Client: Lesro Industries
Project: Project Information Management for a Furniture Manufacturer

Using Product Information Management to Connect with Customers and Prospects

Headquartered in Connecticut, Lesro Industries has become a leader in custom furniture. Its furniture can be found in offices, educational buildings and healthcare facilities around the world.

Our Challenge

As Lesro Industries grew, adding more options and product possibilities to its offerings, it was increasingly difficult, if not impossible, for sales and customer service to stay up-to-date on the latest product changes. In addition, much of the product data was kept on disparate systems, adding to the inefficiency and work needed to answer even simple questions.

There was also growing pressure to supply accurate and up-to-date product information to ecommerce giants such as Amazon and Wayfair, as well as with its dealer partners. Like other furniture manufacturers, the company's reactive approach to data management and response to information requests hindered its market agility. Other challenges facing Lesro included:

- Without a single source of product information truth, distributing product information to customers was challenging and laborious.

- As a make-to-order (MTO) manufacturer, the organization didn't have a comprehensive solution to properly display and market each product in sales channels. Lesro makes millions of product combinations when considering product lines, features and fabrics.

Our Solution

GO2 Partners worked closely with Lesro to develop a strategy and solution to each of its unique needs. Using a two-pronged approach, GO2 created a robust PIM (Product Information Management) system to manage product data, which powered a new Lesro configurator design tool, LesroCreate.

The team at GO2 Partners developed a customized version of their Flex PIM for Lesro, enabling the real-time combinatorial SKU creation. This system implemented a new parent/child product attribute model, eliminating the challenge of disparate data systems. The PIM offered a single version of the product information truth even with the millions of product combinations possible with Lesro.

The PIM API feeds the configurator, which uses Cylindo, a software system that takes the product data and generates a 3D photorealistic view of the user-designed furniture product. Users can then download and store the configured product images for future use.

Our Results

Life is easier for Lesro employees and customers, with the PIM adding efficiency, data accuracy and accessibility for users.

Today, Flex PIM maintains, updates and publishes product information for Lesro Industries' clients. With the implementation of LesroCreate, clients have limitless design options at their fingertips, with the PIM managing the product data to ensure a seamless and accurate experience for the customer and Lesro employees. Using LesroCreate, users can create custom configured designs that can be used in marketing and sales materials or showcased in design portfolios to help pull demand for more Lesro products.

Employee satisfaction and productivity have increased as the customized PIM system maximizes efficiency by reducing the amount of time it takes to get product information out the door. What used to take weeks to complete now takes only minutes.

The future is bright as the new ability to provide rich product information and configured designs in minutes will allow Lesro to easily and accurately showcase its furniture on large retail websites such as Amazon and Wayfair, and to its dealer network.

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