

ERGONODE CUSTOMER SUCCESS STUDY

MIRON Violetglass

ergonode

Customer success study

Our mission is to provide you with agile tools and add more and more services that automate your daily work and your catalog. We want to change the way how ecommerce teams enrich products with content.

Your goal is to design and expand an online strategy on various channels and marketplaces that reach distributors, sellers, or digital consumers in various markets.

Read about the success of one of Ergonode PIM's clients and get inspired to increase your company's success. Learn about the history of MIRON Violetglass.



About

MIRON Violetglass produces and distributes a unique range of glass packaging. Patented “biophotonic” violet glass is specially made for natural products in the beauty, personal health and food & drinks industries.

Violet glass is created at two European facilities, by combining the latest cutting-edge production techniques with the best of centuries-old glass blowing traditions.

MIRON has customers in over 80 countries. Thousands of companies worldwide choose MIRON Violetglass for their products.

Ergonode has a brilliant feature - the workflow - *which not only passively indicates which products are in which status, but also allows notifications to be set up to be sent to user groups responsible for each step of the enrichment process.*

Dennis Griemink -
Head of Marketing & e-Commerce,
MIRON Violetglass









www.mironglass.com

MIRON Violetglass sell relatively few (300 & 700 sku's), but complex products. They needed a PIM solution for 200 attributes, many product variants and for more than 3,000 links between them. They needed to choose the right PIM system for the company's needs.

Challenge

- decentralized product data (ERP, site, Exel)
- poor data quality
- misusing fields / functionalities
- working in silos
- better align product life stages
- unclear ownership of data
- flat table
- local stores

Objectives

- single source of truth
- required fields per products type and stage
- dedicated fields for purpose
- working together
- product life cycle
- work flows
- smart product data (variants, relations, etc.)
- making data accessible in IT landscape (ERP) and future channels
- support multi-language (on all attributes)

Why MIRON Violetglass chose the Ergonode PIM?

- Saas / Cloud based solution
- Workflow & user management
- Multi-language (on all attributes)
- Export capabilities / API
- Good product variants & relations handling
- UX: drag-and-drop, in-line editing
- Relations with Shopware 6
- SLA
- Good value for money



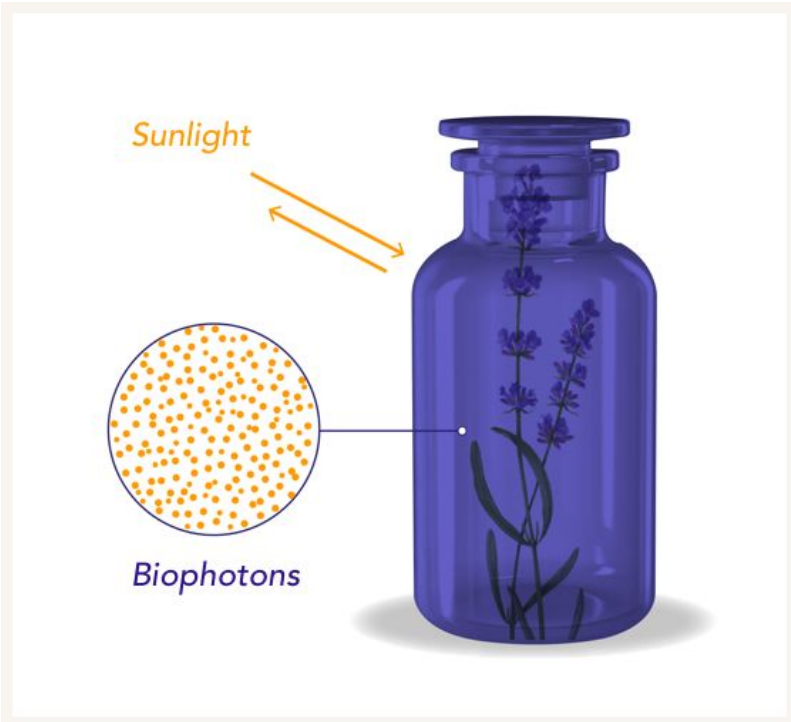
MIRON Violetglass' key lessons

1. Know your product very well before before you choose your PIM and start implementation.
2. Define the role of a PIM in your IT landscape and check integration options first.
3. The technical part is the easy part.
4. A PIM is a multidisciplinary responsibility. Create tools and processes to align.
5. Move away from Excel ASAP and start working together in a PIM.
6. "How to eat an elephant? One piece at a time". Start and iterate.
7. (Product) data quality is key and enables you to create a better user experience.
8. Take product data seriously from the start, it will benefit you in the future.



Results

Thanks to Ergonode, MIRON Violetglass can now better organize the work of a team of only 35 people, but for 2,000 active customers in as many as 83 countries. Our PIM has made managing product relationships (variants, relations) much easier and translations almost instantaneous. Ergonode is the true and only business center for MIRON Violetglass. They can build their products in a consistent way.



We believe that with our PIM system, we can help your ecommerce business grow.

Ergonode is a PIM SaaS platform that makes it easy for merchants to create, manage and distribute powerful product content to support wider and faster scalability.

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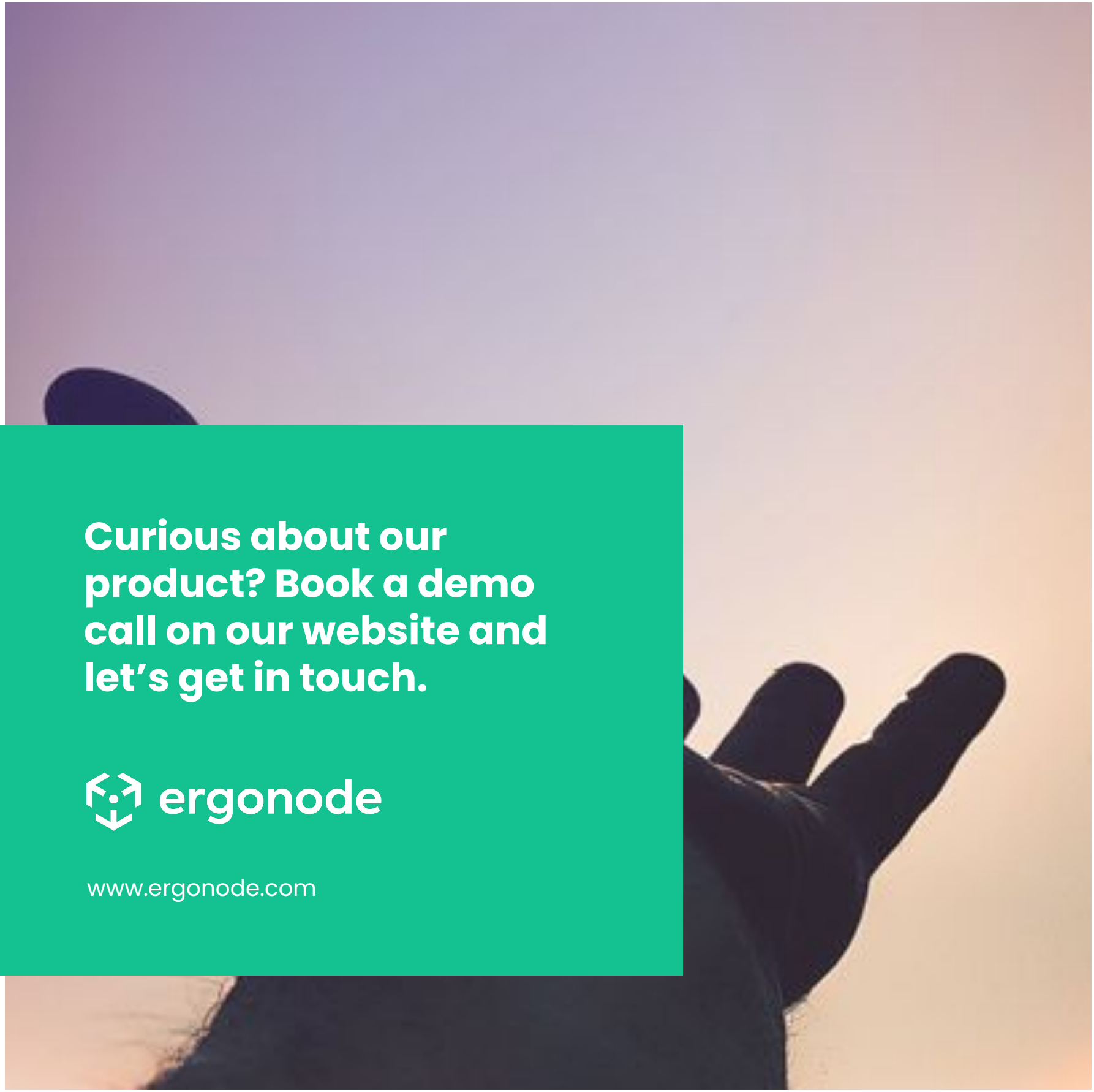
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