

AMERICAN MANUFACTURER OF AUDIO/VIDEO EQUIPMENT FOR AUTO, SPORT & MARINE - SALSIFY PIM

Overview

The client is a leader in Audio/Video Equipment for Auto, Sport, and Marine. They are using the Salsify PIM as the single source of truth for products, but were stuck with a backlog of large projects they did not have the time and manpower to execute.

Zorang worked with the client to transform their product content with parent/variant relationships, improved automation, updated icons, and fundamental changes to their product structure. Zorang solved the client's Amazon publishing issues, allowing automated product synchronization with the online mega-retailer.

Updated System With Parent/Variant Relationships

Zorang set up proper parent/variant relationships, saving the client time and effort when dealing with refurbished products.

Performed Core Product Restructuring

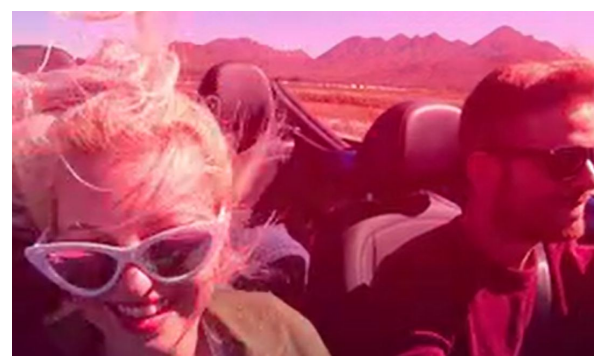
The Client's legacy product structure in Salsify was preventing the modernization of their Catalog. Zorang restructured the product base, changing the primary identifier and a host of other properties, to bring the data structures in line with the client's desires, while maintaining live functionality.

Enabled Product Synchronization with Amazon

Client wished to publish product to Amazon but were blocked by configuration and data issues. Zorang worked with client to resolve issues and successfully publish to multiple Amazon regions with localized content.

Automated Association of Manuals with Products

The client's product team was uploading PDFs of product manuals one by one into the system, and manually associating them with products. Zorang implemented a bulk upload and association mechanism, allowing all the manuals to be associated with their respective products with one upload, saving many hours of labor.



Complex data structure changes.
[Sync products with Amazon.](#)
Add best practice parent/variant relationships.

