A Recipe for Enriched Digital and Print Data through PIM

$ 21 Billion
In Annual Sales

25,000+
Associates Worldwide

60
Locations

Global
Food Service Distributor

Estd. 1989

Challenges

- Disparate sources for product information
- Legacy systems not scalable
- Inconsistent and inaccurate data
- Manually-intensive product maintenance process
- Difficult publishing data to other channels

The IntelliTide Solution

- Streamlined catalog production
- Enriched, accurate product content across all channels
- Improved efficiencies for product maintenance
- Syndication to catalog, website, and downstream systems
- Increased search capabilities

Project Scope

24+ brands | More than 350,000 items | Enterprise Workflow Engine |
Digital Asset Management (DAM) | Publishing with Adobe InDesign | Web-to-Print tools