Customer spotlight story: Prysmian Group

Summary: Scaling across geographies for a large, global manufacuturing organization isn't easy. Attempting to accomplish this during a pandemic with lglobal ockdowns is unheard of. However, the Prysmian Group not only successfully completed their digital transformation journey, they implemented major changes to their digital commerce processes and optmized their product data strategy in Europe over the last year. This enabled them to manage vast amounts of product data to deliver the scalability and speed they needed for global expansion for furture growth.

> "Thanks to the PIM, now we have a single source of truth, a single platform that collects all our product information so now we can talk the same business language. With inriver, we can now apply best practices to our product data to drive our business."
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> **Stefano Brandinali**, *Chief Digital and Information Officer at Prysmian Group*

> "Digitalization is within the DNA of Prysmian. PIM is one of the key pillars to fulfill all the demands and wishes from our customers on how our products and concepts will be found in all their e-commerce platforms and systems. The digital journey inclusive PIM, will continue. From Customer centricity to Customer proximity!'
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> **Rob van Veen**, SVP Energy & Infrastructure, Prysmian Group

The Prysmian Group is the largest manufacturer of cables in the world. They have more than 100 plants in over 50 countries, and produce energy, telecomm, submarine, and high voltage cables. As a public company, Prysmian creates innovative products and delivers groundbreaking projects while demonstrating ethical and transparent governance practices and implementing strong sustainability policies.

Always a visionary, Prysmian is guided by three pillars in all they do:

- **Energy transition-** to help world transition to a new source of energy
- **Digitalization -** to advance the digitalization of the world
- **Sustainability -** to consider the environment and society

The Challenge

The Prysmian Group is the global industry leader in the cable industry, dedicated to innovation in products and a focus on quality. As in most large organizations, Prysmian had different

systems and technologies to manage their vast amounts of product data. With millions of different products and hundreds of sales and distribution channels, they needed a platform that allowed them to manage both technical data and commercial data, such as short descriptions, long descriptions, certifications, videos, pictures, branding, and other information.

It was challenging because product information was characterized and described in different ways, on different IT systems, and on spreadsheets and data sheets. This dispersed information was difficult to manage efficiently and deliver to all their different sales channels. Additionally, with rapid growth in digital commerce, Prysmian's business to business customers had new requirements. They were asking for clarity of data, completeness of information, and fresh, usable product information to run their e-commerce sites efficienty.

> "We searched for a platform that would give us the ability to collect, to mange, and to enrich all our product information. This included translations of product information into different languages to scale to different countries and across different channels."

> **Mona Mohamed,** *Senior IT Business Partner Energy & Communication at Prysmian Group*

Digital Transformation:
The organization started their digital transformation journey in 2017, anticipating how the evolving demands of digital commerce would impact their teams, partners, and industry at large. Prysmian invested in the product information management solution from inriver as a foundation for their commerce strategy.

They spent ten months building a new, robust data model to serve the dynamic onboarding needs of different countries and product lines. Scalabilty was essential for the Prysmian team. Without a flexible data model, future requirements would be difficult to meet and would impact growth.

> "Integrating the PIM solution in our IT landscape is helping us to have a more structured and harmonized way to describe our product information. This helps our customers uncover and leverage the value behind our product data."

> **Mona Mohamed,** *Senior IT Business Partner Energy & Communication at Prysmian Group New title*

Prysmian now had a stable and scalable system for their online products using inriver. The original plan to cover only standard business was changed during the PIM project implementation. To date, inriver is used not only for standard cables, but also for data cables as well as specials. Inriver is live in **20 countries in Europe** and in 2021 will be part of the expansion in the North America, as well as the across the elevator business. Rest of world will follow in 2022 in terms of geographies and businesses. In addition to the project implementation

– the Central PIM Team is onboarding and transferring the technical and processes knowledge to the extended Prysmian PIM teams to optimize efficiency.

Value of PIM

- Faster onboading for suppliers and partners
- Data driven approach
- Streamlined process to follow up and monitor data quality
- A single source of truth for all product data
- Support cross selling and up selling
- Streamlined workflows
- Flexible data model
- Global portfolio coverage with countries onboarding: ie Europe first, followed by North America, Latam, and Asean
- Fully integrated with our web catalogues online, enhancing searching functionalities
- Full change management on product data management

Solution

Inriver's platform is SaaS-based and helped ensure the reliability and ease of use integrating different systems and technologies across the Prysmian ecosystem. This became especially important as teams worked remotely for extended periods of time. Ease of use and accessibliity were essential during the pandemic. Another advantage of the inriver solution was that global teams could be built and trained on the new processes around PIM. This helped keep user adoption high and maintain a consistent level of knowledge for teams.

> "Now we have consistency in technology, but also in processes that allow us to work and interact more effectively as a team, across geographies, and businesses."

> **Francesca Novelli,** *Customer Centricity & International Key Account Senior Manager*

Change management is never easy, but with the ability to train and transfer knoweldge about inriver, global roll outs became faster and more effective.

Sustainability Focus

As consumers become more eco-conscious, they expect transparency across supply chains and to be easily found via product information. Sustainability has always been a priority for Prysmian Group, but with millions of products, different suppliers, and partners, showcasing this was challenging at the product-level. Prysmian started to embed sustainability data in their PIM (ie Eco Cable Labels) and are planning to enhance this approach further in future.

Result

"The solid data model and qualitative data allows consistency through all the channels that we have with our customers and in the market. It also allows increased speed when you want to communicate, because you have one source of information that you can export in many different ways: ie Datasheets, Web Catalogues, BMCat exportx, html and more."

Francesca Novelli, *Customer Centricity & International Key Account Senior Manager*

"We enhanced our brand awareness on the market, and overall, we were able to increase the loyalty of our customers, and improve the customer experience for customers who are dealing with Prysmian and its commercial brands," said Novelli.

The Prysmian Group today has a scalable data model and flexible platform that enabled resilience during the pandemic and market growth while maintaining a commitment to their mission and customers. That's the way to lead an industry.