

FRENCH MNC ENERGY

We unified a French MNC's platform across three verticals, elevating their digital presence. We built a product ecosystem connecting over 40K products across 15+ countries.



Industry

Energy & Technology



Solution

Digital Transformation, Product
Ecosystem Development



Location

France

CLIENT OVERVIEW

The client is a renowned French multinational corporation (MNC) with a strong commitment to catalyzing digital transformation through cutting-edge processes and energy technologies. Specializing in end-to-end integration from devices to cloud services, the company aims to unlock efficiency and sustainability opportunities for businesses.

BUSINESS CHALLENGES



Integration Complexity & Interoperability

Integrating cutting-edge processes, energy technologies, and third-party services



Scalability & Localization

Managing a diverse product ecosystem across 15+ countries with over 40,000 products requires scalability, data handling, etc.



Data Management & Automation

Implementing automated processes for importing feed files demands robust data management.



Personalization & Recommendation Systems

Building an effective system for customer personalization and product recommendations.

BUSINESS SOLUTIONS



Product Information Management (PIM)

Efficiently manage and optimize product catalog for organized, up-to-date accessibility.



Beas Service Layer (BSL)

Integrated BSL open web services, enhancing ecosystem with additional functionalities.



Akamai

Akamai CDN accelerated content delivery, reducing latency, enhancing accessibility, and improving user experience.



Automated Data Import

Automated nighttime feed file import ensures an updated product catalog daily.

HIGHLIGHTS

- The product catalog underwent efficient management and optimization through Product Information Management (PIM) system implementation.
- The Beas Service Layer (BSL) was utilized as a third-party open web service, expanding the ecosystem's capabilities and showing adaptability.
- Akamai was integrated to ensure quick and reliable delivery of digital content, optimizing the speed and reliability of content delivery.
- An automated process for importing feed files during nighttime hours was implemented, maintaining the ecosystem's vitality by consistently updating product information.