

# Animal Supply – Product Data – The New Company Currency



**W** EnterWorks  
BY WINSHUTTLE

# Our Presenters



Kerry Young  
VP & General Manager



Laura Schroeder  
Digital Commerce Manager



Sean Daley  
Director, Strategic Account Management



# Introducing EnterWorks

- ✓ Empowering Business & IT Users for over 21 years
- ✓ All-in-one platform for MDM, PIM, and DAM
- ✓ Only Solution that is a Leader on both the Forrester PIM and MDM Waves
- ✓ Highest customer satisfaction marks on industry analyst reports
- ✓ Industry expertise: distributors, manufacturers, retail, hospitality, service companies, and member / buying groups
- ✓ Strong Global SI & Technology partnerships

## Business Mission

Enable Our Customer's Growth,  
Efficiency and Differentiation through  
Exceptional Competency in Data  
as Enabled by our MDM Technologies



### Discrete Views of Everything

Provide a Central View of  
Data Across Enterprise  
Networks



### Differentiated Experiences

Leverage Multiple Domains for  
Combinatorial Precision



### Complexity Mastered

Master Shared and  
Application Data for  
Business Model Agility

A Division of  
**WINSHUTTLE®**

Auto	Apparel	Oil & Gas	Food & Beverage	Consumer Products	Retail	Pharma	Chemical	Entertainment
				L'ORÉAL				

**2,400+**  
 GLOBAL  
 CUSTOMERS

**22**  
 OF SAP'S TOP 25  
 CUSTOMERS

**51%**  
 LICENSES  
 OUTSIDE U.S.

**75+**  
 COUNTRIES

**200+**  
 NEW ACCOUNTS  
 ANNUALLY

**48**  
 NET PROMOTER  
 SCORE

A black and white dog, possibly a spaniel, is running happily in a grassy field. The dog has its mouth open, showing its pink tongue, and its ears are flapping. The background is a soft-focus green field.

# Product Data - The New Company Currency

July 2020

Animal  
Supply Co.



# Introduction



## Hosts

Laura Schroeder – Animal Supply Company - Digital Commerce Manager

Sean Daley – Pivotree - Director, Strategic Account Management

## Animal Supply Company

Animal Supply Company is the national leader in Local Everywhere® pet food and supplies distribution serving independent pet specialty retailers throughout the United States and the Caribbean. Founded in 1987, Animal Supply Company has grown to serve customers out of 21 distribution centers, of which 10 offer e-commerce fulfillment services. The company has 7,000+ independent retail customers who operate more than 15,000 retail outlets distributing pet food and supplies.

## Pivotree

Pivotree is a leading Global Commerce Services Provider. It is the only end-to-end vendor supporting clients from strategy, platform selection, deployment, and hosting through to ongoing support: a single expert resource to help companies succeed in an ever-changing digital commerce landscape. Pivotree solutions start with reliable, world-class Commerce and MDM platforms fitting a variety of client needs, situations, and budgets. Pivotree is a trusted partner to over 200 market-leading brands and forward-thinking B2C and B2B companies, including many Fortune 1000. With offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader around the globe.

## Key Drivers for Change at Animal Supply



- Retailers demanding accurate and complete product data to make buying decisions
- Vendors asking for a more streamlined process for setting up new items
- Animal Supply needed to consolidate data from multiple ERPs into a single data source for product management and reporting
- Animal Supply understood costs associated with bad data – both in fixing the data and in losing sales due to bad data



## On the Vendor Side



Major players like Walmart, Amazon, and Kroger demanding rich, standardized data - forcing pet supply manufacturers to now comply with requirements other industries, such as grocery, have been doing for years.

- Vendors understand that rich product data is a priority
- They are seeking leadership to guide them
- Many vendors are already using GDSN or are at least aware of it



# Vision



Just as Animal Supply is an industry leader in the physical distribution of pet supply products, it should also become a leader in pet supply product data.

## GOVERNANCE, ACQUISITION, ENRICHMENT & SYNDICATION

### Data Governance

- Data model
- Standardization
  - Existing
  - Pet Supplies Enhanced

### Data Acquisition

- Business Process
- Relationship
- Feeds
- Standard Integrations

### Data Enrichment

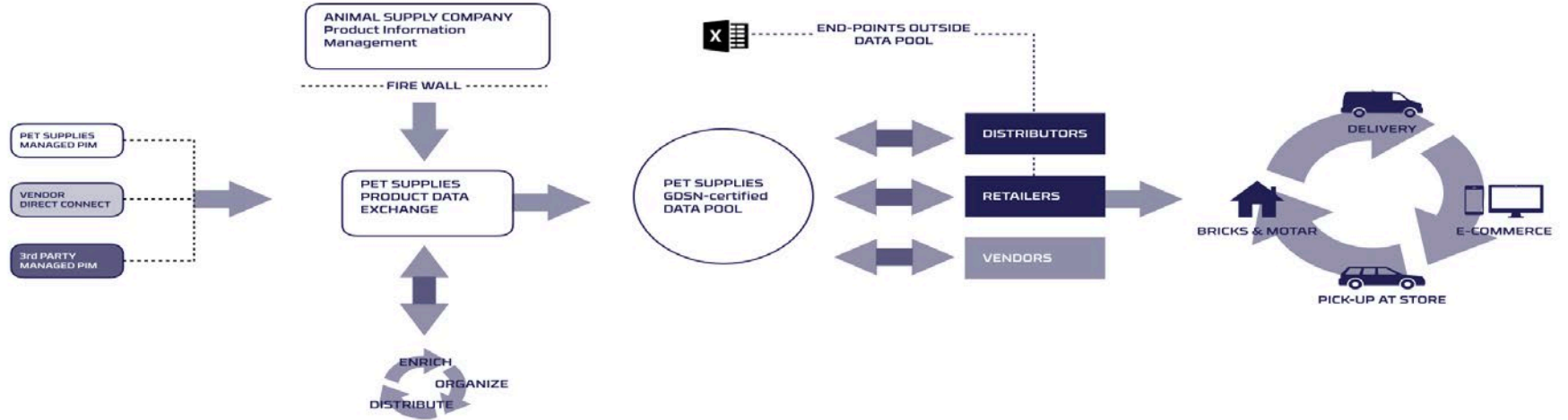
- Business Process
- Resources
- Machine Learning
- Digital Assets
- SEO

### Data Sharing

- Syndication
- Enterprise Integration
- Portal
- Support

# Vision

Animal Supply Co.



## Case Study



Animal Supply needed to first get their catalog systems prepared for the next generation of product data.

### Where we started

- Multiple ERPs from acquisitions
- Hundreds of brands and tens of thousands of active products
- New products added weekly

### What we have accomplished

- New item entry process – reduced vendor friction and increase speed to market
- Data governance/data flow
- Virtualized single ERP
- Support e-commerce with addition of green field data – syndicated via API

### What's next

- Legacy data clean-up
- GDSN integration



## Working with Pivotree

Animal Supply partnered with Pivotree who provided guidance on strategy and system architecture.

- Project management of ERP integrations
- Change management oversight
- Data model changes to support GDSN

Animal  
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# Who We Are



## Integrated Commerce Solutions

A single expert resource supporting clients with ongoing support from strategic planning through platform selection, deployment, and hosting.



We focus on time to value and measurable ROI



We support the process from business case through deployment and ongoing support



We deploy and recommend solutions that avoid long term technical debt



We focus always on business outcomes



Thank you!

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Questions?



# Winshuttle MDM & PIM Virtual Conference

Join us for Upcoming Webinars in the Everything MDM & PIM Virtual Conference Series

[www.winshuttle.com/event/everything-mdm-pim-virtual-conference/](http://www.winshuttle.com/event/everything-mdm-pim-virtual-conference/)

## Week 7: Customer & Expert Insights – Ecolab & The Data Whisperer

July

14

**Ecolab – Four Keys to Unlocking Content**

*Presented by Regan Van Tassel of Ecolab and Randy Mercer of 1WorldSync*

July

15

**The Data Whisperer – Master Data as the Foundation of Digital Transformation**

*Presented by Scott Taylor AKA The Data Whisperer*

## Week 8: Customer & Expert Insights – United Refrigeration & The Disruptive MDM/PIM/DQM List

July

21

**United Refrigeration – Taking a Look Under the Hood of a Future-Proof Digitization Strategy**

*Presented by Chris Bock, Bill Derr, Berenice Linck, and Mike McAnulty of United Refrigeration and Octavio Perales of Intershop*

July

23

**The Disruptive MDM/PIM/DQM List – Multi-Enterprise MDM – Learn Key Competitive Strengths and Why Its Misunderstood in the Industry**

*Presented by Henrik Liliendahl of The Disruptive MDM/PIM/DQM List*