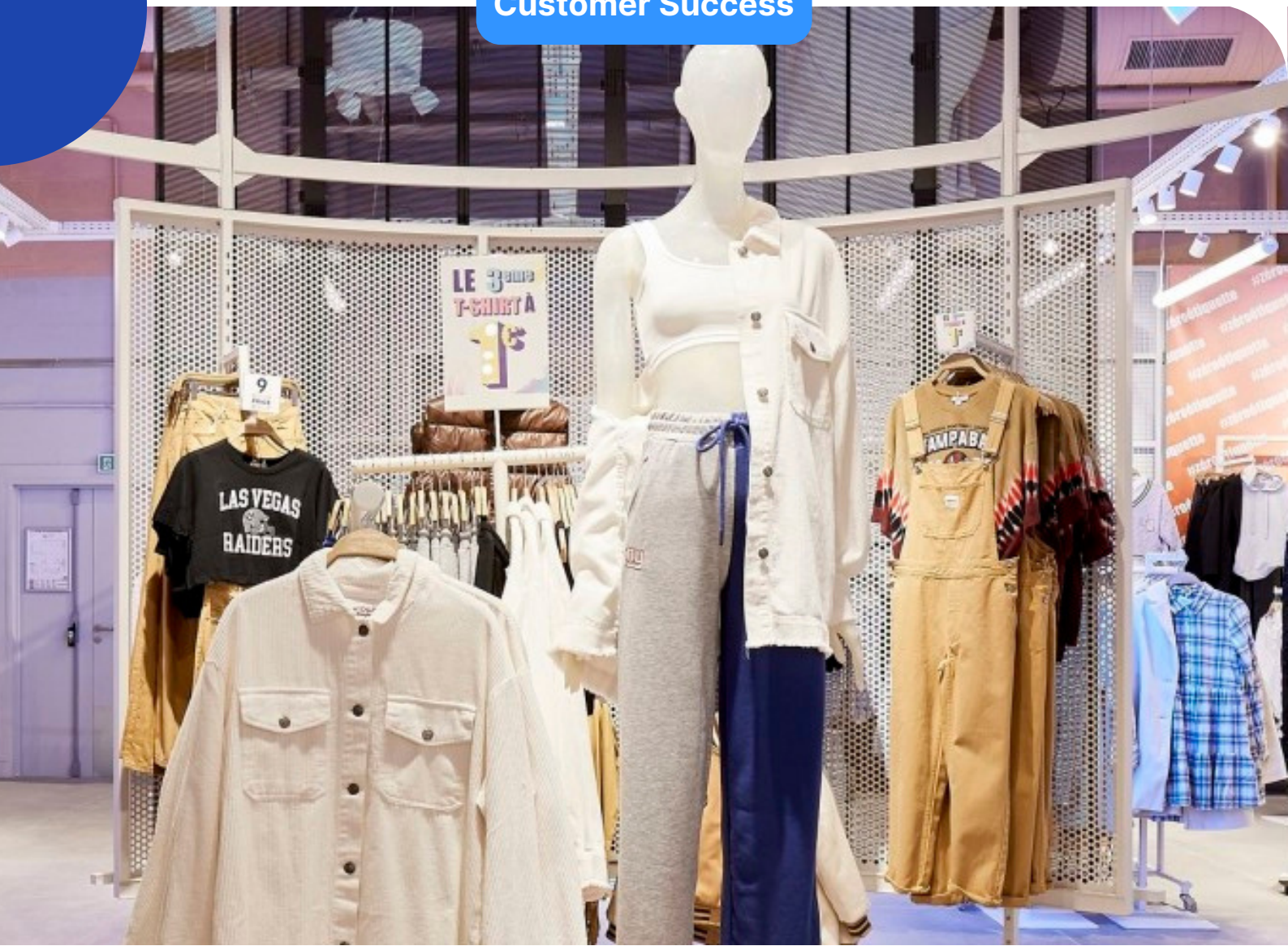




Jennyfer

Time-to-market 7 times faster with the PIM

Customer Success



DON'T CALL ME Jennyfer

Founded in 1985, Jennyfer is a ready to wear French clothing company which sells products online and in more than **200 shops in France** and **100 shops internationally**. With more than **10 000 references** per year, the brand's priority, with the help of Quable PIM, is to get its products online as fast as possible and **reduce the Time-to-market**.



The issues

✗ **Product references not up to date**

Titles, descriptions, images and classifications were not kept updated, which led to **errors**, and **upset brand communication** with customers.

✗ **No collaboration process**

Product information requires contribution on the part of different teams and departments (Purchasing, Photo Studio, Marketing, E-commerce) which **were not collaborating**; communication was stunted.

✗ **A fast-paced business**

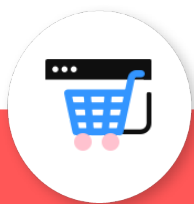
The activity is **strongly defined by periods of changing-pace** (end of year holidays, sales, seasonal launches, capsule collections... etc), creating an **work overload**, during these periods.

Quable enabled Jennyfer to:



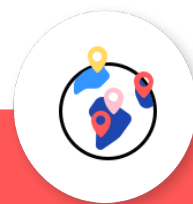
Make Time-to-market 7 times faster

with products appearing online within 24h instead of one week before the PIM.



Manage more than 300 references per week,

by organising data to ensure it is automatically sent out.



Manage 12 distribution channels,

a successful international multichannel operation.

The PIM solution enabled Jennyfer's teams to create a **smooth workflow** and collaboration process even during **peak times for business**.



A catalogue of reliable quality

The publication of media is now reliable and automatic, guaranteeing **optimal quality product pages**.



Optimise time spent by contributors

The PIM requires **very little manual solicitation**. Everything plugs in easily. Thanks to the workflows, each contributor knows what they need to do and when.



A well oiled process

No more missing products. The complete offer is on the market **7 times faster** than it was before the PIM.

66

A measure of the PIM's success? I'm solicited a lot less. It all turns like clockwork.

99



**DON'T
CALL ME**
Jennyfer

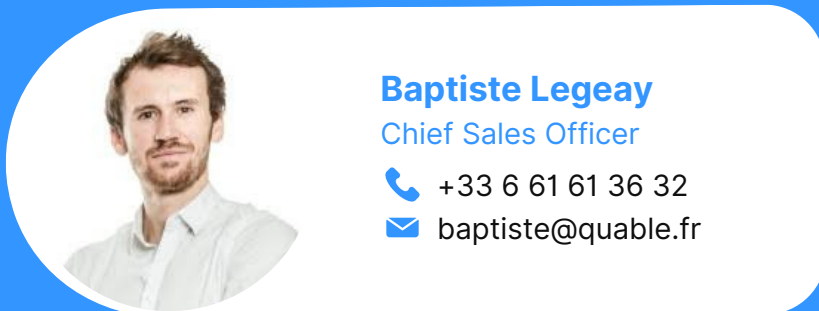
IT and Digital Director at Jennyfer

A propos de



Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchun, Berluti, Cooperl, Club Med, Delsey, G mo, 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

Chief Sales Officer

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