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

Kerry Young
VP & General Manager

Berenice Linck
Catalog Development & Production Strategist

Mike McAnulty
Digital Marketing Manager

Bill Derr
Director of Digital Initiatives

Chris Bock
Director of Marketing

Octavio Perales
Director of Solutions
The integrated Digital Commerce Suite for Business

01
Global Partner Network & Offices
Europe, USA, APAC

02
>27 years of experience
Founded in 1992

03
350+ Customers worldwide

04
ISV Independent Software Vendor
100% focus on e-commerce

05
$92B GMV
Platform revenue

06
Best in Class B2B Commerce
Forrester Wave™ B2B Commerce Suites, Q2 2020
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
<table>
<thead>
<tr>
<th>Auto</th>
<th>Apparel</th>
<th>Oil &amp; Gas</th>
<th>Food &amp; Beverage</th>
<th>Consumer Products</th>
<th>Retail</th>
<th>Pharma</th>
<th>Chemical</th>
<th>Entertainment</th>
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<td>Nestle</td>
<td>P&amp;G</td>
<td>The Home Depot</td>
<td>Lilly</td>
<td>Ashland</td>
<td>NBC</td>
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<td>Honda</td>
<td>Levi's</td>
<td>Total</td>
<td>Kraft</td>
<td>L'Oréal</td>
<td>Costco</td>
<td>Merck</td>
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<td>BBC</td>
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<td>Toyota</td>
<td>Ralph Lauren</td>
<td>Maersk Oil</td>
<td>Mondelez</td>
<td>Kimberly-Clark</td>
<td>Badger</td>
<td>Johnson &amp; Johnson</td>
<td>BASF</td>
<td>Walt Disney</td>
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<td>BMW</td>
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<td>Coca-Cola</td>
<td>Unilever</td>
<td>Target</td>
<td>Bayer</td>
<td>Celanese</td>
<td>Warner Brothers</td>
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</table>

- **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
United Refrigeration, Inc.

- Founded in 1947
- Headquarters - Phila, PA
- HVAC/R Distributor
  - Certified Mechanical Contractors
  - 100,000+ Part Numbers
  - 400+ Stores (Branches)
- Commercial / Residential Heating & A/C
- Supermarket Refrigeration & Freezers
- Refrigerant, Controls, Tools
Digital Strategy Challenges

Technology (2018)
• eCommerce and CMS Platforms – 2005
• ERP System – 1990’s

Data
• Complicated Products
• Many Product Relationships
• Complex Shipping Rules
Solution – eCommerce – Launched Jan 2020

ERP Integrations
- Pricing
- Stock Information
- Order Submission

External Web Services
- UPS / FedEx
- Cybersource

eCommerce – Intershop 7.X
Solution – PIM – Launched Late 2019

Product Information Management – EnterWorks Enable
Intershop eCommerce

80,000+ Part Numbers – Help Me Find the Right Part!

Powerful Search

Attribute Filtering

Detail Product Specs
Enable PIM - Implementation

- Chose Enable for its Print Module and Partnership with Intershop
- Implementation started in November 2018
- Upgrade from old PIM
- From implementation to go live: 9 months
- Customized XML Script
- Numbers:
  - 11 repositories
  - 1,400 attributes (down from 4,000)
  - 82,000 unique SKUs (+3K a year)
  - 30,000 digital assets (+20K since launch)
Enable PIM – Website and Print

- Seasonal promo catalog (3 published to date) twice a year, 60 pages (600 SKUs)
- Product Catalog (upcoming project for the Fall) every other year, 1400 pages (40,000 SKUs)
- XML exports to the E-commerce website
Enable PIM – Product Data for eCommerce

Web Hierarchy

Product Specifications

1820H

- Condenser fan, open air, 5 HP, 1 phase, 208-230/460 Volts, NEMA 56T frame

- PART #: 1820H
- Horsepower: 5 HP
- Voltage: 208-230/460 Volts
- Frame: NEMA 56T

- Environment: 60°C
- Ambient Temperature

- RPM: 4/6/10
- Speed

- Bearing: Ball
- Ball Bearing

- Insulation Class: F
- Insulation

- Motor Size (ft): 56Y2
- Motor Size

- Mounting: Rigid Base Mount
- Mounting Options

- Application:
  - Condenser cooling fans in commercial air conditioning where 3 phase power is required

- Substitutes

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<tr>
<th>Feature</th>
<th>Description</th>
<th>Substitutes</th>
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Enable PIM – Upcoming Projects

• Product Catalog (Fall 2020)
• Vendor Portal (Early 2021)
• Improve our workflow:
  • Current:
    • Product added to ERP
    • Product Managers indicate which products to add to Enable
    • Enable User gathers product info and adds to Enable
  • Future:
    • Product managers indicate which products to add to Enable
    • Vendors input product data into Enable
    • Product added to ERP
Digital Strategy – Future Initiatives

Promotions

Free Shipping

Bundled Promotions

Order/Behavior Reports
Digital Strategy – Future Initiatives

**Customer Experience**

- **Administrator Role**
- **Online Quoting**
- **Product Relationship**

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*Image of a digital interface with icons and text.*

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*Logo and text: uri.com*
Questions?
## Winshuttle MDM & PIM Virtual Conference

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


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

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<th>The Disruptive MDM/PIM/DQM List – Multi-Enterprise MDM – Learn Key Competitive Strengths and Why Its Misunderstood in the Industry</th>
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### Week 9: Customer & Expert Insights – GS1, Agri-Mark, IPC-Subway, & Forrester

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<th>July 29</th>
<th>IPC-Subway – Master the Pricing Domain in MDM</th>
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<th>July 30</th>
<th>Forrester: How can Brands be “Future Ready for Digital Transformation”</th>
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