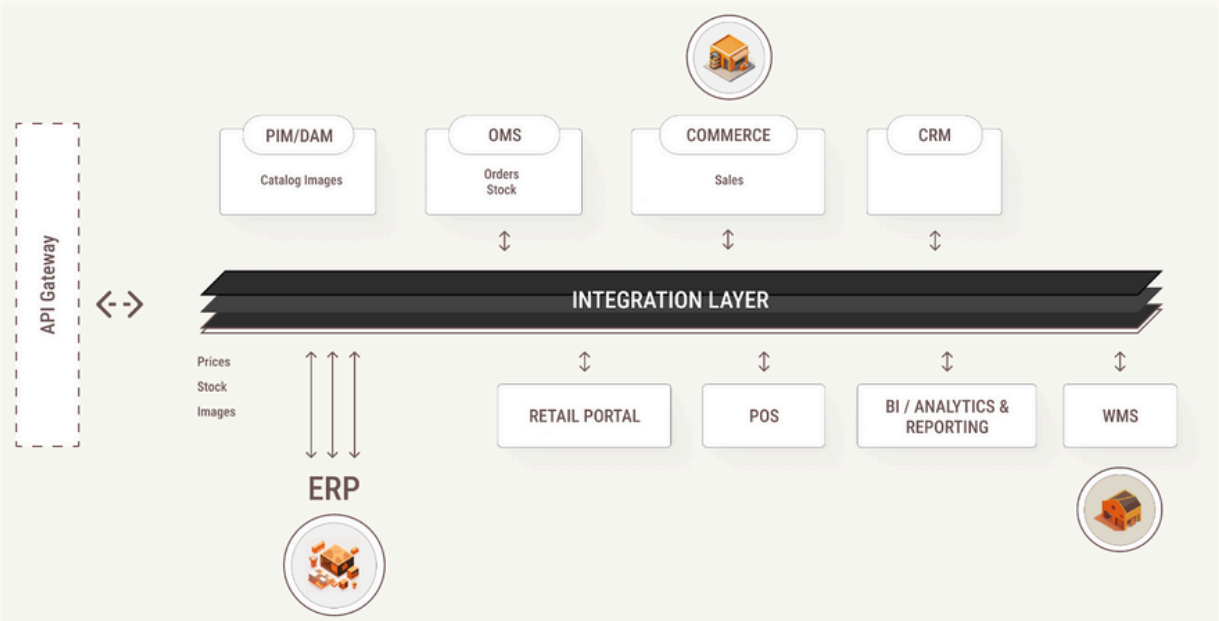
BUSINESS MATURITY MODEL

The maturity level of a company in terms of digital transformation, including data management, can be measured across four dimensions:

- Strategy
- Organization
- Data Governance
- Technology

These four dimensions should be developed in a balanced manner, ensuring equilibrium between the strategic component (business goals and market targets), the organizational component (people, roles, skills), data collection and utilization, and the adoption of supporting technologies.

This document focuses on the latter two dimensions: Data and supporting technologies. Even when concentrating on these components, the approach should be balanced; it is incorrect to start with technology. Instead, it is important to analyze possible data sources and/or touchpoints with customers before adopting the appropriate technological solutions.



REFERENCE INFRASTRUCTURE

From a technological infrastructure perspective, a progressive approach is advisable, guiding the gradual adoption of specific tools (best of breed) as the business matures and evolves. This is also true in cases of replatforming and/or transforming existing infrastructures.
IMPORTANT: Integration costs and the "gray areas" between different platforms must be carefully considered. It is not sufficient to choose the most suitable platform(s) to support specific processes or business models.
The various adopted platforms must communicate with each other to avoid a "silo" configuration, where there are excessive and prolonged duplications and misalignments of information between platforms.
In this regard, it is advisable to envision a reference architecture that ensures internal communication between platforms and a governed approach (e.g., via an API Gateway) for external interactions with the adopted platforms.
Above is an example of a reference architecture for a Unified Commerce infrastructure.

B2B / MANUFACTURING SCENARIO

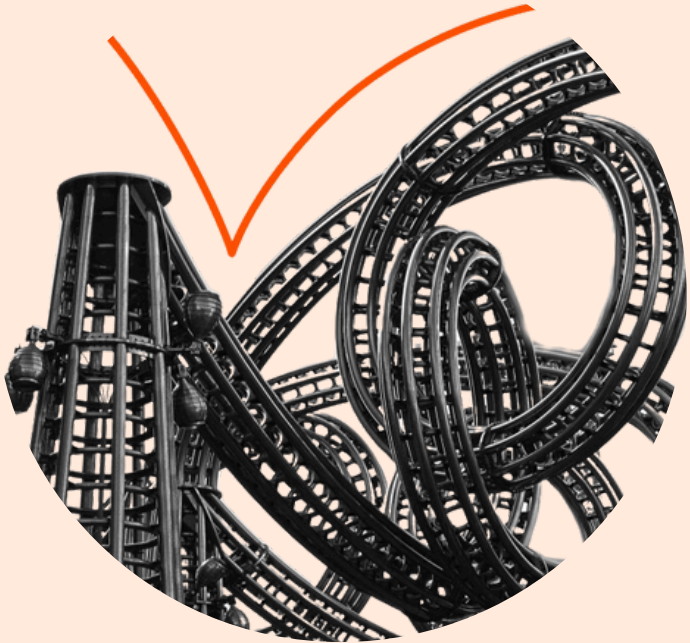
Companies operating in the manufacturing sector that exchange goods and services in a B2B mode typically have software architectures oriented towards internal data management with a focus on supply chain and production efficiency.
The ERP system is central, along with Manufacturing Execution Systems (MES).
During the digital evolution of the company, PIM (Product Information Management), CRM, and B2B Commerce systems are then introduced or adopted.
Data flows to/from MES systems are crucial for monitoring and optimizing production; they typically involve control dashboards and high data volumes.
External data flows related to purchases/sales often focus on EDI (Electronic Data Interchange) and/or CSV formats, do not require real-time updates, are asynchronous/overnight, and involve large data volumes.

RETAIL / UNIFIED COMMERCE SCENARIO

In the retail sector, where an integrated approach between physical and digital retail, also known as "Unified Commerce," is essential, the level of business maturity is generally higher.
In these contexts, companies usually start with the adoption of eCommerce tools and then add catalog/asset management tools (PIM/DAM), order management systems (OMS), and integration tools for external structures such as logistics, warehouses, and shipping.

07 DATA INTEGRATION

In the opening paragraphs, we examined some aspects related to the market for 'pure' Data Integration platforms and iPaaS platforms; in both cases, we are still within the realm of data integration. The growth of Cloud/SaaS solutions and an increasingly fragmented 'best of breed' approach are driving the growing need for data transfer (and therefore integration) between the platforms that are part of a company's digital ecosystem. This is where the considerations made in the previous paragraphs come into play, particularly regarding a balanced approach between strategy, organization, data, and technology; here, we focus on the aspects and points of attention related to data integration.



HOW TO AVOID 'DATA SILOS'?

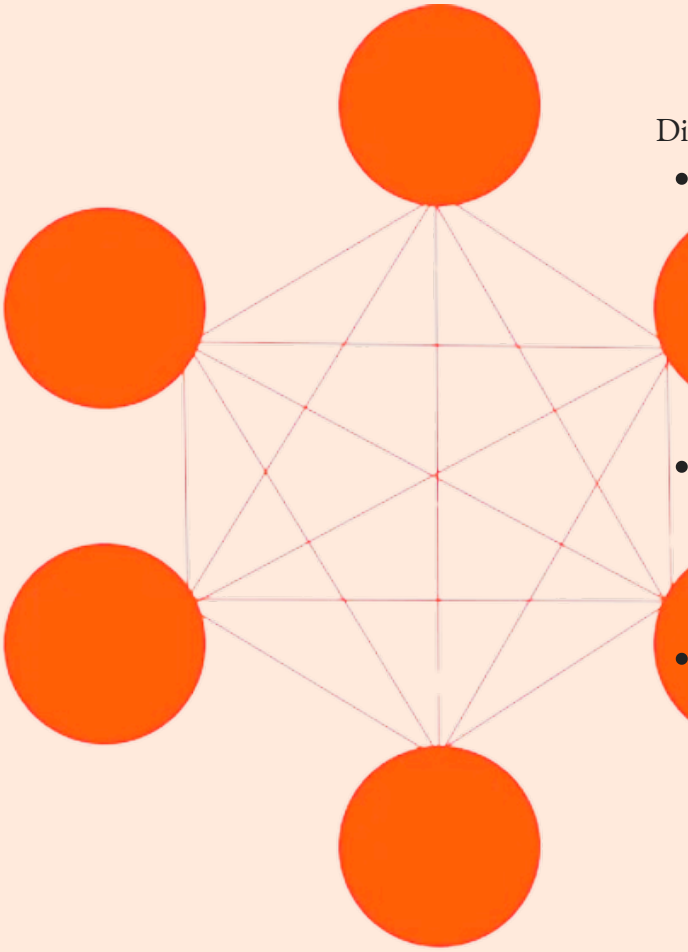
To avoid data silos within a company, it is essential to adopt an integrated architecture that allows for seamless communication between the various platforms used, such as ERP, CRM, and Commerce. If these systems are not properly connected, they can create isolated compartments of information that hinder operational efficiency and overall data visibility. For example, an ERP system might manage accounting and resource management, while a CRM handles customer interactions, and eCommerce manages online sales. If these systems operate in isolation, the company could face issues such as data inconsistency, information duplication, or a lack of a comprehensive view of the customer or inventory. In this context, an iPaaS acts as an intermediary that centralizes and standardizes data sharing between ERP, CRM, and Commerce, ensuring that all platforms are aligned and that information flows freely and in real-time among them.

In addition to technological implementation, it is important to foster a company culture that encourages collaboration and data sharing between departments. This can include establishing well-defined data management policies that ensure information is accessible and usable by all stakeholders in a secure and consistent manner.

Adopting these strategies not only prevents data silos but also enhances the company's ability to respond quickly to market changes, optimize internal processes, and offer a more consistent and personalized customer experience.

HOW TO MAKE PLATFORMS COMMUNICATE WITH EACH OTHER?

Communication between business platforms such as ERP, CRM, and eCommerce can be achieved through different approaches, each with its own advantages and disadvantages. Two common models are the "Spaghetti" architecture and the iPaaS-based approach.



STAR ("SPAGHETTI") ARCHITECTURE

In the “STAR” or "spaghetti" architecture, platforms are directly connected to each other through point-to-point integrations. Each system communicates with one or more other systems via individual connections, often custom-developed.

Advantages:

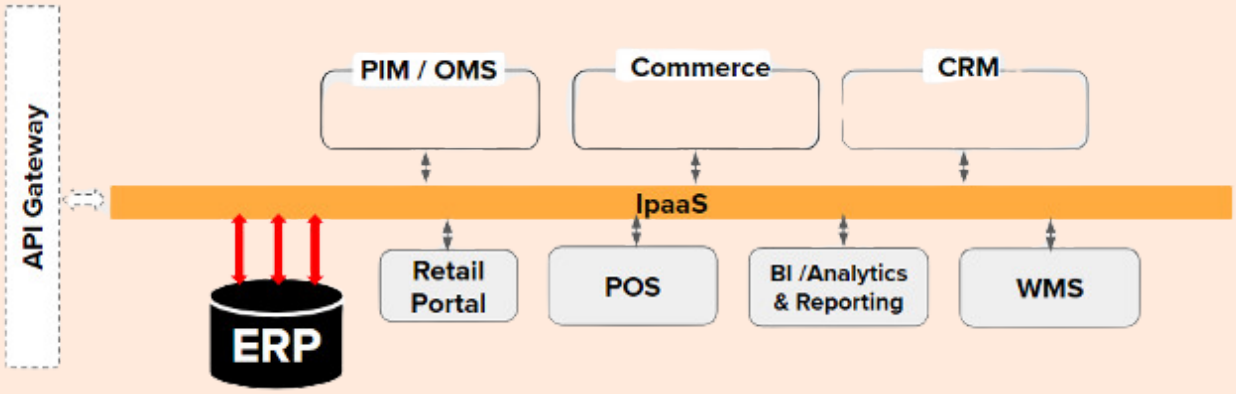
- Initial Simplicity: Ideal for companies with few platforms to integrate. It is relatively simple and quick to connect an ERP to a CRM or an eCommerce system in a way that specifically meets their immediate needs.

Disadvantages:

- Complex Maintenance: As the number of platforms and connections increases, managing the integrations becomes increasingly complex and costly. Any changes to a system may require updates to all associated connections.
- Poor Scalability: Adding new platforms or functionalities becomes a management nightmare, as it risks further "tangling" the web of connections.
- Risk of Inconsistency: With multiple non-centralized connections, there is a high risk of data inconsistency, as there is no single source of truth.

HORIZONTAL ARCHITECTURE (IPAAS)

Horizontal architecture, based on iPaaS, solves many of the issues of the "spaghetti" architecture by centralizing integrations on a single platform. iPaaS acts as a central hub through which all communications between the various business platforms pass.



Advantages:

- Centralized Integrations: All connections between ERP, CRM, eCommerce, and other systems pass through the iPaaS, simplifying management and reducing the risk of inconsistencies.
- Scalability: An iPaaS is designed to grow with the company. Adding new platforms or integrating new functionalities becomes much simpler, as all existing connections can be adapted without needing to rebuild the entire infrastructure.
- Automation and Orchestration: An iPaaS system allows for the automation of complex workflows between platforms, improving operational efficiency.
- Monitoring and Governance: Provides advanced tools for monitoring and managing integrations, with better visibility into the data flowing between systems and tighter control over data governance policies.

Disadvantage:

- Initial Investment: Adopting an iPaaS requires a higher initial investment compared to a point-to-point solution, but it pays off quickly in terms of maintenance and scalability.

INTEGRATING SHOPIFY

Shopify is the leading SaaS eCommerce platform, and its performance and reliability have made it a global leader. Its growth is also due to the numerous features introduced each year, which add both freshness and complexity to the platform.
Shopify is developing an excellent GraphQL integration platform, which it enhances every quarter. However, there are objective difficulties in integration due to:

- Complexity of entities and their relationships
- Limits on the number of calls, query points with a leaking bucket method
- Deprecation of features over time

Addressing these complexities for a single company and maintaining them does not add value unless strong customizations and flow controls are required.
Therefore, it is advisable to use a specialist system that reduces the cost of accessing these APIs and their maintenance.

For example, the process of creating a product includes:

- Basic product data (SKU, title, description)
- Images and images related to variants
- Metafields (custom fields)
- Variants and configuration options for variants
- Files (included in metafields but managed more like images)
- Handles with corresponding redirects in case of changes
- Metaobjects linked to the product
- Visibility of the product across various markets

This process, optimized to avoid redundant operations (such as not updating an already existing image), requires approximately 27 calls.
Other processes for managing the platform, including pricing, inventory, translations, smart collections, orders, and fulfillment, also contain significant complexities that should be addressed with specialized software.

INTEGRATING CARRIERS - THE SHIPPY PRO SOLUTION

Shippy Pro is a platform that facilitates the shipping process to the end customer, providing services and features related to shipping for an optimal user experience. In this case, the service integrates well with most e-commerce platforms at a good level, offering all the capabilities that a basic customer might need. Therefore, it is recommended to use such apps/plugins for all basic needs an e-commerce business might have. However, when the need arises to optimize shipping, such as deciding on variable courier pickup days, distributing orders across various warehouses with specific logic, or handling dropshipping, these plugins show their limitations. At this point, it will be necessary to create a custom integration that implements the required logistics.

FINAL CONSIDERATIONS

The STAR/spaghetti architecture may seem attractive due to its initial simplicity, but it quickly becomes unsustainable as the company grows along with the number of integration flows. An iPaaS, on the other hand, offers a more robust, scalable, and manageable solution for connecting different platforms such as ERP, CRM, and eCommerce, ensuring that the company remains agile and competitive in the long term.

The Importance of Data Analysis

In a data-driven company, it is essential not only to collect data but also to transform it into actionable insights for making strategic decisions. The value of data involves accurate analysis and contextualization, allowing for the extraction of meaningful insights. These insights must be readily usable to optimize processes, improve customer experience, and drive innovation, while also maintaining regulatory compliance and security.

THE ROLE OF BI

Business Intelligence (BI) plays a crucial role in transforming collected data into actionable information within a data governance strategy. BI centralizes data from various business sources such as ERP, CRM, and eCommerce, ensuring that it is accessible and consistent. With BI tools, data is analyzed and visualized through interactive dashboards and reports, simplifying the interpretation of complex insights and making them immediately usable.

BI supports the decision-making process by allowing business leaders to identify trends, anomalies, and opportunities, providing a solid foundation for making informed and strategic decisions. Additionally, BI enables real-time monitoring, facilitating the assessment of the effectiveness of actions taken and optimizing business performance.

In the context of **data governance**, BI ensures that the data used complies with regulations and is managed securely, protecting the company from risks related to privacy and information security.

MARKET PLAYERS FOR BI

Below is a list of market players for Power BI; the following paragraph will provide a focus on the most widely used Power BI from Microsoft.

- Qlik Sense is a business intelligence platform that offers data analysis and visualization without code. It is known for its ability to create interactive reports and dashboards and for its integration with other data analysis technologies.
- Tableau is a leader in data analysis and business intelligence solutions. It is recognized for its capability to create interactive dashboards and reports without code and for its integration with other data analysis technologies.
- Looker is a business intelligence platform that provides data analysis and visualization. It is known for its ability to create interactive reports and dashboards and for its integration with other data analysis technologies.
- MicroStrategy Analytics is a comprehensive platform for business analysis and mobility that offers a wide range of analytical capabilities and report creation features.
- SAP Lumira is a data visualization and analysis software that enables the creation of interactive reports and dashboards.
- IBM Cognos Analytics offers smarter self-service capabilities to quickly and securely identify and act on insights.

FOCUS ON POWER BI

The Power BI suite consists of three elements:

- Power BI Desktop: A Windows desktop application.
- Power BI Service: An online SaaS (Software as a Service) service.
- Power BI Mobile: Mobile apps for Windows, iOS, and Android devices.

Power BI Desktop is a free application installed on a local computer that allows users to connect, transform, and visualize data. Its main features include:

- Connecting to Data: Ability to connect to multiple data sources, such as databases, Excel files, and other data sources.
- Data Modeling: Creating data models through data transformation and cleaning using Power Query language.
- Creating Visuals: Designing visual objects such as charts and graphs to represent data visually.
- Creating Reports: Compiling visuals into reports across one or more pages.
- Sharing Reports: Sharing reports with other users within the organization using the Power BI Service.

Power BI Service is the SaaS component of Power BI, enabling users to interact with reports, dashboards, and individual visuals directly from a web browser. Key features include:

- Sharing and Collaboration: Sharing and collaborating on reports with other users.
- Dashboard Creation: Building dashboards to monitor business performance.
- Integration with Microsoft 365 and Azure: Embedding reports in websites, SharePoint Online, Teams, and more.
- Automatic Data Refresh: Data synchronization with the cloud through the Power BI gateway, which updates on-premises data automatically.
- Report Publishing: Creating reports in Power BI Desktop and publishing them to Power BI Service, as well as creating reports directly within the service.

Power BI Mobile provides access to reports and dashboards from mobile devices, such as smartphones and tablets. Features include:

- Real-Time Access: Viewing up-to-date data in real-time, which is particularly useful for managers and executives needing to make quick decisions.
- Intuitive Interaction: Offering intuitive and interactive navigation, allowing users to explore data and gain insights while on the move.

Cases Study

Case Study: **Barò Cosmetics**

Industry: Beauty (Cosmetics and Personal Care Products)

Challenge: Redesign of the digital architecture for more efficient e-commerce management

Solution: Replatforming to Shopify Plus with SOH and Oracle Netsuite integration

Key Project Highlights:

- Graphic mockup aligned with Barò Cosmetics' brand identity
- E-commerce migration to Shopify Plus for streamlined and autonomous management
- Integration with SOH (Sintra middleware) to optimize catalog and order management
- Connection to Oracle Netsuite via iPaaS for smooth and secure data exchange
- Redefinition of e-commerce operational flows for greater efficiency

Results:

- Improved and more intuitive user experience
- Optimal real-time inventory and order control
- Simplified and autonomous site management
- Enhanced integration between e-commerce, PIM, and ERP
- Consistently updated data across all platforms

The project allowed Barò Cosmetics to modernize its online presence, optimize sales processes, and significantly improve the customer experience, laying a strong foundation for future growth in the competitive beauty market.

Case study: **Croce del Sud**

Industry: Jewelry

Challenge: Modernization of digital infrastructure to improve product information management

Solution: Implementation of a PIM system integrated with Mexal ERP and the Shopware eCommerce platform

Key Project Highlights:

- Implementation of a robust Product Information Management (PIM) system
- Development of a custom connector between Pimcore and Shopware
- Seamless integration with the existing Mexal ERP
- Optimization of data flow between PIM, ERP, and eCommerce platform
- Creation of secure access to product information for distributors and resellers

Results:

- More efficient and organized management of product information
- Improved operational efficiency
- Optimized data distribution across various sales channels
- Significant support for the company's digital transformation
- Secure and detailed access to product information for business partners

The project enabled Croce del Sud S.r.l. to modernize its digital infrastructure, enhancing product information management and operational efficiency. This solution laid the foundation for sustainable growth in the competitive jewelry market, supporting the company’s digital transformation strategy

Case Study: **SBS and Puro**

Industry: Mobile Accessories and Lifestyle Products

Challenge: Unifying and modernizing the digital infrastructure following SBS's acquisition of Puro, with a need to migrate multiple e-commerce platforms to Shopify

Solution: Implementation of Shopify with a customized iPaaS integration to optimize connections with existing systems and improve operational efficiency

Project Highlights:

- In-depth analysis and evaluation of the existing e-commerce setup
- Migration of multiple brands (caseandme.ch, wewaterbottles.com, jaz-music.com, doodroo.com) to Shopify
- Implementation of an advanced iPaaS solution to simplify connections between Shopify, Akeneo PIM, and Navision ERP
- Development of specialized adapters to optimize interactions with Shopify
- Creation of customized workflows for product management, inventory, pricing, translations, smart collections, and orders

Results:

- Simplified complex interactions with Shopify through iPaaS
- Automation and optimization of product and order management processes
- Improved visibility and management of integration errors for non-technical users
- Significant reduction in workload for the technical team
- Increased business agility through process automation
- Centralized and secure management of product information for distributors and retailers

The project enabled SBS and Puro to create a unified and modern digital infrastructure following the acquisition, significantly improving operational efficiency and business scalability. The use of iPaaS with specialized adapters provided a flexible and easily manageable solution, reducing technical complexity and enhancing the autonomy of non-technical teams. This digital transformation has laid a solid foundation for future growth in the European and Swiss markets, consolidating SBS and Puro's leadership in the mobile accessories and lifestyle products industry.

Case study: **Conforama**

Industry: Furniture

Challenge: Improving and simplifying product information management across all internal company platforms

Solution: Development of a new PIM platform with Pimcore, integrated with AS/400 ERP and Magento e-commerce

Project Highlights:

- In-depth technical and functional analysis
- Development of a customized PIM platform using Pimcore
- Integration of the PIM with the AS/400 ERP system via FTP
- Integration of the PIM with Magento e-commerce via JSON
- Testing and validation of the integrated solution

Results:

- More efficient and accurate management of product information
- Consistency of data across all sales channels
- Enhanced online strategies through a high-performing digital ecosystem
- Optimization of product catalog management processes
- Streamlined business operations through a coordinated and intuitive platform

The project enabled Conforama Italia Spa to modernize its digital infrastructure by replacing the old PIM system with a more flexible and powerful solution. The integration between Pimcore, AS/400, and Magento created a smooth and efficient workflow, significantly improving product information management. This transformation laid the foundation for sustainable growth and a stronger online presence, reinforcing Conforama's position as a leader in the furniture industry in Italy.


“Digital Beat,
Human
Experience”
sintra