BENORI

CASE STUDY

Conducting Comprehensive SKU Data Management for a US-Based Chemical Supplier

OBJECTIVE AND SCOPE

A US-based supplier of composite materials, fiberglass reinforcements, chemicals, consumables, etc. in North America is modernizing its business operations by implementing a new ERP system and enhancing its online presence for their product catalog. For this, they wanted Benori's assistance in data enrichment of approx. 70,000 SKUs of own and partners' products. The task included:

- Consolidating and simplifying their database and elevating their product portfolio
- Updating the material attributes of their products, available SKUs, and variants and adding descriptive notes on the products in a revised database that could be easily fed into their ERP Systems

APPROACH

Our approach involved utilizing TDS data sources, company websites, product catalogues, etc., to interpret the product descriptions. The relevant attributes or features were enriched and validated, using the pre-defined framework in consultation with the client. The project was executed over 12 months, with 2-3 weekly alignment calls and quarterly governance calls to review the output and address any bottlenecks.

METHODOLOGY

Secondary Research

Primary Research

Data Modelling

IMPACT

The research helped the client in:

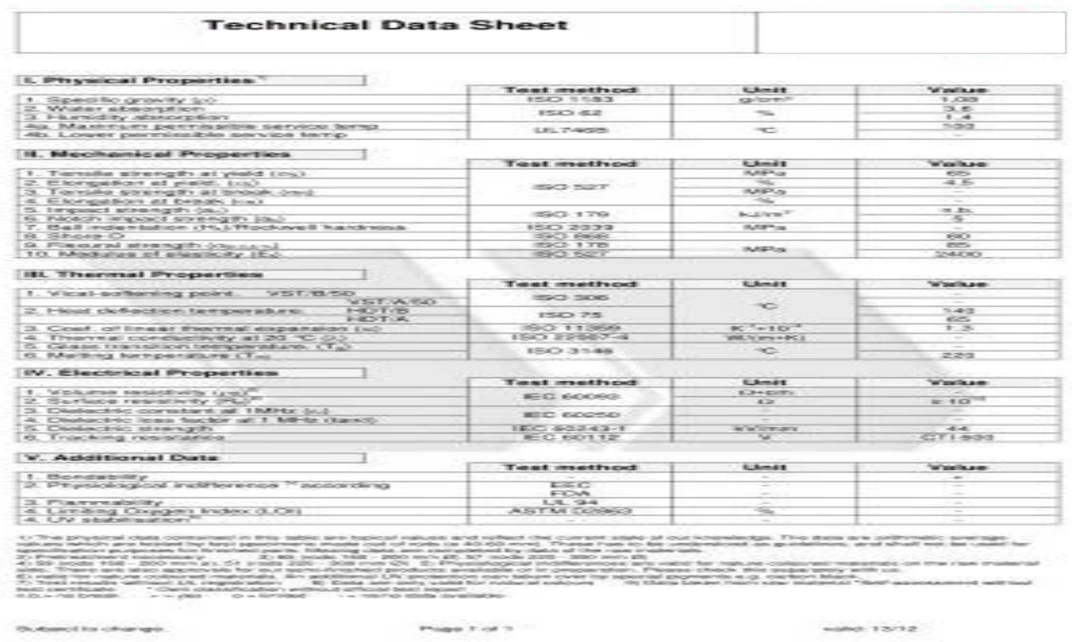
- Keeping up-to-date with their business process and product documentation
- Streamlining their digitalization efforts, specifically their online presence
- Increasing sales through the online channel

SAMPLE OUTPUT

Data Enrichment

	A	B	C	D	E	F	G	H	I	J	
1	ENRICHED	Manufacturer	Manufacturer Name	VENDOR_NAME_ALTERNATE	Product Family	Master TDS File Name		Material	Description	Size/Dimension	Mater
2											
3	Enriched?	Manufacturer	Manufacturer Name	Alternate Vendor Name	Product Family	Master TDS File Name	TDS Revision Date	Material	Description	Size/Dimension	Mater

Technical Data Sheet


Technical Data Sheet

I. Physical Properties

II. Mechanical Properties

III. Thermal Properties

IV. Electrical Properties

V. Additional Data

FOLLOW US

FOR MORE INSIGHTS!

info@benoriknowledge.com

www.benori.com

BENORI