

From Data Gaps to Digital Growth: How Oasis International Left Messy Product Data and Manual Processes Behind with AD.

Executive Summary

Oasis International was dealing with a challenge many manufacturers face: product data scattered across systems and manual syndication processes. This slowed speed-to-market and made it harder to consistently support distributor partners at scale.

By partnering with AD to implement a centralized Product Information Management (PIM) system, automate data syndication, and meet regularly with the team to improve data, Oasis successfully transformed their digital operations. The results speak for themselves:

- **3x faster speed-to-market for data syndication to AD distributors**
- **Product data quality increase from 69% to over 90% within one year**
- **16% year-over-year sales growth supported by digital initiatives**
- **Increased engagement from AD distributors after data quality improvements**

The Challenge

Founded in 1910, Oasis International, an AD Supplier in the Plumbing US division, has built a 116-year legacy as a global leader in water delivery solutions. A Culligan brand headquartered in Columbus, Ohio, the company has provided over 13 million touchless bottle fillers, water coolers, drinking fountains, and environmentally friendly products to more than 80 countries. With global manufacturing and distribution locations across the U.S., Mexico, Ireland, and Poland, Oasis requires efficient and scalable digital operations to support its extensive network of distributor partners.

Before partnering with AD, Oasis International faced many manual data management and product syndication challenges common across the manufacturing industry. Without a formalized product data strategy or a PIM system, managing data through documents and Excel spreadsheets was the norm. The lack of a true source of product truth led to inconsistent descriptions, incomplete attributes, and critical gaps, including missing weights, dimensions, and specification sheets.

“Before we had a single source of truth, launching new products or updating existing ones was a manual process that required coordination across multiple teams. Product data was scattered across different systems and formats, which meant we often uncovered gaps late in the launch cycle.

We also discovered there were important pieces of product data we had never been documenting internally, yet our customers needed this information to properly list and sell our products.”

- Caroline Cannata, Marketing Manager, Oasis International



The Solution

Recognizing the need for a stronger digital foundation, Oasis International partnered with AD to implement a more structured and scalable data strategy. Oasis appointed a dedicated internal data owner, Marketing Manager Caroline Cannata, to lead the initiative and work closely with the AD Supplier Relations team to leverage AD digital solutions. Together, Oasis and AD realized this digital strategy through a three-step process:

Step One: Establishing a source of product truth.

Oasis selected AD partner Salsify as its PIM platform and worked alongside AD implementation partner Impaqx to connect Oasis to the AD Channel in Salsify.

Step Two: Automating data syndication with AD.

Oasis automated the delivery of digital product content through the AD eContent Supplier Connector, powered by datax.ai, allowing clean, enriched data to flow directly to AD distributors.

Step Three: Scorecard Reviews With the AD Supplier Relations Team

The AD Supplier Relations team led Caroline and the Oasis team through Supplier Scorecard Reviews, using data insights and expertise to identify gaps, improve completeness, and make more informed decisions around distributor engagement.

“PIM, or product information management, was a strategic investment for us because it strengthens the foundation of how we manage and share product data. It improves consistency across channels, shortens the time it takes to update information, and helps ensure customers always see the most accurate, complete details—benefits that scale as our portfolio grows.” - Melissa Coolidge, VP of Sales - Americas, Oasis International

Results

By prioritizing centralized data management and automation, Oasis International transformed how it manages and distributes product content. The partnership with AD streamlined internal processes and made it easier to consistently deliver accurate, enriched data to distributor partners over 3X faster.

With a stronger data foundation now in place, Oasis is better positioned to scale, supported by more efficient workflows and greater confidence in how product information is managed and shared across its network.

“With Salsify and the AD eContent Supplier Connector, key documents and product data are now centralized, mapped, and automatically syndicated—aligning our internal teams and enabling us to deliver enriched, accurate Oasis data to our distributors much faster.”
- Caroline Cannata, Marketing Manager, Oasis International

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