



Parsionate



# Sales Growth Meets Sustainability: Two Worlds (Don't) Collide

Better Product Data Promises a Bright Future for HEMA

# Sales growth and sustainability just don't go hand in hand?

Wrong! You just have to find the common denominator: data. HEMA partnered with Parsionate to improve data quality, establish new awareness of data and increase sales – all by taking a close look at data quality and successfully deploying a new PIM system.

Plus, HEMA can now evidence compliance with sustainability standards at the touch of a button. This new transparency is not only great for the company's accessibility, but it also reduces its liability risks. The HEMA success story in full.

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## The Company

HEMA is a Dutch variety chain store that offers a wide range of high-quality products that last longer at affordable prices – with a special focus on design. Founded in 1926, the company now owns more than 750 stores with around 17,000 employees and has expanded from the Netherlands to Belgium, France, Germany, Austria, and a few other countries. HEMA has one mission:

making everyday life better in a more beautiful world. In addition to bricks and mortar retail, the company is increasingly investing in its online platforms to ensure a consistent shopping experience for its customers around the globe 24/7.



## The Business Case

In the Dutch market in particular, more and more customers are researching online stores before heading into the store in person. While HEMA's old PIM system did provide product data for the website, only a few employees had access and the data in question was often outdated. As a result, stakeholders started phoning or emailing product managers directly to request product information – a pretty serious, and avoidable, effort to coordinate.

With Parsionate's support, HEMA was able to improve the quality and relevance of its product data online, which in turn enhanced the buying experience and encouraged even more customers to shop. Thanks to the new PIM system, employees now also have all the data they need to evidence compliance with sustainability standards at the touch of a button. This is not only great for the company's transparency, but it also reduces its liability risks.

INGMAR HENSBERGEN, HEMA B.V.

„We thought we just needed a new system for better data use. Thanks to Parsionate, we learned that it's actually processes and people that create real value from data, not a system.“

Ingmar Hensbergen, Manager Category Support, HEMA B.V.



# The Challenge: Small Data Pool, Outdated System

“Data is increasingly critical for business success.” Ingmar Hensbergen, Manager Category Support at HEMA, knew the organization had some catching up to do here. But the team wasn’t working reliably with the new PIM system they’d purchased a few years back. The user-friendliness left much to be desired, which hardly inspired data maintenance.

As a result, employees from marketing, logistics and customer service, to name just a few, were spending up to six hours a week researching product information where data either couldn’t be found or hadn’t been entered into the system. Empty time that could otherwise be spent on mission-critical work.

But HEMA had an even bigger problem: the sheer volume of incomplete or outdated product data in the online store had a negative impact on the sales. “People in the Netherlands, especially, like to look online before they go out shopping in person. If our products aren’t there or aren’t listed correctly, they won’t go to our stores, and we don’t make the sale.”

Hensbergen also highlighted an additional pain point: “We focus on sustainability, but so far we’ve relied on manual research alone to gather evidence of our sustainability standards, which is hugely time-consuming.”

In the face of all these challenges, HEMA decided to bring Parsionate on board. “We knew we still lacked the data expertise. That’s why we looked for a partner with whom we could make really rapid progress.”



## The Biggest Challenges:

- No efficient collaboration around product data as a result of the previous PIM system's poor usability.
- Longer lead times and more work in coordination because of opaque processes and responsibilities.
- Delayed time-to-market and loss of revenue due to time-consuming searches for product data.
- Struggling to manage growing data requirements for compliance and sustainability reports.



# The Solution: Spotlighting People and Processes

“HEMA approached us hoping to implement a new PIM system that would empower their employees to work more consistently,” recalls Parsionate’s project manager Julian Kleber. “But it quickly became clear that this would involve far more than simply raising awareness of the importance of data,” adds Kleber. After all, for a new system to achieve the results HEMA was looking for, the team would have to understand exactly why it’s so important to maintain data and really experience how it makes their lives that much easier.



It didn’t take long for the project team at HEMA to come round: “We have to think in terms of data,” stressed Martine Buis, Head of Integrated Production, at kick-off. And it soon became clear where this partnership was headed: “We decided not just to introduce Contentserv as a new PIM system and to optimize our existing processes, but also that we had to include the whole team on this data journey right from day one.”

Together, the two companies chose Parsionate’s Acceleration approach to get HEMA back on the road as quickly as possible. This involved best practices for change management, process design and knowledge management. While agile working, as something new to HEMA, was initially met with skepticism, “in retrospect, it was exactly the right way to go,” says Ingmar Hensbergen. “The team quickly realized ‘we fixed that!’, and that set the motivation for the next challenge.”

## Findings and the Future

“We have now laid the groundwork to work with data in the right way,” says Hensbergen. Over the past year and a half, Parsionate has been with HEMA every step of the way in implementing Contentserv. Above all, the project team worked together to develop new data infrastructures, dissolve data silos and create a single source of truth for corporate data. Hensbergen explains: “At the end of the day, it was less about the technology itself, and more about how we actually work with data.”

“Data isn’t sexy – at least that used to be the way most of our colleagues saw it. But that mindset is shifting. The PIM system’s contemporary interface certainly doesn’t hurt there, because it is just so easy to enter and find data,” says Hensbergen. Next up, HEMA wants to expand its database and gain insights by combining product and customer data to further improve the customer experience.

„By realizing this project, we’ve laid the foundation for our company’s future. With this data leadership, we gained many years of progression.“ – Ingmar Hensbergen

# Our Acceleration Approach

## Acceleration Means Achieving Quick Wins for Your Organization

You are a candidate for an Acceleration project if, for example, you ask yourself the following questions: How can I implement standard software quickly using a standard approach? How can I perform a health check of my data as efficiently as possible? How can I identify suitable software providers when selecting a system?

Together, we will successfully tackle these and similar challenges and create value quickly. Because of our experience in hundreds of comparable projects – and our methodological strength.

## Technology Partner in This Project: Contentserv

Contentserv, a recognized technology leader, offers a solution to manufacturers, brand owners and specialized retailers looking for an easy way to manage and optimize product content across channels and build groundbreaking, highly converting product experiences.



For many marketers, IT and global product teams, managing product information can feel like utter chaos. Data is siloed and scattered across systems and spreadsheets, wasting time and creating inconsistencies that hurt the customer experience.

Contentserv's Product Experience Cloud enables manufacturers, brand owners and specialized retailers to manage and optimize product content more easily — through one easy-to-use cloud platform. With product content optimized, businesses and IT teams can spend less time fighting fragmented data and more time focusing on delivering the rich, relevant and emotional product experiences that enhance their brand and ultimately delight customers.

Learn more at [contentserv.com/who-we-are](https://contentserv.com/who-we-are)



Parsionate

# Enough reading. Let's talk!

Data is the foundation for many business initiatives. Take the opportunity to talk to experts about your specific challenges. Due to our long-term experience from numerous customer projects, we are able to assess even individual situations well and identify first steps towards a solution.

[+ Get to know Parsionate](#)

## About Parsionate

Data is at the core of any digital transformation. Since 2013, Parsionate has been supporting companies determined to face the challenges involved head-on and leverage data's limitless potential. We bring our expertise to go all out, delivering the benefits and successes we generate for our customers and partners. And that's why Parsionate offers end-to-end services, from strategy development to full tech implementation.

We are the data leadership team. With our holistic focus on data and the opportunities it creates, we take on a longer-term, more comprehensive responsibility than traditional consultants or implementers. Our vision is to help our clients harness the unique potential of data and analytics and empower them to use it more smartly and efficiently than the competition. Across our parsionate locations in Europe, we have more than 200 experts hard at work on just that for international market leaders like Hapag-Lloyd, the Hoffmann Group, Festo, Stihl or Dekra..

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