

## CASE STUDY

# How Gemline improved delivering product content to market

*Finding a Product Content Management solution to meet the needs of IT and business users*

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Legacy product information systems (PIM) weren't designed to meet the needs of today's ecommerce business user. Here's how one brand uses Salsify's product content management platform to reduce costs and realize greater value across sales channels.

### *Key Takeaways*

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**PROBLEM TO SOLVE:** Gemline needed a centralized source of product content to enable its Marketing department to get new products to market quickly and merchandize across web properties more strategically.

**SOLUTION:** Gemline's CIO found a solution that could manage its complex product content needs and manage its third-party integrations without cumbersome implementations.

**RESULTS:** Using Salsify, Gemline was able to reduce costs and realize greater value across sales channels. Specifically it gained:

- Improved product content accuracy
- A single source of truth for all product detail, pricing, and marketing assets
- A centralized place to manage and update product content, across a frequently changing list of nearly 1,000 SKUs
- Dedicated product feeds for 6+ third-party channels including print catalogs, product aggregators, and distributors

## THE CHALLENGE

### Disorganized, multiple sources of product data

Gemline relies on maintaining and expanding an extensive product line to grow its business and delight its customers. The 58-year-old promotional products supplier has several new product launches a year which includes bags, business accessories, gifts, and writing instruments. Keeping up with all these new product launches used to create a huge administrative burden for Gemline's Marketing and IT departments. They needed a way to reduce waste, give marketing more control over item promotion and free staff for more value-added work.

CIO Frank Wiggins explains prior to Salsify, much of his team's time was dedicated to a cumbersome, manual process maintaining the company website. "It was a laborious, wasteful process. One staff member spent much of their time cutting and pasting information from multiple sources to update our site," says Wiggins.

Wiggins had previously headed up Information Technology at Sam Adams brewer Boston Beer Company and held various roles for consumer packaged goods brands, including Mars and Nabisco. He knew that the lack of a centralized, reliable source of product information was making the marketing department's job more difficult as well. Without control or full transparency of the product information that was going online, marketing had minimal freedom to merchandize or promote the product collections in a strategic and timely way.

"To make improvements through technology, you have to get a handle on the data. We knew that everything we wanted to do online relied on us having accurate product information. We needed to make our digital content easily manageable and accessible, so we wanted to have our structured and unstructured content together in one easy-to-use platform", says Wiggins.

*"It became very clear, very quickly that the traditional PIMs were not a good fit for us, they were too expensive and too complicated."*

Frank Wiggins  
Chief Information Officer  
The Gem Group, Inc.



## Easy-to-Use Platform with Much Needed Features

Wiggins began his search for a product data solution with a specific set of requirements. “It became very clear, very quickly that the traditional PIMs were not a good fit for us, they were too expensive and too complicated. They did a lot of things we didn’t need them to do. We were looking for a platform that did one thing really well – managing product content. We’ve found Salsify to be an effective solution for us,” says Wiggins.

Salsify was easy to implement and configuration of the third-party integrations Gemline needed was straight-forward. “It’s everything you expect from a cloud solution,” he says, pointing to Salsify’s enterprise-scale security, with single sign-on, data encryption, and user permissioning down to the field level.

“From an IT perspective, Salsify is easy, fast, and reliable” Wiggins says. “All I have to worry about is the product information, everything else, like our third-party relationships and security, is taken care of for us.”

## Successful Sales Channels, Driven by Product Content

Gemline’s ERP was integrated directly with Salsify which created a single source of truth for all product detail, pricing, and marketing assets. The Salsify platform features key elements of product information management and digital asset management. With this centralized source of reliable product information, the marketing team can update and optimize without submitting IT requests. Updates are made to pricing automatically each night from the ERP system.

In addition, the product content syndication features of the Salsify platform give the marketing department control to manage, update and collaborate on all product content for the company website. Gemline is also able to select which product content is shared with external business partners through easily-generated, dedicated product feeds for each partner.

Wiggins credits much of the success to the strength of the partnership between Gemline and Salsify.

“Salsify has been an excellent partner. The level of responsiveness and engagement the team has had in meeting our business needs have set them apart from our other vendors. They are clearly committed to our success”, says Wiggins.

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**About Salsify:** Salsify’s product content management platform is used by the world’s biggest brands and retailers, including Mondelez, Bosch, Coca Cola, Rawlings, and GSK to onboard, manage, and deliver impactful product content that stands out on the digital shelf.