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How a Leading Beverage Manufacturer Transformed Manual Processes into Automated Workflows

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COMPANY OVERVIEW

A leading beverage manufacturer, with operations globally and heavy eCommerce presence, 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 near real time with minimal manual intervention. OneTeg was chosen to act as the engine pushing these crucial data and assets to their required destinations.

CHALLENGES

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

1 **Manual Touchpoints:** The team aimed to eliminate manual touchpoints in their new syndication platform and leverage their data cross-functionally.

2 **System Integration:** Integrating the DAM, Syndigo's Syndication Platform, and a database (VIP Item Catalog) acting as a PIM was challenging.

3 **Cross-Functional Communication:** The DAM and Product Data teams rarely communicated, despite significant overlaps in their roles.
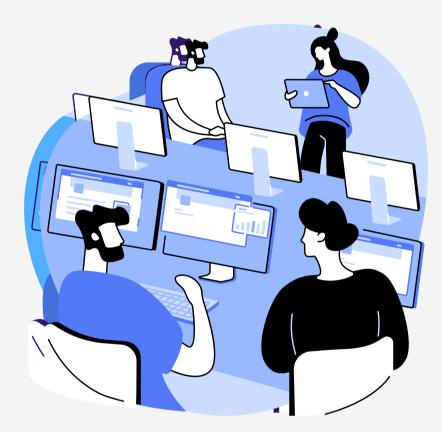
IMPLEMENTATION OF ONETEG

The implementation process of OneTeg for the beverage manufacturer brand began by bringing all key stakeholders together for a comprehensive business analysis. This involved understanding the current capabilities and typical use of the systems that would be integrated, 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 ERP originated product identifier (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 Material Number as the common link, we were able to seamlessly pull in relevant product data and product media in the DAM 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 nine months due to challenges like mapping the VIP Item Catalog to the correct PIM fields and handling misclassified product images 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 the DAM, 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 the DAM, as the Global Trade Identification Number, 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. Additionally, pushing all product media to Syndigo automatically prevented users wasting time downloading and reuploading files. 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 DAM. DAM 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

> " *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.* "

The implementation of OneTeg has truly transformed how this leading beverage manufacturer 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.