

supplier data manager

Supply Akeneo PIM with accurate and enriched data at scale!



Leverage AI to automate the **cleaning, enrichment and categorization** of product data.

Without SDM*

With SDM

*SDM: Supply Data Manager

Reference	Short description	Brand	Category	Subcategory	Group	Subgroup	Gender	Color	Material	Sale Price
BERRY NEBRASKA BLU	Men's shoes in resistant canvas with a very good support. Color : Blue.	Reverse	Shoes						Fabric	44,90
STAR NEBRA RED	Low casual shoes for men in black leather.	Reverse	Shoes							84,90
lee all stats	Sneakers for women by Reverse. Material : 100% leather.		Shoes	Streetwear	Sneakers	High top sneakers	Women	Black		119,90
WOLLING FROSY LEATHER	Elegant high boots for women. Gold color.	Sergio Banbini	Shoes					Golden	Leather	179,90
control stince long	Low and resistant city boots, timeless style. 100% leather.	Sergio Banbini	Shoes					Black		194,90
STRAP-IN WILD	Elegant loafers for men. Leather material, rubber sole. Color : brown.		Shoes					Brown		309,90
ZAVID WHITE	New model for Women, canvas shoe, timeless style by Sergio Banbini.		Shoes					White		129,90
BEEZ SINGLE SPOT	High canvas sneakers, soft and casual, blue color.	Sergio Banbini	Shoes					Blue		149,00

Without SDM*

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Product name	Short description	Brand	Category	Subcategory	Group	Subgroup	Gender	Color	Material	Sale Price
BERRY NEBRASKA BLU	Men's shoes in resistant canvas with a very good support. Color : Blue.	Reverse	Shoes	Skateboard	Sneakers	Low top sneakers	Men	Blue	Fabric	44,90
STAR NEBRA RED	Low casual shoes for men in black leather.	Reverse	Shoes	Streetwear	Sneakers	High top sneakers	Men	Black	Leather	84,90
LEE ALL STATS	Sneakers for women by Reverse. Material : 100% leather.	Reverse	Shoes	Streetwear	Sneakers	High top sneakers	Women	Black	Leather	119,90
WOLLING FROSY LEATHER	Elegant high boots for women. Gold color.	Sergio Banbini	Shoes	Casual	Boots	High boots	Women	Gold	Leather	179,90
CONTROL STINCE LONG	Low and resistant city boots, timeless style. 100% leather.	Sergio Banbini	Shoes	Casual	Boots	High boots	Unisex	Black	Leather	194,90
STRAP-IN WILD	Elegant loafers for men. Leather material, rubber sole. Color : brown.	Sergio Banbini	Shoes	Casual	Boat shoes	Loafers	Men	Brown	Leather	309,90
ZAVID WHITE	New model for Women, canvas shoe, timeless style by Sergio Banbini.	Sergio Banbini	Shoes	Streetwear	Sneakers	High top sneakers	Women	White	Fabric	129,90
BEEZ SINGLE SPOT	High canvas sneakers, soft and casual, blue color.	Sergio Banbini	Shoes	Running	Sneakers	High top sneakers	Men	Blue	Fabric	149,00

AI for Product Experience

1

Collect & Cleanse Data

2

Generate & Enrich Content

3

Personalize to New Markets & Geographics



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In order to deliver an efficient and personalized digital customer experience, we must invest in intelligent product data processing solutions.



Director of Product Data
Patrice Guineau



Accelerate categorization and automate product enrichment

Key Results



12,000

ETIM classification benchmarked over 3 months



97%

of ETIM classes matching on more than 20,000 product lines



98%

of accuracy on AI suggestions audited by Rexel

Patrice Guineau, Director of Product Data @Rexel
"We challenged **Supplier Data Manager** on product data that our internal algorithm could not do and today **Supplier Data Manager** knows how to propose classes."

Franck Duvigneau, Data Expertise Project Manager @Rexel
"We got 98% alignment between the two algorithms and on the remaining 2%, even the human eye has trouble finding a solution."

Patrice Guineau, Director of Product Data @Rexel
"The ambition for Rexel is for **Supplier Data Manager** to become an everyday tool for the product data team."

Contact us by scanning the QR Code

