

## CLIENT

### 3E OEM SPORTS AG

3e oem sports is a company handling generic sporting goods for different clients. Sourcing of products is organized worldwide and handed over to several clients. With offices throughout Asia and Europe the client is delivering OEM production goods to brands as well as generic sports goods to wholesalers and retailers.



3e oem | sports AG

## TASK

Sourcing is organized by a global team, while products need to be adjusted to different variants. Besides the normal process of handling the purchase and sales process based on a modern ERP solution the products are sold to different clients while characteristics need to be modified. This includes product labeling, packing, manuals, product pictures, control numbers like the GTIN, ERP codes and many other informations.

These informations need to be checked briefly, up to date and transmittable into many applications for example into advertising folders, other product databases like webshops and portal softwares. The high demand is to ensure actual data integrity on many frontends at the same time even if just a small information is changed. A simple sample needed?

Due to a global contract change with the shipping forwarder Amazon changed the maximum length of the sales packing. Now the question was, which products are not compliant with the new regulation. Filtering brought up around 50 products including their variants. This change was coordinated by the product managers based on the master data of these products.

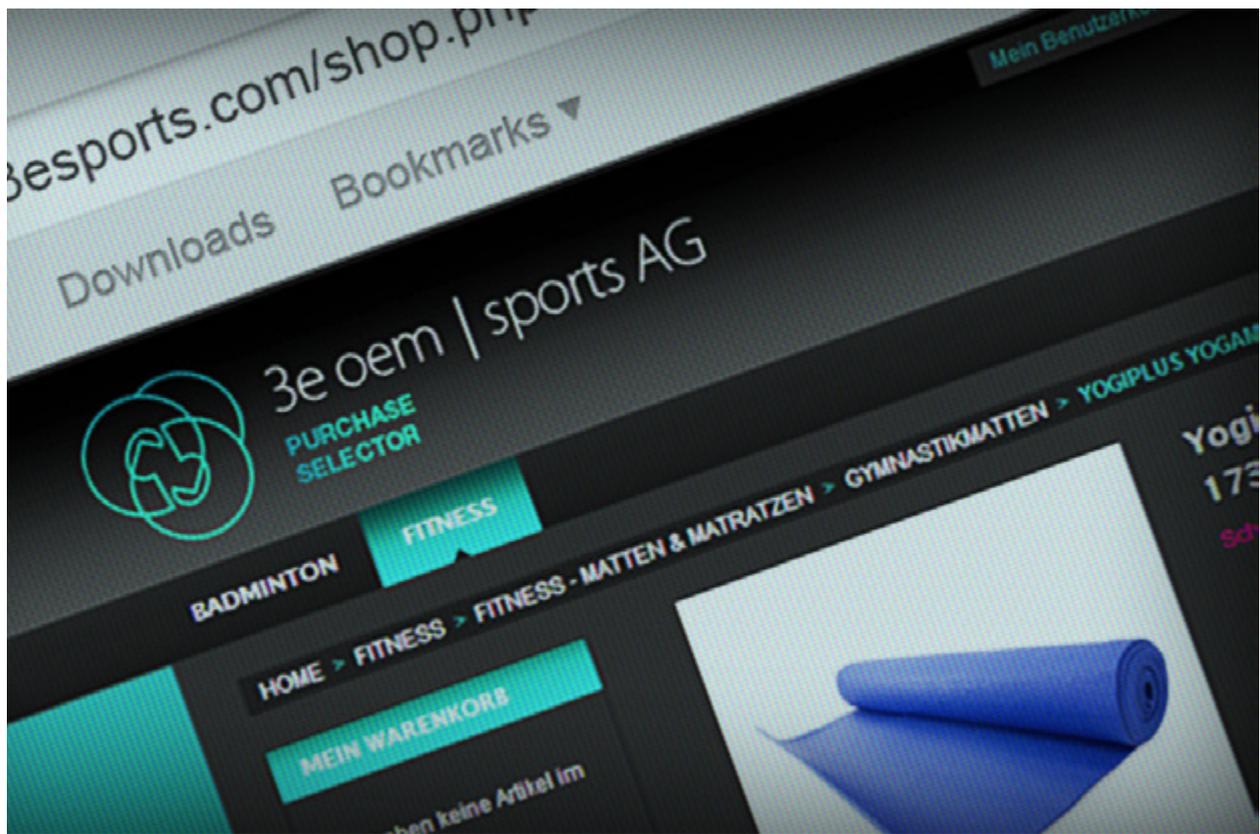


Once the change was confirmed it became necessary to update all product data on the Amazon Vendor management database BUT as well on 6 other web platforms (ebay, Yatego, Rakuten), several webshops, the ERP system to ensure correct storage calculation in shipping programs, the sticker print file for the product and the sales datasheet need modification etc. Over 1100 entries of that information would need to be changed.

## ✓ SOLUTIONS

Due to the Rasin MDM Big Data solution half of the business work has become a simple job. The unification of all data into one point and the multi export ability makes this job something that can be handled without any delay and without missing a single entry.

The connection to the relevant other corporate applications ensures all changes are done in time and relevant people become notified about the update.



## CONTACT



Rasin MDM developed by Screenlinx.

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