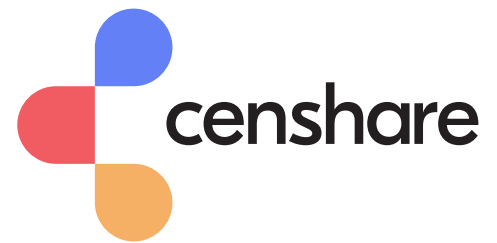


Supporting the Moment of Sale



Kwikee uses censhare to create, store, and automatically distribute complex data on 420,000 products so brands get the right content in front of consumers.



master your content



“Some of our large customers with thousands of products will want to pull all the data they hold with us into a spreadsheet. That export used to run over a weekend, but with censhare it takes 20 minutes.”

Rachel McMenimen, Vice President of Operations, Kwikiee

“We saw that censhare was very open — way more than other products we looked at. This meant we could add the features that we and our clients need.”

Mark Chaffin, Chief Information Officer, sgsc^{*}

At a glance

Industry

Retail and marketing technology

Products

- Digital Asset Management

Business need

Kwikee wanted a way to handle complex product data and distribute it automatically to retailers to appear in front of the right consumer at the right moment.

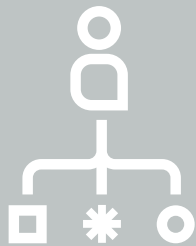
The data behind your shopping

When we shop — whether that’s online or in stores — we take for granted the imagery that passes in front of our eyes. It’s not something that makes a conscious impact, but packaging, shots of products in use, serving suggestions, and even size comparisons all have a subtle impact on what we choose to buy.

Kwikee has made its name for itself “synchronizing the physical and digital shelves.” Brands pay Kwikee to create, manage, and distribute their content to retailers. Kwikee takes products from companies like Kraft Heinz, Unilever, L’Oréal, and Nestlé and photographs (or generates CGI graphics), weighs, and collects or aggregates detailed product information for each item. This data resides in Kwikee’s database and is distributed to major retailers like Walmart and Kroger, and made available via a website or API for thousands of independent stores across the United States. Additionally, sales and marketing teams within Kwikee’s client base rely on the website delivery to easily download completed, approved content of their own product lines.

^{*} Please note that Syndigo acquired Kwikee from sgsc in April 2020.

Business Results



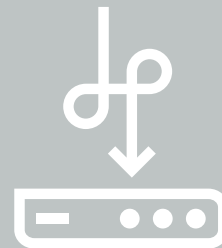
9
million files on
420,000 products



7,000
online channel users



20
minutes instead of
2 days to pull a
large report



1
future proof platform for
distributing complex,
bespoke product information

Acquisition provides a welcome opportunity

In 2015, Kwikiee was acquired by sgscs*, a collective of companies with complementary design and marketing skills. This provided the investment that Kwikiee needed to replace its ageing, self built, SQL based database with a more modern alternative. Rob McCarthy, CMO & President, Digital at sgscs, says: “Our customers were driving us to do more. The emergence of ecommerce and our clients’ desire for omnichannel content synchronization has created an enhanced need for Kwikiee to bridge the gap between different retailers wanting product data in specific formats. We were creating, managing, and distributing data, but our customers also wanted increased flexibility to make changes to their data, manage it more proactively, and target it more precisely.”

Shortly after the acquisition, Kwikiee and sgscs created a project team, and within a couple of months, they had decided that censhare would become the new platform at the heart of Kwikiee. Mark Chaffin, Chief Information Officer at sgscs, explains the decision: “We have complex data models. Because we handle products from

breakfast cereal to stereo speakers, we have something like 2,000 different product attributes — everything from weight to color to wattage — which can be in convoluted, nested, interdependent structures. Modelling this in a SQL database is possible, but performance can suffer. censhare offered us more flexibility in the way we handle our data.”

Chaffin and his team also saw the opportunity to build their platform on top of a high performing core. “We saw that censhare was very open — way more than other products we looked at. This meant we could add the features that we and our clients need,” he says. These include input and output engines that let Kwikiee employees enter product attributes (about 200 pieces of information per product) as well as tools that transform data into formats that retailers can ingest into their own systems.

Today, Kwikiee takes in product data from its own ‘factory floor,’ where staff create and upload imagery and details. It also receives information programmatically from manufacturers’ own systems. The system holds more than 1.1 million images and over 9 million files, covering 420,000 products.

It distributes data to 7,000 users of its online channel and to hundreds of retailers via an API gateway created in Microsoft Azure.

For Kwiikee's clients, the censhare based platform means they can better manage their product content — whether it's been created by Kwiikee or taken from another source. They can then sell those products by assigning content to a specific retailer or sales channel, where it can automatically be sent and ingested in the correct data format.

A weekend's work in 20 minutes

The speed of the database has improved, too, according to Rachel McMenimen, Vice President of Operations at Kwiikee. "Read performance from censhare is outstanding — several times faster than in the past. Some of our large customers with thousands of products will want to pull all the data they hold with us into a spreadsheet. That export used to run over a weekend, but with censhare it takes 20 minutes."

"Alexa, ask Kwiikee..."

In censhare, Kwiikee has a faster, more flexible data core for its platform. For McMenimen, the future means educating customers about the power of this platform. She says, "Now we need to let our customers know how to deliver a much more targeted and tailored set of product data to retailers to support their different sales channels."

Meanwhile, sgsco has spun off a new research and development team — Kwiikee Labs — developing new capabilities like an Amazon Alexa skill that calls on the censhare API. With it, consumers call up a product and ask for information about it. "I see it as being useful for people who are cooking and, for example, need to know ingredients or nutritional information," says Bruno Schrappe, Vice President of Digital Research & Development at sgsco.

In the longer term, sgsco and Kwiikee have set their sights on customizing the censhare API based on brand requests. One of the benefits of using branded APIs is that it will allow their customers to query products based on specific attributes, such as beer style, calories, allergens, hair colour, and other category or brand related data. Additionally, the versatility of the censhare platform and using it as a back end allows customers of sgsco and Kwiikee to power their own mobile apps.

Kwiikee uses censhare hosted on Amazon Web Services (AWS). AWS offers a broad set of global computing, storage, database, analytics, application and deployment services that help organizations move faster, lower IT costs, and scale applications.

"Read performance from censhare is outstanding — several times faster than in the past."

Rachel McMenimen, Vice President of Operations, Kwiikee

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content