Smart Commerce Product Data Enrichment Solution

PROJECT OVERVIEW

Client was looking for an automated solution to grab information from the web to enable their product information management in their ecommerce platform and store the product details in the SAP ERP.

CHALLENGES

- The client wanted continuous updates on its e-commerce site with latest product's information such as price, images, specifications and reviews.

- There were about 80+ of such popular competitor sites required to track daily to report internally and perform analyses on trends in pricing by customer as well as to understand how their products were doing in the market.

- The client previously had a data team that manually gathered data from various web sources, but the results were limited and efforts were high.

- Even with the manual effort, structuring of the data in order to import it into their SAP database was a challenge.

- Client was in need of clean data that could be uploaded into their SAP DB in order to run the comparison engine and perform other monitoring activities.

MITIGATION

- A Data Enrichment Solutions was set up that could extract product information such as Images, specifications, prices, review, contents only for predefined categories in an automated manner on a daily basis from various defined and targeted competitor e-commerce sites.

- An Out of the box application was developed which would grab any product (Any one or a series) from SAP and would begin the automated search and load onto the Data Enrichment Solution database.

About Incresol

Established in 2011, Incresol Inc is a leading service provider of outsourced software development firm in the arena of SAP, Enterprise ecommerce, Mobility and Application Development services. With our headquarters located in Charlotte, North Carolina and the global development facility in Hyderabad, India, we offer both onsite and offsite/offshore project delivery models.

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- The final data was delivered in an XML format via the Data API on a daily basis without any manual intervention into SAP.

- Each record within a dataset had all details i.e. product name, product price, availability status, short and long descriptions, all image URL's, SKU, dimensions, category, brand, source and the source URL from where it was fetched.

RESULT

- Productivity increased since the data team could work on other projects. Client expanded into other verticals.

- Low turn-around time of data improved the ability to market client's services and capabilities.

- Value addition from the project was 50 times to the spent.

- Helped aggregate content from many sites to enhance client site.

- Data quality levels had increased alarmingly without any time investment from the team.

- Helped in collecting and combining data from multiple data source and in multiple formats and parsed to a single central application, which was pushed to SAP.

KEY FEATURES

- Product Catalogue Management: Tendency to create a mirror replica of Catalogue management on the application and sync the same with ERP System.

- Data Scraper: Automated grabbing of the data from multiple sources such as from web, vendor sites, relevant product site etc.

- Smart Adaptive Data Cleansing Engine: Intelligent and adaptive data cleansing with accuracy rate of 90%.

- Image Adaptability: Automatic adapting/resizing of images for multiple devices like mobiles, tablets and desktop / laptops.

- **Data Attribute Management:** Categorize & store product information with content, SKU's, Images, Specification, Videos, manuals, reviews etc.

- **Smart & Intelligent Search:** Maintaining smart data dictionary to map product specification labels with faceted navigation, search and sort options. This will facilitate for robust "product to product comparison feature in ecommerce systems" from the end-user perspective.

- **Multi-channel and Multi Domain Management:** Help in aggregating product data and creating central repository accuracy, enriched content for using online and offline channels.

- **Intelligence Data Uploader:** Bulk automated data parsing which reduces manual intervention and effort.

- **Price Grabber:** Smart price grabber feature enables to analyse the competitors and better marketing strategy.

- **Product Manual Management:** Robust & sleek GUI for editing manuals review of products.

- **3rd Party Integration (API):** Well defined API easy integration with any ERP or ecommerce systems.

TECHNOLOGIES

Web Application Server Apache Tomcat 7.0, Java 1.8, spring 3.1.0, Hibernate 4.3, JSoup 1.7.1, Log4j 1.2.16, MySQL 5.6, Soap UI 5.0, Axis 2.0, Spring Web flow, Spring MVC.

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