

Convergence Data PIM Client Case Study's 2021



#3 HVAC – Ecommerce PIM/Stibo Data Enrichment and Images



- Problem – Client deployed a new PIM system (Enterworks) to support Ecommerce initiatives. Service parts were unclassified and incomplete. Products lacked attribute data and images to achieve program objectives.
- Client was losing ecommerce sales to customers with better website presence.
- Solution - Created a central classification database for all ecommerce products and service parts (100k). Provided images for other 30k products. We started by creating a taxonomy for every item.
- Benefits:
 - Updated product taxonomy with key missing product attributes
 - Supported Go Live of PIM/Ecommerce platform with new product images and product descriptions
 - Provided critical technical attributes to make it easy to find products online.
- Ecommerce performance metrics – Ecommerce Conversion Rates, Order Value, Cost per Acquisition

#3 PIM Product Example



Scroll Compressors

DFR Online Demo SmartFind Administration rtuner Log off Contact Help

SMART FIND Scroll Compressors

Root > Parts > Compressors and Accessories > Scroll Compressors

Add to Deliverable Reports New Search

Show 50 entries Select All Clear All Export Search:

Part Number	Item Description	Legacy Item Number	Status	Voltage Rating	Refrigerant	Connection Type
<input type="checkbox"/> 001-27428	SCROLL ,COMPRESSOR , 6...	001-27428	New	208VAC	R-22	ROTOLOCK
<input type="checkbox"/> 001-27429	SCROLL ,COMPRESSOR , 5...	001-27429	New	400VAC AT 50HZ, 460VAC A...	R-22	ROTOLOCK
<input type="checkbox"/> 001-27430	SCROLL ,COMPRESSOR , 6...	001-27430	New	230VAC	R-22	ROTOLOCK
<input type="checkbox"/> 001-27431	SCROLL ,COMPRESSOR , 5...	001-27431	New	380/420VAC AT 50HZ, 460VA...	R-22, R-407C, R-134A	
<input type="checkbox"/> 001-27432	SCROLL ,COMPRESSOR , 6...	001-27432	New	230VAC	R-22	ROTOLOCK
<input type="checkbox"/> 001-27433	SCROLL ,COMPRESSOR , 6...	001-27433	New	200VAC	R-22	BRAZED SWEAT
<input type="checkbox"/> 001-27434	SCROLL ,COMPRESSOR , 6...	001-27434	New	208/230VAC	R-22	BRAZED SWEAT
<input type="checkbox"/> 001-27435	SCROLL ,COMPRESSOR , 5...	001-27435	New	400VAC AT 50HZ, 460VAC A...	R-22	BRAZED SWEAT
<input type="checkbox"/> 001-27436	SCROLL ,COMPRESSOR , 6...	001-27436	New	575VAC	R-22	BRAZED SWEAT
<input type="checkbox"/> 001-27437	SCROLL ,COMPRESSOR , 6...	001-27437	New	200VAC	R-22	BRAZED SWEAT

Filters

Expand All Collapse All

Clear All

Advanced Filters

- + Voltage Rating
- + Refrigerant
- + Connection Type
- + Outlet Size
- + Preferred Part
- Number of Phase (T)
 - Select All
 - Empty Value
 - 1
 - 3
- + Temperature Rating