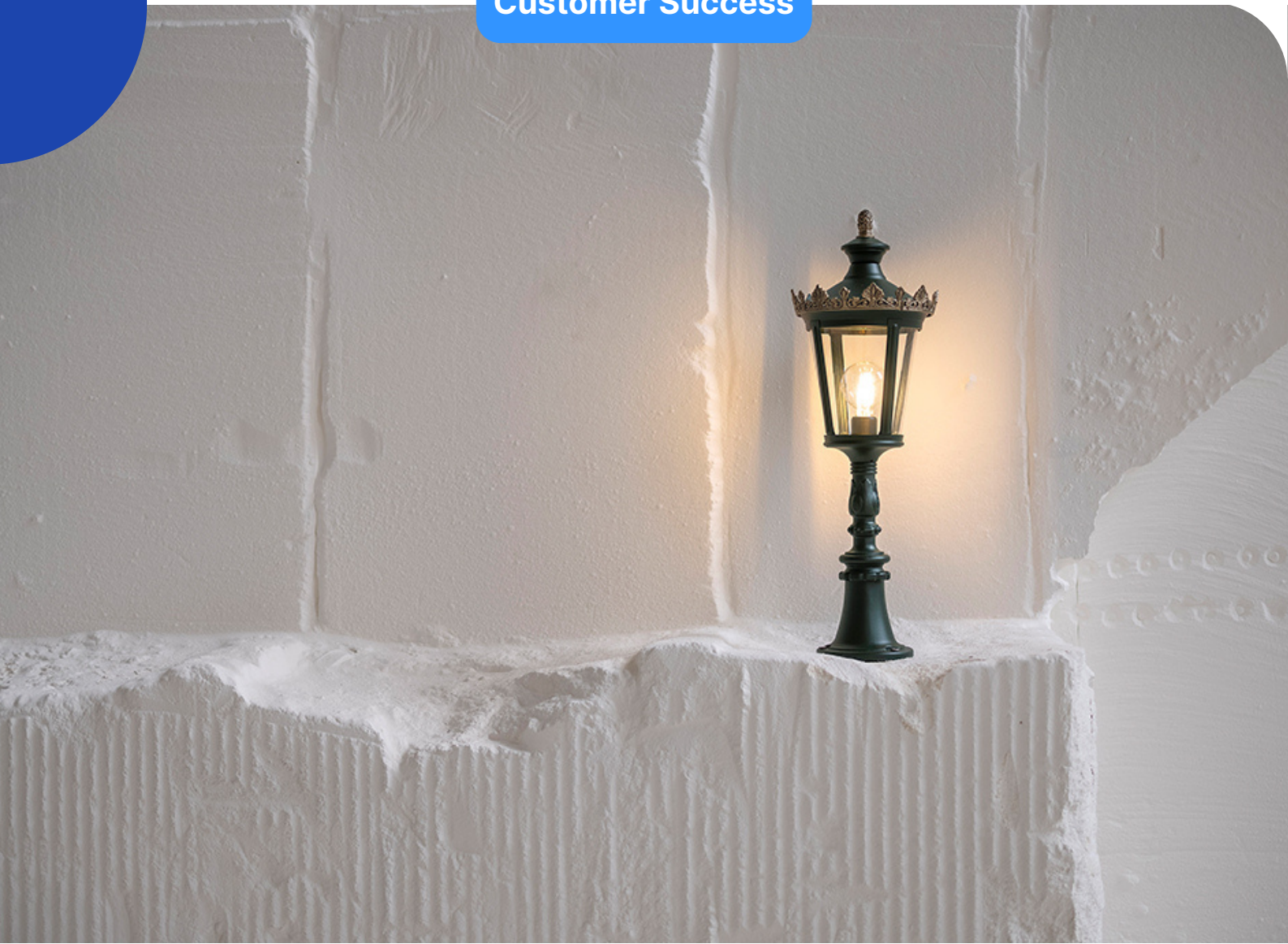




Roger Pradier

Top rate customer satisfaction with up-to-date data

Customer Success



For over 100 years, Roger Pradier® has consistently and passionately endeavored to illuminate the outdoor spaces of our daily lives. It's **team of 50** is based in the Centre Region of France. With their know-how and experience, the level of expertise and **Made in France** quality they offer is unbeatable. Roger Pradier® provides lighting and guidance for all kinds of outdoor projects: hotels, restaurants, residences, gardens, patios, urban spaces...



The issues

✘ No centralisation of data

Product related information wasn't accessible in a single place. As it was dispersed in several places, data **lacked reliability** and **quality**.

✘ Information flow between teams to be improved

Each department had its own data and was not communicating enough with the others, causing **duplicates** and a **risk of error**.

✘ Project management to optimise

The A to Z project view was insufficient, preventing teams from working efficiently in a pertinent way.

Quable enabled Roger Pradier to:



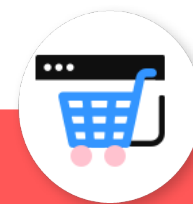
Develop clear workflows and dashboards

to have a birds eye view of projects.



Easily centralise product data

so everything is accessible in a single place.



Quickly push products on the web

to develop the brand website and omnichannel strategy.

Quable PIM equipped the Roger Pradier teams with a **high performance data model** to open new doors in terms of **sales and technology**.



Implement an ergonomic platform

There is no more need for an IT professional to input data, the process is **faster** and each stakeholder can contribute **easily** and **intuitively**.



Automatic product page creation

Thanks to the data linked to products, technical pages are generated **automatically**, **saving considerable time** for teams.



Comfortably anticipate new market opening

Thanks to management through the PIM, **different product codes** can be created for countries such as the United States.

“

We can now provide our customers with the data they need, and it's always up to date.

”



Aurélien Paudat

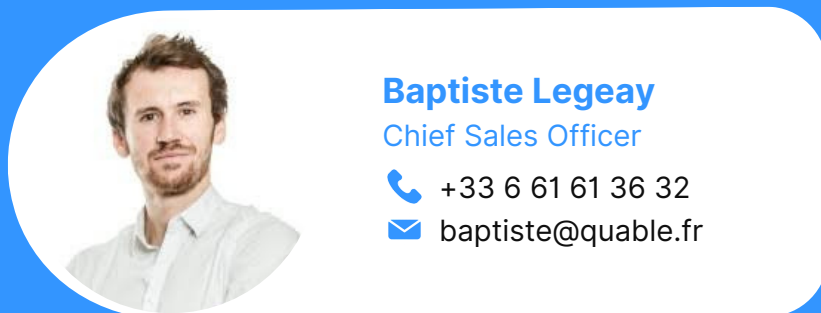
Head of the IT & Digital machine department at Roger Pradier

About



Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchun, Berluti, Cooperl, Club Med, Delsey, Géo, Tryba and more than 150 big brands across 50 countries have chosen Quable PIM as their platform for omnichannel success. Quable was founded in 2013. Today 40 expert staff members manage 40 million products across the fashion, luxury, food retail and industry sectors.

**Discover the Quable PIM solution with a demo.
Baptiste will be happy to answer your questions.**



Baptiste Legeay

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