



High-quality print publications brings added value to customer communications



Melchioni Ready is the eCommerce retailer of Italian-based Melchioni Group specializing in multichannel sales of various electronic products and small household appliances.

Melchioni Ready is a distribution company specializing in the multichannel distribution of electronics and small electrical appliances (specifically in point-of-sale and e-commerce). As a division of the Melchioni Group, Melchioni Ready is the online store for components, utensils and automation items. In addition to their thousands of products and stocks, Melchioni Ready is also known for their notable customer service features such as no-minimum order requirements and a guaranteed 24-hour delivery time.

Opportunity

Melchioni Ready had a pressing issue with the lack of consistent product information for thousands of its products from over 200 suppliers. Additionally, there were no defined processes that existed between the product and project managers for the sales team to receive consistent and up-to-date product information. Ultimately, the focus of the subsequent digitization strategy was not just on the data, but also on process-related aspects associated with it. This included processes such as data exchange and workflows between Melchioni Ready and its suppliers and customers.

Solution

In a best-of-breed approach, ERP (Team System), e-commerce platform (Magento), PIM (Akeneo), publishing (priint:suite) and an in-house developed CRM were connected. With Akeneo at its core and priint:suite as a tool, Melchioni Ready's product communication and creation of documents for customers and sales staff became streamlined to be more consistent, up-to-date and error-free. The executed model has been thoroughly tested by Melchioni Ready with tremendous success and is now undergoing a group-wide rollout.

Advantages

- ✓ **Reliability and system stability**
Smooth production and workflows thanks to a seamless, interlocking systems
- ✓ **Omnichannel through centralization**
Cross-channel and internationally oriented communication based on centrally available data
- ✓ **Time and cost savings**
Enormous reduction of publication time and associated costs
- ✓ **Standardization through uniform processes**
Newly established standardized processes are streamlined to support sales staff regardless of division or manager
- ✓ **Standalone system**
Melchioni Ready now creates error-free templates quickly and easily in the InDesign plug-in priint:comet, which is connected to Akeneo



How Melchioni Ready is pushing the group-wide rollout

Melchioni Ready's new e-commerce strategy was built on Akeneo. Having been successfully introduced and tested at Melchioni Ready, the digital transformation is now being introduced and implemented at Melchioni Electronics with great success.

The lack of consistent product information was a key problem within the Melchioni Group. When analyzing the underlying problems, it became apparent that there were no uniformly defined processes and structures for receiving and processing the data. As a result, project and product managers within the company were unable to provide consistent or uniform product information and promotional materials to the respective sales force.

A digital green playground

As a new division within the company, Melchioni Ready was tasked with introducing, implementing and testing the digital transformation for the entire corporate group as a first step. The focus was not only on consistent product data, but also on process-related aspects. This includes processes such as data exchange and the workflows between Melchioni Ready and its suppliers as well as between Melchioni Ready and its customers.

"We've always done it that way"

Internal hurdles included an attitude of denial with company-killer phrases such as, "We've always done it that way". It quickly became apparent that Melchioni Ready needed to say goodbye to old-fashioned ways of doing things - making another important focus on change management.

When does digitization become a game changer?

The entire digital transformation process has proven to be a true game changer at Melchioni Ready. It is only through the networked environment of Akeneo, Magento, Teamsystem, an in-house CRM, and the print:suite that Melchioni Ready is able to offer significant added value during the customer experience. The systems and processes now in place form the basis of an individualized product and customer experience. Thanks to Akeneo and the connection to the print:suite, individualized sales documents are now created at the touch of a button to optimally support sales activities.

Additionally, clearly defined processes and workflows regulate and control the handling of new sales material or articles that require periodic or immediate updates.

Product communication, which contributes to the achievement of business goals, also relates to increasing capacity- primarily to gather content from suppliers and present it to customers. It is imperative for the Melchioni Group to be able to easily communicate data as a whole- especially for customers or market-places where they provide information about their products worldwide.

Additionally, it is essential to connect suppliers to Akeneo's SaaS solution. This allows for the Melchioni Group to provide product data easily, promptly and efficiently. As a standard, this data is fed into the Akeneo PIM via rules and user-defined bulk imports and uploads. This streamlined process also ensures a significant reduction in publication time-to-market for new products. The impact and results are compelling:

New product launch: The implementation boasts a time savings of 90% with new product launches, in addition to benefits such as mass creation / updating and data consistency.

Time to market: The new system brings a significant measurable success with time saving of 80% in the production of printed materials.

Print advertising materials: By using print advertising materials, Melchioni Group can now implement its communication strategy with greater consistency. Data is created once in Akeneo via the print:suite and subsequently routed through the various sales and product processes.

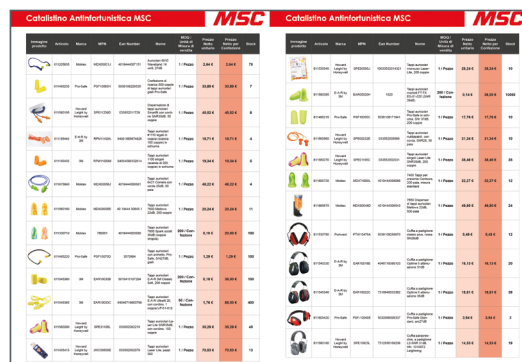
Product labels, technical data sheets, product presentations and more are created with the push of a button. Today, Melchioni Ready surprises its customers with customized content and a much higher level of publication quality than in the past.

The future ahead

Approximately 95% of Melchioni Group's communication material is in Italian. With the company's focused European growth strategy, publication communication is expected to increase to 5 languages within the next 3 years.



Data sheet



Catalog



Brochure

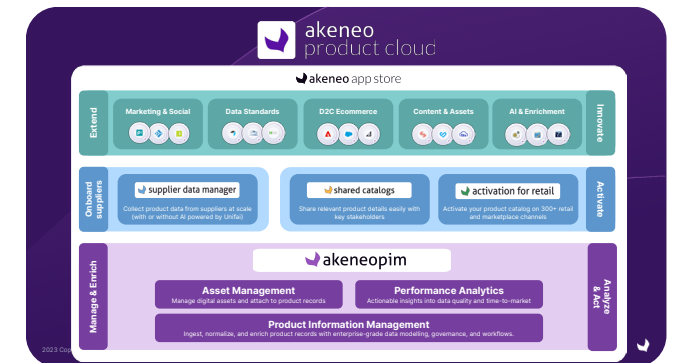


Technology Partner

Akeneo #1 Enterprise PIM

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Akeneo empowers business leaders with software, education, and an engaged community all focused on the practice of product experience management.

Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale their commerce initiatives. Using Akeneo's intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding, and an app marketplace and partner network to meet business and buyer needs.



- 400+ Employees Worldwide
- 700+ Enterprise Customers
- 80,000+ Installs
- 200+ Partners
- Offices in: FR (HQ), DE, UK, NL, US, AUS



"The digital transformation process at Melchioni Ready was very successful. Now the same infrastructure is being used to digitize Melchioni Electronics, or Melchioni Group, by first creating the product catalog and then moving to the e-commerce solution. The collaboration with print Group is very fruitful and successful. Whenever there is something to discuss or solve, the print team is there for immediate help and support."

Alberto Cipolla, Projektmanager at Melchioni Ready

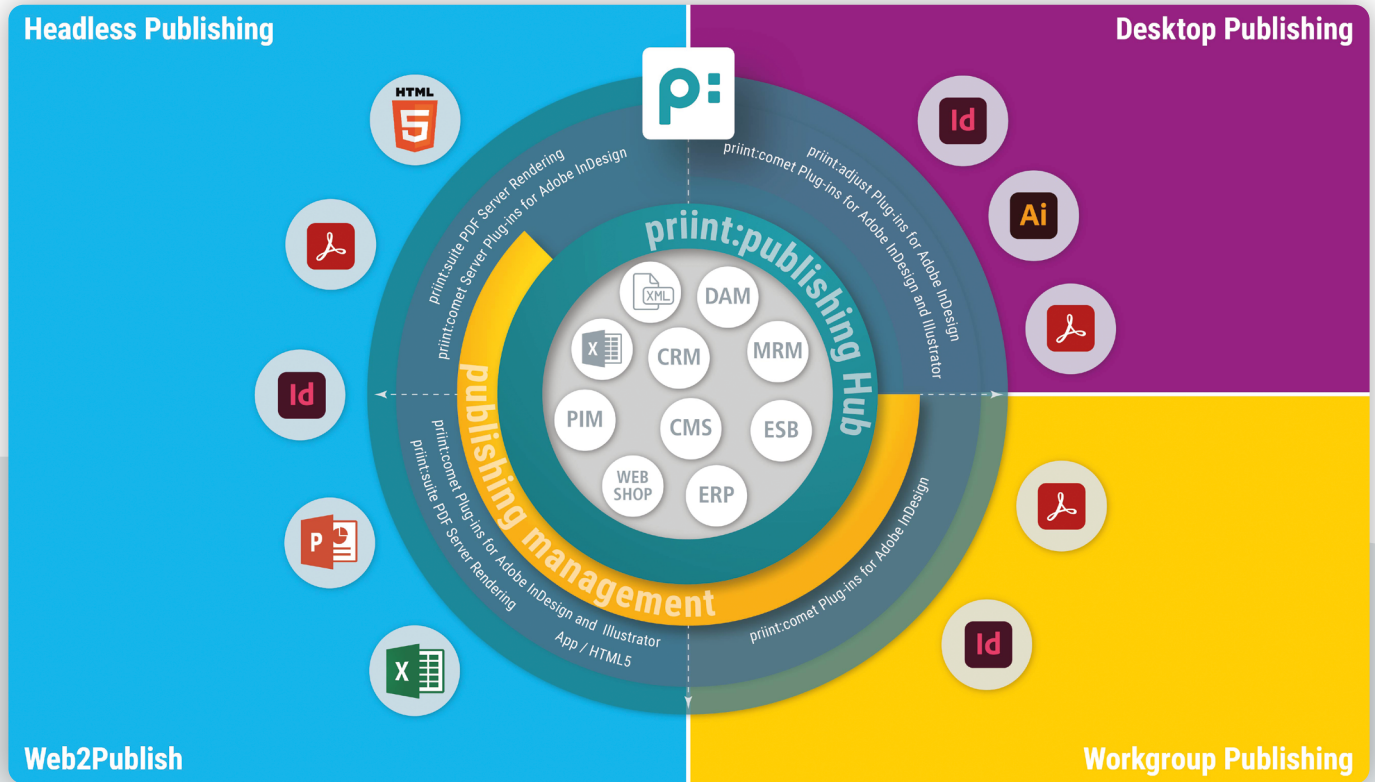
Key Facts

- Certified Technology Partner
- Region: Worldwide
- <https://www.print.com/en/partnerprofile/akeneo.html>



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priint:suite

The Solution for all Marketing Publication Challenges



Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust priint:suite to modernize, automate and simplify their digital and print publishing processes.



priint:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.



The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.



priint:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.



#NoMoreCopyPaste #priint

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