



How a Leading Energy Drink Brand Transformed Manual Processes into Automated Workflows

Table of Contents

TABLE OF CONTENT	1
COMPANY OVERVIEW	2
CHALLENGES	3
IMPLEMENTATION OF ONETEG	4
QUANTIFIABLE RESULTS AND BENEFITS	6
TESTIMONIAL & CONCLUSION	7

COMPANY OVERVIEW

A leading energy drink company, renowned for its high-octane action sports events, required a robust Digital Asset Management (DAM) system to handle the vast number of images and videos generated daily. These assets needed to flow seamlessly through approval processes and comply with regulatory demands before being distributed worldwide. Thus, a solid DAM system was critical.



For this specific project, the company's ever-changing product catalog needed to meet the demands of retailers and distributors in a fast-paced e-commerce environment. Any updates to product data or assets had to be reflected in real time with minimal manual intervention. OneTeg was chosen to act as the engine pushing these crucial data and assets to their required destinations.

Before choosing OneTeg, the company considered other options, including an internal IT platform. However, this legacy system, built for ERP integrations, lacked connectors for DAM and syndication systems, making it costly and impractical. A custom integration was also explored, but the long development time, high costs, and version dependencies made it too risky. OneTeg's no-code platform offered the flexibility and cost-efficiency needed for seamless integration.

CHALLENGES

The client's team faced several challenges with their existing integration and automation processes.

1

Manual Touchpoints: The team aimed to eliminate manual data entry in their new syndication platform. Data duplication and manual copying between systems had caused errors and inconsistencies across retail locations. Although a syndication system was in place, it still relied on manual processes, making it both time-consuming and error-prone.

2

System Integration: Integrating the DAM, Syndigo's Syndication Platform, and a database (VIP Item Catalog) acting as a PIM was challenging. The company was also in the process of implementing a more sophisticated PIM to replace the database.

3

Cross-Functional Communication: The DAM and Product Data teams rarely communicated, despite significant overlaps in their roles. This lack of collaboration hindered the smooth exchange of critical information, leading to inefficiencies.

IMPLEMENTATION OF ONETEG

The implementation process of OneTeg for the energy drink brand began by bringing all key stakeholders together for a comprehensive business analysis. This involved understanding the current capabilities and typical use of the integrated systems, including the DAM administrators and the Product Data team.



The primary objective was to streamline workflows by connecting the systems used by these two teams through OneTeg.



To achieve this, we identified the SAP Material Number as a critical data point shared by both teams. This number was available in both the DAM and the VIP Item Catalog, and it would serve as a necessary field in Syndigo, the chosen syndication platform. With the SAP Material Number as the common link, we were able to seamlessly pull in relevant product data and OTMM assets for syndication.

Given the specific product data requirements of Syndigo, custom OneTeg mapping was essential. Our team worked closely with Syndigo's Syndication Vocabulary, which had been provided to the client, to match every data point in the VIP Item Catalog with the appropriate fields in Syndigo. OneTeg was then tasked with automating the transfer of data from the VIP Item Catalog into Syndigo, ensuring smooth and accurate syndication across retailers.



The actual build of the OneTeg integration system took just a couple of weeks. The overall process took approximately one year due to challenges like mapping the VIP Item Catalog to the correct PIM fields and handling image assets that arose during testing. Thanks to OneTeg's no-code platform, these adjustments were made quickly and iteratively, ensuring a smooth integration process despite the complexities.

QUANTIFIABLE RESULTS AND BENEFITS

Since implementing OneTeg, the client has seen significant improvements in their integration and automation processes.

- **Real-Time Updates:** As assets are updated in OTMM, they are automatically added to the Syndication Platform and pushed to retailers in near real-time, removing delays and streamlining the workflow.
- **Searchable Resources:** Adding GTIN into OTMM has created an additional searchable resource for all employees.
- **Elimination of Manual Work:** Bringing data from the VIP Item Catalog into Syndigo eliminated manual work, ensuring data consistency across platforms based on predefined business rules. This has significantly reduced errors and increased efficiency.

The Syndication Platform is now updated daily with any changes to product data in the VIP Item Catalog (PIM) and any changes to assets in OTMM (DAM). OTMM is also updated with any changes made to the product data GTIN. Additionally, the client has established a product render standard that aligns with the Product Data team's needs, a benefit of the integration process that was not initially intended.

Quantifiable results include the elimination of over 100 data entry fields per product across more than 300 products. Future updates to any of these fields need to be made only once in the VIP Item Catalog, with changes flowing over to the Product Syndication Platform automatically.

TESTIMONIAL & CONCLUSION

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OneTeg has been a game-changer for our integration needs, but the key to success is focusing on data integrity from the start. Integrations only work if the data moving from one platform to another is accurate and consistent. Before beginning the integration process, we took the time to document our business rules and workflows, which proved to be critical in ensuring everything functioned smoothly.

OneTeg's no-code platform made it incredibly easy to iterate quickly and adjust as needed, offering a fresh approach compared to the traditional, more rigid waterfall method. This flexibility allowed us to optimize our workflows and achieve seamless integration without lengthy delays.

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The implementation of OneTeg has truly transformed how this leading energy drink brand manages and distributes its digital assets and product data. By automating workflows and eliminating manual touchpoints, the company has significantly improved efficiency, reduced errors, and enabled real-time updates across systems.