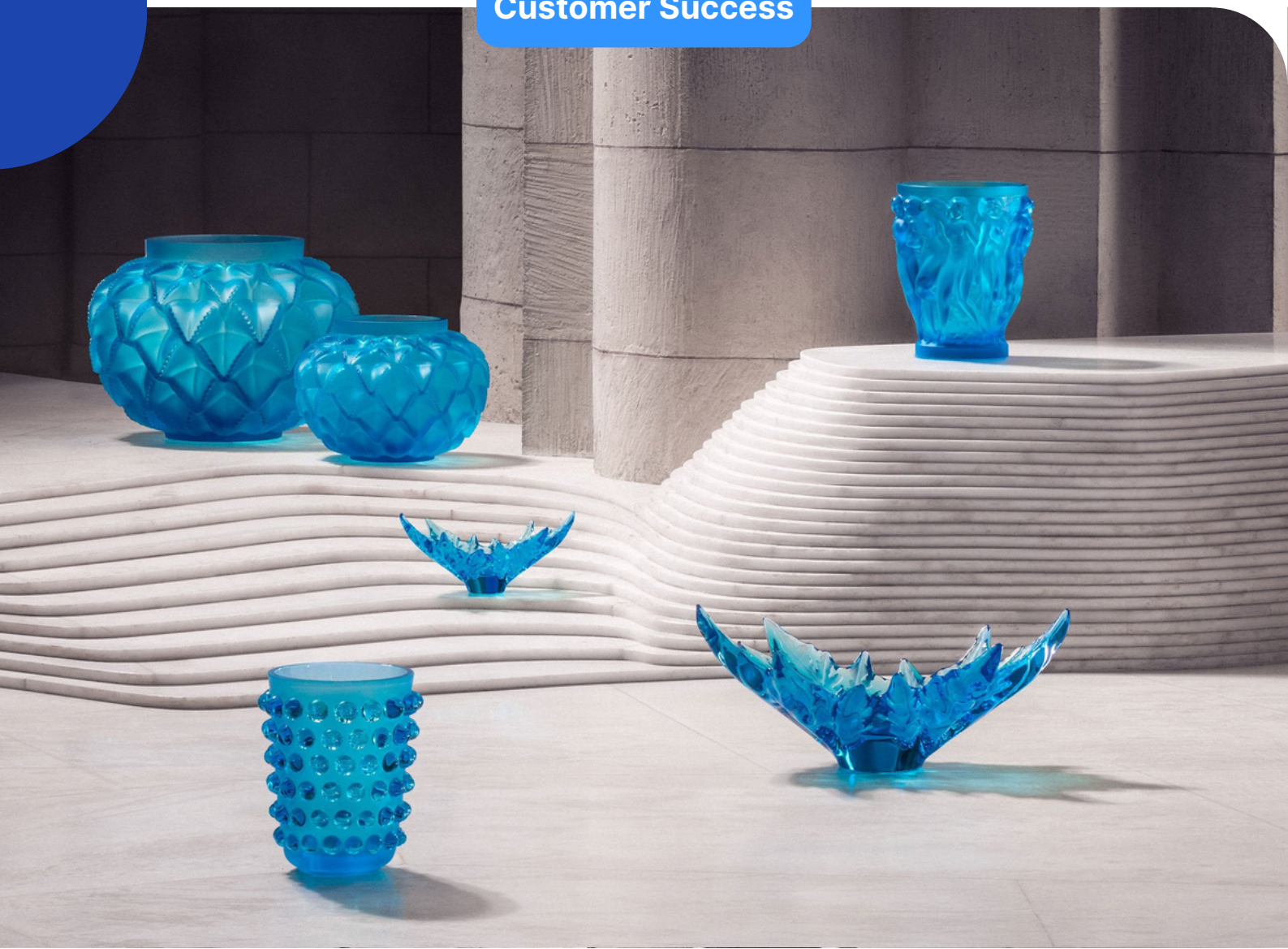# Quable

Lalique

Time spent on product referencing quartered

Customer Success

LALIQUE

Lalique was founded in 1888 by the famous artist, René Lalique. Today, it is a blooming French cristal brand. The Art House offers creations in six different fields: **decorative objects**, **interior design, jewelry, perfume, Art** and **hotels** and **restaurants**. All of the cristal pieces are made in Alsace, France, yet sold all over the world. Lalique chose Quable PIM to gain **full control of it's product data** and further the House's **omnichannel strategy.**

The issues

☒ **Difficulties with referencing in the ERP**

Lots of **disparate files**, much work done on Excel leading to **errors** and/or **duplicate** references.

☒ **A lack of collaboration between teams**

Teams **communicated little or not at all** with the company's previous tools.

☒ **A lack of control over product referencing**

Product data management was practically **inexistant** with a **lack of visibility** on the product information verification and validation process.

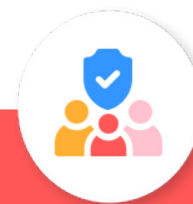△ **Quable**

Quable enabled Lalique to:

Input 30 references in 2 hours

whereas it took an entire day before the PIM.

Support the brand's omnichannel strategy

with up to date information on all sales channels.

Migrate from an open source PIM to a Saas PIM

to be fully autonomous on the platform.

Quable PIM enabled the Lalique teams to efficiently **centralise data,** gaining real **control and mastery of their product data**.

Set up an ultra collaborative platform

Quick and smooth adoption of a **flexible** PIM/DAM tool, which is **accessible** for all employees so they can work efficiently and independently of other teams.

A smooth running data model

A reworked data model to implement **simple, clear** workflows: inputting article references is **smoother and faster**.

Complete control over product referencing

Thanks to developments for **dashboards**, **completeness**, **attributes, Quable Portal.**

Quickly sell anywhere with the Shopify connector

By transferring new product references from Quable to Shopify **in a matter of seconds**. In this way, **5000 products** per Shopify store are managed with the Quable & Shopify Plus connector.

Quable

" At term, we would like to broaden our use of the PIM, so that it is the go to tool for our article base. "

Pascal Lemeunier and Véronique Merles
Head of Operative Projets and Database Manager at Lalique

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.
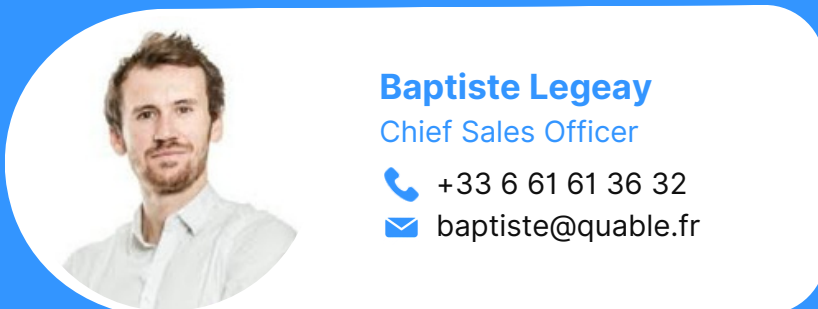
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