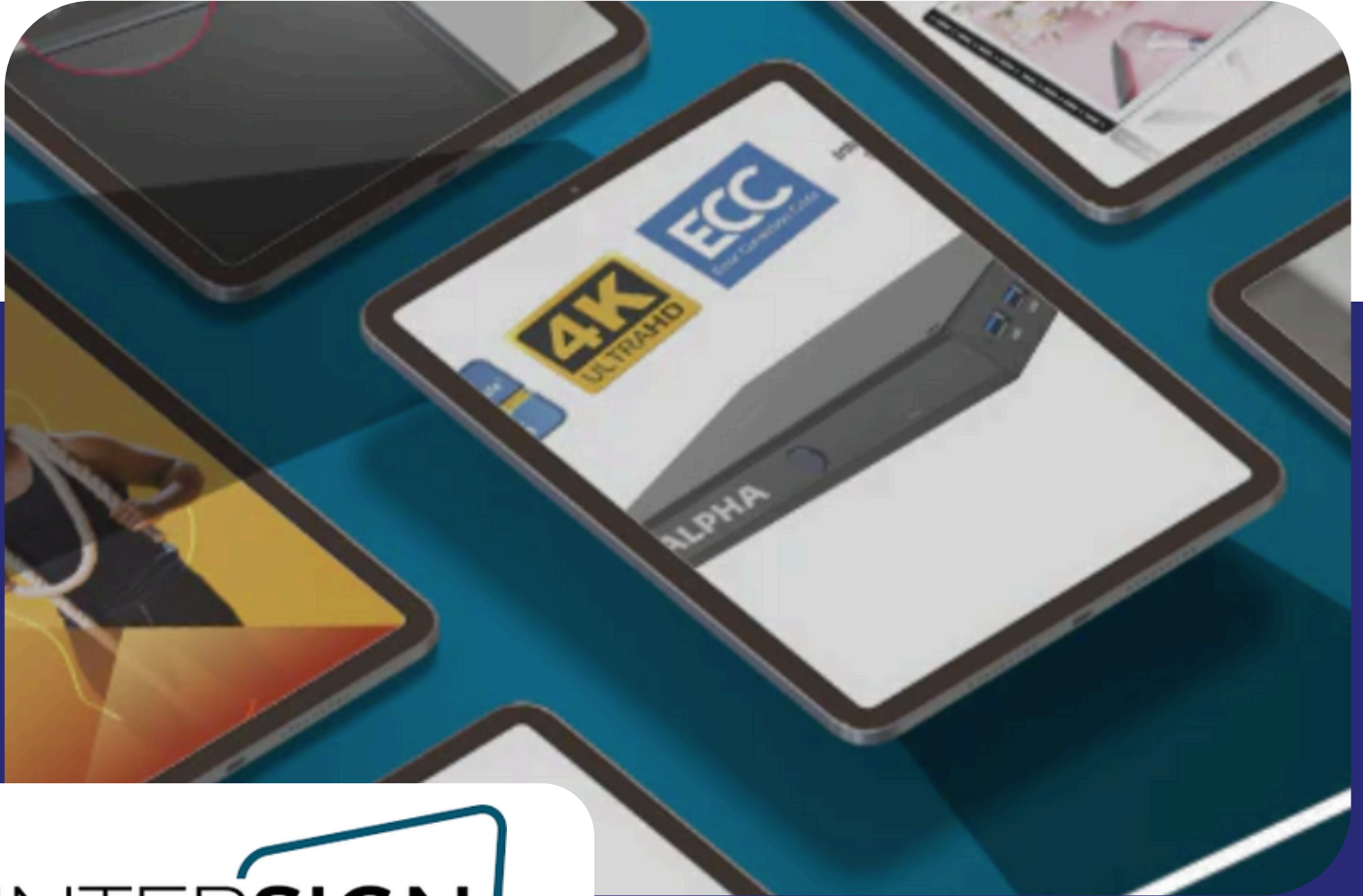


icecat



INTER**SIGN**

Case Study InterSign

How Icecat Empowered InterSign to Optimize Their Digital Signage Solutions



“

Icecat's systems significantly improved our data accuracy – now all product content is 99.8% up-to-date – compared to previous manual entries. For example, before the integration, if I sold a PC screen, I would input its size and mention 10 basic functions. Now we have around 100 characteristics for a PC screen, and this is another level of product data. So far, we are satisfied with our partnership and trust that the Icecat team will continue to develop their systems to be smoother and with even better functions.

Kim, Co-Chief Executive Officer at InterSign

”



CHALLENGES

- Implementing customized solutions to accommodate InterSign's specific requirements.
- Effortlessly source detailed and accurate content for all their refurbished products.
- Integrate comprehensive product details from Icecat into Shopify's e-commerce platform while overcoming limitations specific to Shopify's capabilities.



GOALS

- Preserve the existing product assortment in Shopify, allowing the customer to manage it easily while enhancing the content.
- The shop interface to allow easy range filtering of each attribute enriched by Icecat.
- Integrate Icecat's product data with Shopify to streamline product updates and ensure consistency across all listings.

The Journey with InterSign

Established in 2013, InterSign is a leading distributor and manufacturer of customized digital signage and professional display solutions. They offer a comprehensive product portfolio, including professional screens for 24/7 or 16/7 use, touchscreens, media players, communication applications, integrated displays, sound systems, video walls, and more.

InterSign's expertise in digital signage makes them the ideal partner for resellers. They have deep technical knowledge and maintain daily factory-level dialogue with top manufacturers like LG, iiyama, BrightSign, NEC, and 50 other brands, ensuring a variety of high-quality products.

The journey with InterSign started by implementing a standard integration utilizing the Icecat-Shopify connector. As our collaboration progressed, InterSign realized they needed more advanced tools for handling product data. This realization prompted us to delve deeper, exploring customized approaches to address InterSign's requirements and making the most of Icecat's solutions.



WHY ICECAT?

- ✓ Improved data quality, consistency, and accuracy in less time with automations and easy integrations.
- ✓ Automate the export of all available Icecat data to the InterSign shop, maximizing product details while accommodating Shopify's limitations.
- ✓ Icecat's PIM implementation allowed sourcing product assortment directly from the Shopify store itself.
- ✓ Replace manual processes to significantly save time and enhance productivity, streamlining operations and reducing human error.
- ✓ The combination of Icecat's solutions provided InterSign with the desired manageability and flexibility they sought, enabling them to optimize their operations and deliver a better and more consistent e-commerce experience.



The Icecat team was very responsive. We maintained close communication, and they kept us updated with project progress while offering fair pricing. Since I am not technically inclined, I needed to learn how to communicate my needs and understand the integration. But in the end, it proved to be a positive learning experience for me.

Kim, Co-Chief Executive Officer at InterSign





ICECAT CONTENT SOLUTIONS

1 Content Solution

InterSign's strategic partnership with Icecat streamlined product content creation and distribution. With content like marketing texts and images, they optimized retailer access to data, reducing manual tasks and enabling automation. This allowed InterSign's employees to focus on customizing product information, introducing new products, and efficiently managing older ones.

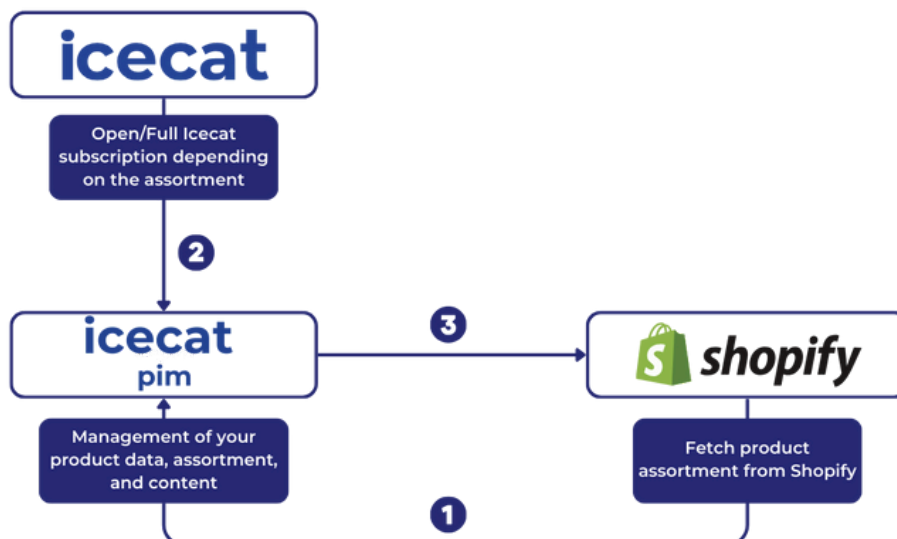
2 E-commerce Connector Solution

In the process, InterSign faced another challenge. This time regarding integrating its e-commerce platform with Icecat's extensive product data. While Shopify proved to be a reliable platform, its connector had certain limitations compared to Magento and WooCommerce. Recognizing the need to provide complete product details sourced from Icecat to end customers within Shopify's constraints, InterSign collaborated with Icecat to implement an e-commerce connector solution. At Icecat, we automate export of all possible Icecat data to InterSign's shop for their assortment in order to provide as many product details as possible, taking into account Shopify limitations.

3 Custom Solution

With the later implementation of Icecat PIM, InterSign was able to source product assortments directly from their Shopify store, eliminating the need to rely solely on Icecat for content. This allowed them to manage products within their e-commerce backend while still leveraging Icecat's content. The integration was designed for a smooth workflow.

Icecat PIM also enabled importing attribute values as numeric fields and transmitting them to Shopify as metafields, enhancing the shop's range filters and improving the customer browsing experience. The use of Icecat, provided InterSign with the flexibility and manageability they needed to optimize operations and enhance their e-commerce experience.





RESULTS

The challenge presented in this business case involved the implementation of a different approach to accommodate InterSign's specific requirements. Unlike a standard Icecat integration, which typically involves connecting with suppliers via Icecat Connect to Icecat PIM and managing the assortment within Icecat PIM while enriching content, this project required a more customized solution, resulting in a highly specific outcome tailored to the client's unique needs.

1 Consistency and Accuracy

Progress and processes were preserved in the Shopify store. We didn't erase any customer product data when the project started but found a way to integrate our solution into the existing process.

2 Timely Availability

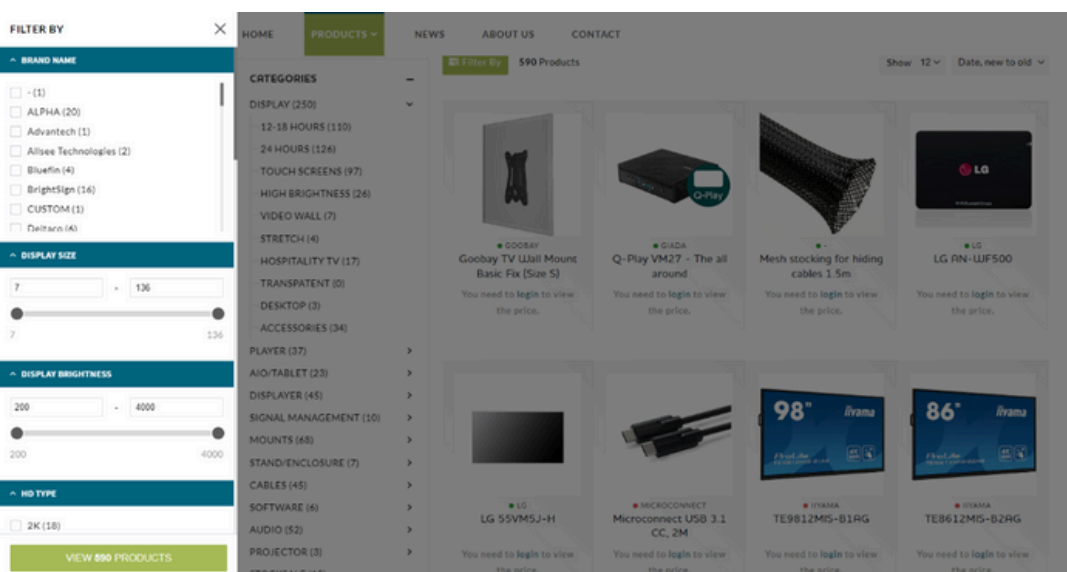
Significant time saved by avoiding the need to craft descriptions from scratch for refurbished products. Instead, download Icecat data and modify it to include details of the "refurbished part."

3 Product Quality

Product quality was elevated to a higher standard, enabling the business to shift its focus more effectively toward growth and expansion opportunities.

4 Customization

The solution was carefully tailored and customized to align with the specific business needs and requirements of this customer.



How the range filter appears after the implementation of the new approach.

About Icecat

Icecat is a global leader in product content syndication, helping organizations deliver enriched, engaging, consistent, and compelling product information across various platforms and channels. Trusted by more than 40,000 of the world's most successful e-commerce businesses, Icecat empowers global brands, manufacturers, distributors, and retailers to deliver omnichannel customer experiences that turn browsers into buyers.

As a key player in the field of product content syndication, Icecat collaborates with renowned brands, manufacturers, distributors, and retailers such as Amazon, Philips, Disney, Lego, HP, and Dell. These partnerships enable businesses to enhance and optimize their product content, resulting in more engaging and compelling experiences that foster customer trust and loyalty.

Icecat's advanced Product Information Management (PIM) systems, extensive partner network, and data-driven technology significantly elevate the quality and consistency of product information. This, in turn, simplifies the management of product catalogs and accelerates the distribution of product details across diverse platforms and markets, ensuring that customers have access to accurate and appealing product information wherever they shop.

Contact us

Visit us at
www.icecat.com