

Manage all product data in one place and distribute it to all partners.

Wolf Möbel GmbH & Co. KG

Industry: Furniture

**About the company:** Wolf Möbel combines inspiration from all over the world and translates them into high quality furniture. Wolf Möbel specializes in furniture made from solid wood, including tables, chairs, sideboards and beds. They distribute their products through a total of more than 500 retail partners, including offline and online furniture retailers.



### The challenge

Wolf Möbel currently stores their product data in their ERP system. However, requirements on product data quality of retail partners are increasing. Adding and optimizing product data in the current system is tedious or even not possible to the required extend. That results in manual and repetitive work to add all missing data points for every retail partner, one by one. This leads to an inconsistent product presentation and makes it difficult to optimize product data for retail partners.

### The Solution

ShopVibes helps to manage all relevant product data in one place. Optimizing or adding data points can all be done centralized in our ShopVibes data management platform. All information can be distributed directly from the platform to all retail partners with one click. All information is normalized to the individual requirements of the respective retail partner automatically.



**Better  
product  
data, less  
effort**

### The results

Wolf Möbel uses ShopVibes to manage, optimize and distribute their product data and images. That enables consistent and efficient optimization of all product data while reducing the effort to a minimum. All data is managed and optimized in the ShopVibes platform and can be distributed directly to all retail partners. This enables better data quality across all partners while reducing the effort for Wolf Möbel.

You want better product data for all your retail partners? Get in touch!

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