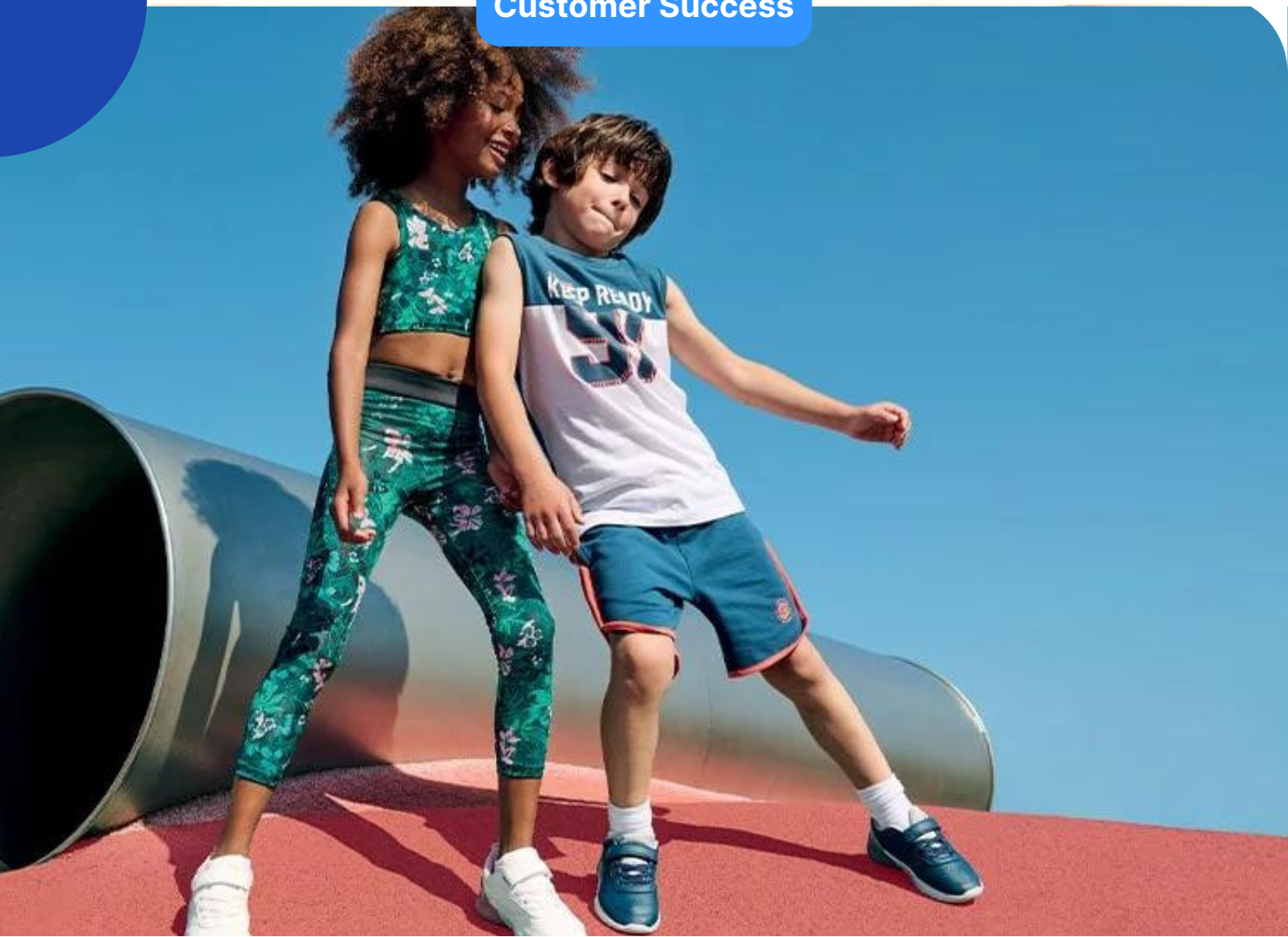# Quable

Gémo

Streamline the enrichment process to boost online sales

Customer Success

GĒMO

Since 1991, Gémo has been a hallmark shoe and clothing brand for Eram, with more than **440 shops** in France and worldwide. The brand's products for men, women and children are sold online and in physical points of sale thanks to **4000 staff members**, who generated a total **840 million euros** of turnover in 2019. Setting up a PIM allowed Gémo to streamline the creation and enrichment of product information and **boost online sales**.

The issues

☒ **Inability to leverage product marketing data**

Contributing to data and distributing it internally or on different sales channels was impossible with the current tools in place (Back and Front end).

☒ **No media management tool**

No tool to help the different departments which **create**, **manage** and **enrich** product data with media (photos, videos, technical datasheets...), so no homogeneity.

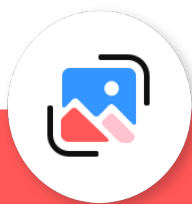☒ **Slowed international development**

No tool for **multilingual translation of content**, and no autonomous access for internal teams and distributors, preventing product information from being shared and distributed.

△ Quable

Quable enabled Gémo to:
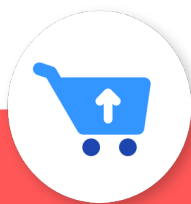
Manage 91 000 product references

quickly and easily with a single tool.

Optimise 220GB of medias

thanks to a truly collaborative media library.

Anticipate an additional 17000 product references

each year with ease, reducing their time-to-market.

The PIM solution allowed Gémo's teams to **create** and **enrich product data** and **information**, **boosting onlines sales** with a **streamline** process.

✓ Reliable up-to-date information

Product information is now **smoothly created** and **updated,** bringing customers more information and **improving the customer experience.**

✓ Comfortably anticipating international development

Thanks to the translation of product sheets directly in the PIM and automatic integration with the Proximis tool, new products can appear online **at great speed**.

✓ Keeping pace with demands

Teams subjected to the demands of the fashion industry and the constant renewal of the catalogue (product enrichment activities) now have **an even workload**.

Quable

Thanks to the PIM, we are really able to get our products online at high speed.

GĒMO

Cédric Le Mer
Digital & Omnichannel Project Manager at Gémo

About

△ Quable

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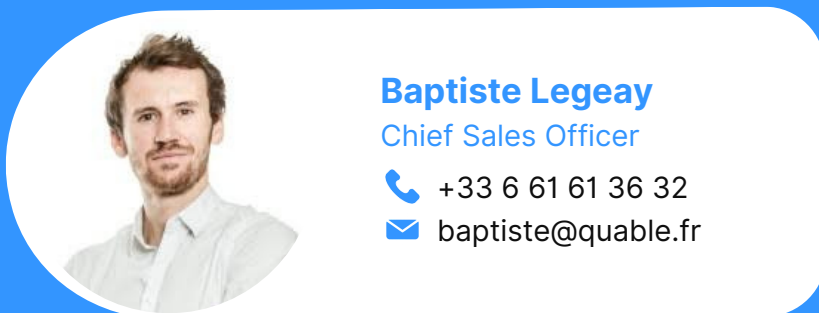
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