HIGH-QUALITY PRODUCTS. BUT LOW-QUALITY DATA?

Thousands of homes across Australia and New Zealand are furnished with Freedom Furniture products. From sumptuous sofas and armchairs to elegant dining tables and innovative storage solutions, they offer excellent quality and value. But what happens when the company's data management processes are no longer able to keep up with an evolving world?

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TOO MUCH MANUAL INTERVENTION

With 65 stores across Australia and New Zealand, Freedom Furniture sells a lot of items to a lot of people. But the volume and complexity of data meant that this was becoming a less than ideal experience for company users – and could also impact on the customer experience over time.

Most customers engage with Freedom both online and in store, making it important that information presented in all systems is accurate and consistent. But the company faced a number of challenges in this respect. First, a lack of user accountability meant that there was no workflow-governance or version history. Also, there was no system to monitor or validate data that was being promoted to the website automatically, resulting in unnecessary manual intervention.

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LACK OF SCALABILITY

In addition to the data accuracy and manual intervention issues, the company also faced a lack of scalability with respect to Product Information Management (PIM). They were limited in the improvements they could make to improve the situation. The master data management system had come to the end of the line and simply had to be replaced. Freedom's IT team began to look around for a partner with experience in the retail data management field.

BREAKTHROUGH

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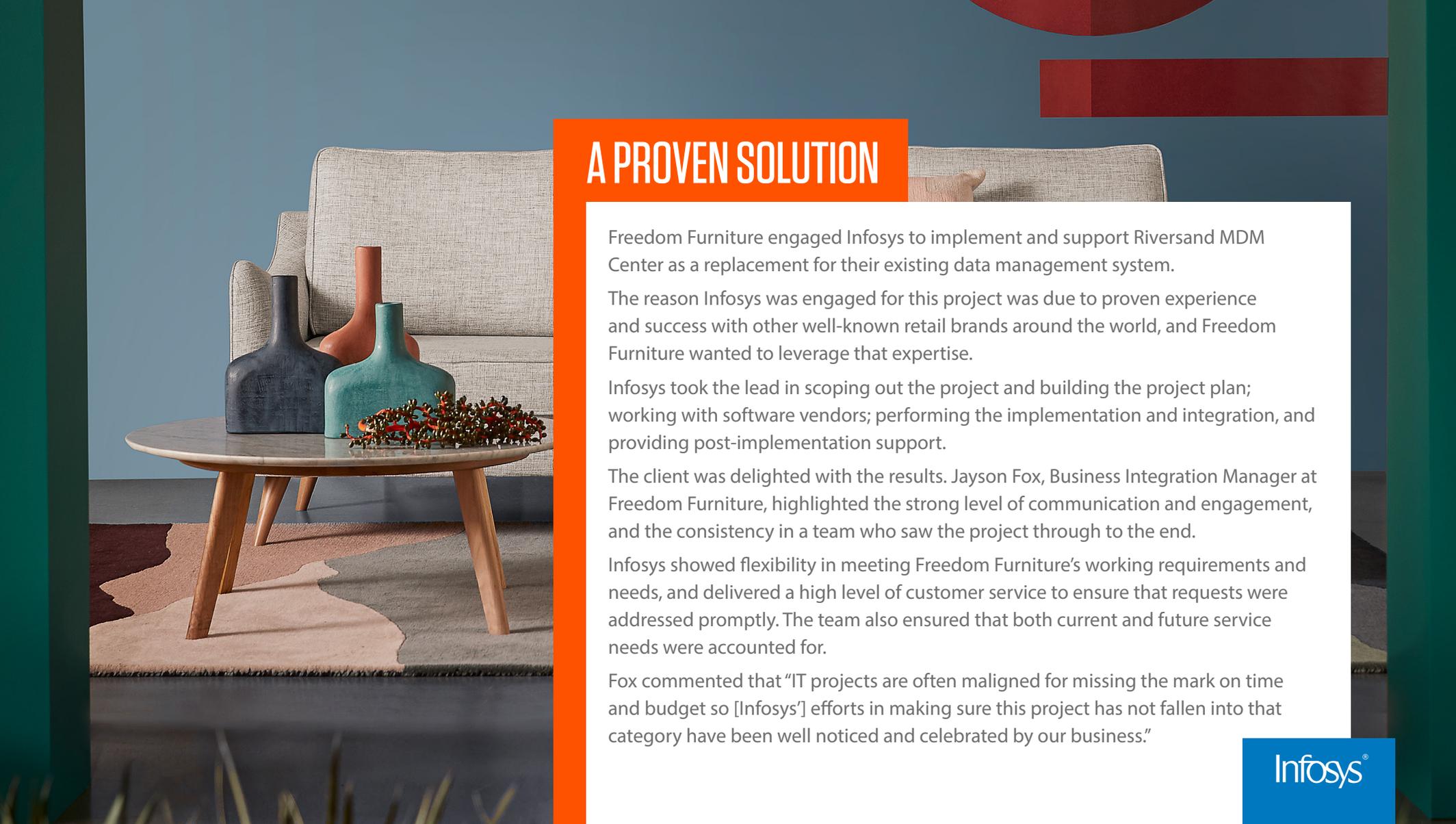
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A PROVEN SOLUTION

Freedom Furniture engaged Infosys to implement and support Riversand MDM Center as a replacement for their existing data management system.

The reason Infosys was engaged for this project was due to proven experience and success with other well-known retail brands around the world, and Freedom Furniture wanted to leverage that expertise.

Infosys took the lead in scoping out the project and building the project plan; working with software vendors; performing the implementation and integration, and providing post-implementation support.

The client was delighted with the results. Jayson Fox, Business Integration Manager at Freedom Furniture, highlighted the strong level of communication and engagement, and the consistency in a team who saw the project through to the end.

Infosys showed flexibility in meeting Freedom Furniture's working requirements and needs, and delivered a high level of customer service to ensure that requests were addressed promptly. The team also ensured that both current and future service needs were accounted for.

Fox commented that "IT projects are often maligned for missing the mark on time and budget so [Infosys'] efforts in making sure this project has not fallen into that category have been well noticed and celebrated by our business."

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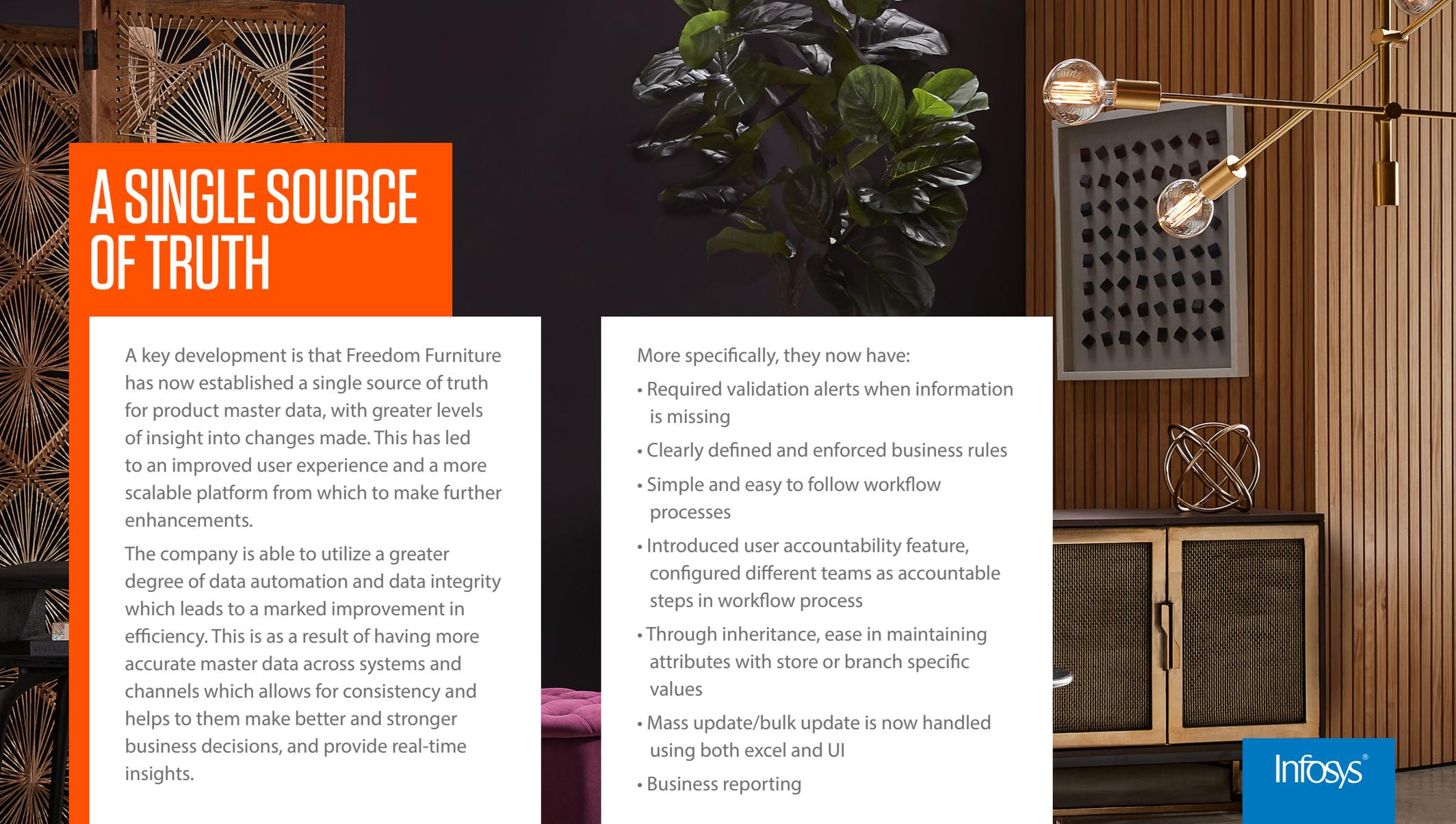
A SINGLE SOURCE OF TRUTH

A key development is that Freedom Furniture has now established a single source of truth for product master data, with greater levels of insight into changes made. This has led to an improved user experience and a more scalable platform from which to make further enhancements.

The company is able to utilize a greater degree of data automation and data integrity which leads to a marked improvement in efficiency. This is as a result of having more accurate master data across systems and channels which allows for consistency and helps to them make better and stronger business decisions, and provide real-time insights.

More specifically, they now have:

- Required validation alerts when information is missing

- Clearly defined and enforced business rules

- Simple and easy to follow workflow processes

- Introduced user accountability feature, configured different teams as accountable steps in workflow process

- Through inheritance, ease in maintaining attributes with store or branch specific values

- Mass update/bulk update is now handled using both excel and UI

- Business reporting

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BETTER FOR USERS, BETTER FOR CUSTOMERS

In the words to Jayson Fox, the primary benefit of the project is "efficiency and consistency, especially on the back end". This brings benefits to both staff and customers.

With less manual effort and effective data governance, things work more smoothly behind the scenes at Freedom Furniture. Validations, business rules and review mechanisms through workflows are now faster and easier for staff, who enjoy a rich UI experience.

Meanwhile, these unprecedented increases in efficiency and data accuracy also have an effect on customers. With fewer data errors and a more efficient data management system driving timely and accurate product information to online and physical stores, customers enjoy a better shopping experience.
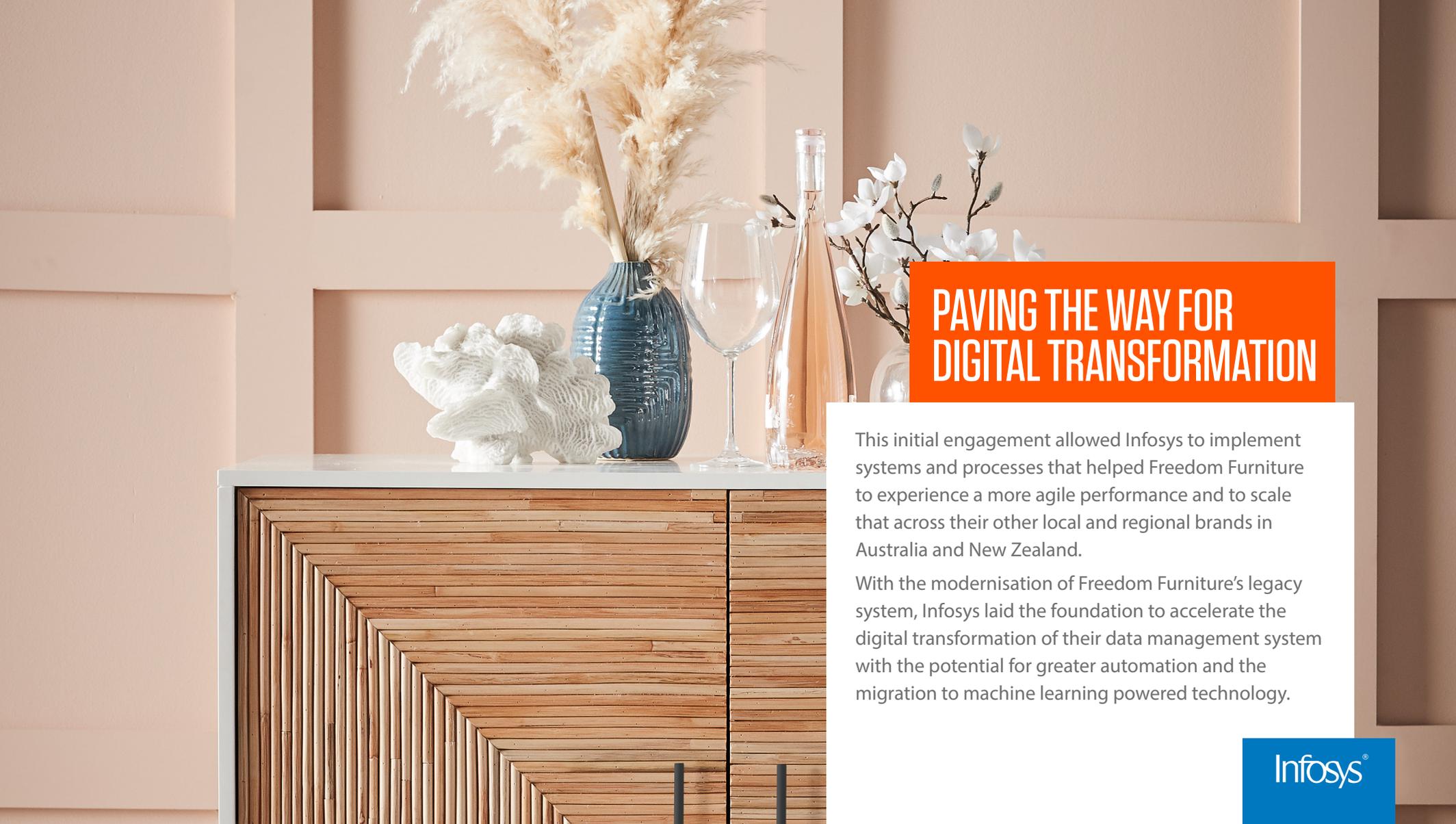
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PAVING THE WAY FOR DIGITAL TRANSFORMATION

This initial engagement allowed Infosys to implement systems and processes that helped Freedom Furniture to experience a more agile performance and to scale that across their other local and regional brands in Australia and New Zealand.

With the modernisation of Freedom Furniture's legacy system, Infosys laid the foundation to accelerate the digital transformation of their data management system with the potential for greater automation and the migration to machine learning powered technology.
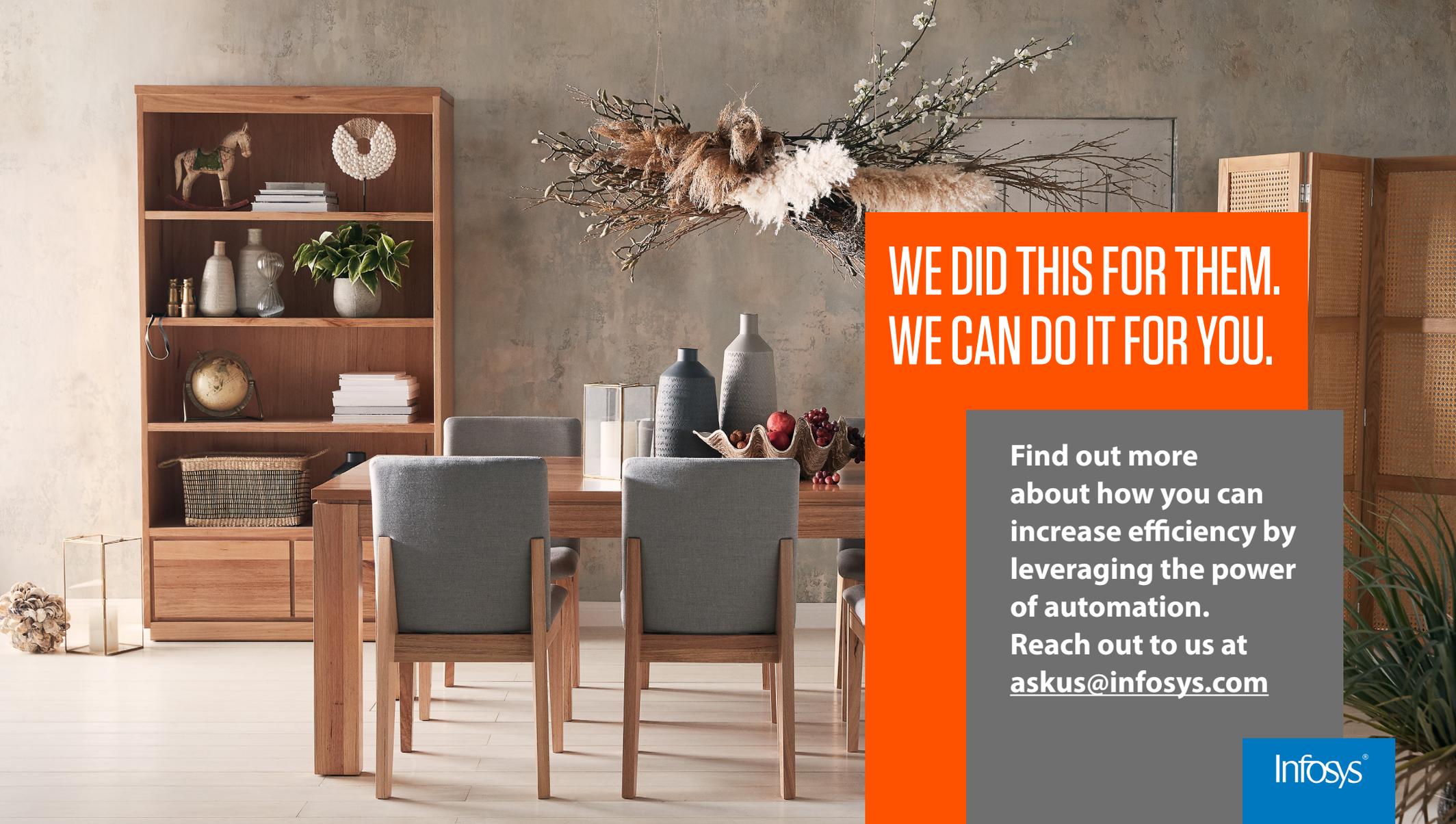
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WE DID THIS FOR THEM.
WE CAN DO IT FOR YOU.

Find out more about how you can increase efficiency by leveraging the power of automation.
Reach out to us at askus@infosys.com

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