



Global Industrial

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An eClerx Digital Case Study

eClerxDigital



Case / Global Industrial

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Results:

5x increase in NPI volume 1st year

200K+ NPI SKUs launched to date

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2.4Mn SKUs ingested in Merchandiser+ for NPI launches

Challenge:

Global Industrial needed to increase their annual New Product Introductions by a factor 3 in a 1-year time frame. Not an easy task being an industrial- and commercial distributor with 1.7+ million products over 21 categories with an annual revenue of \$2.7B, serving 80+ countries.

Solution:

Implementation of eClerx Digital proprietary Merchandiser+ technology in 3 months and set up of expert onshore supplier management team.

Key Metrics:

Scaled NPIs from monthly 2K to 10K in six months, and on-boarded 70 top new suppliers.

Merchandiser+:

Product merchandizing and operationalizing platform

1. Longer NPI TAT Reducing NPI launch cycle
2. Poor quality content Robust and standardized content sourcing
3. Inefficient processes Seamlessly aligning and automating processes
4. Lack of transparency PM supplier scorecards and NPI dashboard
5. Challenges with suppliers Supplier portal and automated supplier data ingestion.
6. Inability to scale Tech- and SMEs supported process with no loss of SLAs and quality.

About eclerx digital

eClerx Digital is the trusted partner of choice to many of the world's largest global brands for creative production, eCommerce/web operations and analytics and insights services. We help clients maximize the results of their digital activities across the customer journey. We complement existing capabilities through data analytics and marketing support. Global industry leaders partner with us to cost-effectively scale their digital activities by leveraging our highly-skilled and blended resource model.

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