

## CASE STUDY: HUDSON & CANAL

Sitation Led PIM Implementation and Enablement  
Cuts Time to Market in Half



Hudson & Canal is a small but mighty home furnishings company. With a compact, talented, and multifunctional workforce, this modern B2B distributor takes advantage of digital technology to improve the functionality of their nimble team.

Self-identifying as “digital first”, it comes as no surprise that adding Product Information Management Software to their carefully chosen suite of technological solutions was on the advancement roadmap.

“We were operating exclusively out of excel and it isn’t that it wasn’t working but a big initiative on our end was finding opportunities for automation.” shared Pat Haley, Senior Account Manager at Hudson & Canal.

### Challenges:

In many ways, Hudson & Canal represents the common and most powerful PIM use case. The goal was to improve automation in their go to market process, thereby reducing the time to market and the manual touch requirements.

“When we decided we needed Salsify in our workflow operation, our business needed to scale faster with increased automation but also increased reliability and dependability of data integrity.” shared Senior Account Manager, Pat Haley.

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Pat Haley  
Senior Account Manager, Hudson & Canal

### Industry:

B2B Furniture and home furnishings

### Need:

Improve automation to reduce manual SKU touches and generate trust in data accuracy

### Solution:

Salsify PIM implementation and Sitation Data Modeling

### Result:

50% reduction in SKU build time  
50-95% reduction in product launch time (SKU to retailer)  
Achievement of automation goals





Haley and his colleague Ashley Collins worked closely with Sitation Project Manager - Data & Content Services, Stephani Niston and Implementation Specialist, Nick Rotan. He says that the Sitation team was flexible and accommodating but more importantly, delivered the implementation professionally and provided training for the team so that Collins and Haley were able to take over confidently and with measurable success.

### Objectives:

- Enable a solution to scale rapidly
- Establish a single source of truth for product data management
- Increase automation in go to market strategy
- Decrease time to market
- Improve overall efficiency

### Solution:

Having selected a number of digital solutions to improve business processes, entering the PIM world was not much different. Doing research and participating in demos led them to Salsify as a Product Information Management solution. This tool provides all of the requirements Hudson & Canal set forth with additional capabilities for future expansion. Salsify was a good fit happy medium with well packaged offerings vs the a la cart methods of some of their competitors.

For Hudson & Canal, Sitation came recommended by Salsify. As a Salsify Gold partner, Sitation houses a number of certified experts working with the platform daily.

“Our experience with Sitation and Salsify was very positive and the transition and implementation was about as smooth as we could have wanted.”

“In terms of building an individual sku, we have seen at least a 50% reduction in time. Time efforts for getting new skus on to retailers has reduced by 50 to nearly 100%.”

Pat Haley  
Senior Account Manager, Hudson & Canal

### Results:

- Enabled ability to add retailers to syndicated portfolio with increased speed
- 50-95% faster time to market depending on retailer
- Data integrity improvement
- Scheduled imports and exports
- Swift and accurate catalog creation
- Elimination of siloed work and handoffs
- Efficiency through workflows, catalogs, and sites
- Netsuite connection, reducing manual intervention

As a B2B distributor, Hudson & Canal was already available on a number of online retailer sites but a Sitation led Salsify Implementation allowed the team to scale their product listings effectively and accurately.

“In terms of building an individual sku, we have seen at least a 50% reduction in time. Time efforts for getting new skus on to retailers has reduced by 50 to nearly 100%.” Haley says a Sitation led Salsify Implementation allowed the team to scale their product listings effectively and accurately “Salsify has not only allowed our team to work faster, smarter, more efficiently and effectively but also trust the work we’re doing is accurate and our channels are maximized with the content we can offer.”

“You can’t even quantify the value of having all our data in one place.” Haley says of the value of Salsify as the single source of truth.

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