happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**

Centralized Data and Automated Processes
with Pimcore PIM and DAM

MANNINGTON MILLS®

About the **Client**

Mannington Mills, Inc., based in Salem, New Jersey (USA), is a premier manufacturer of fine flooring. Established in 1915, the company is globally recognized for its high-quality residential and commercial flooring solutions, including sheet vinyl, luxury vinyl, laminate, hardwood, commercial carpet, and rubber. Under brands like Mannington, Amtico, and Phenix, Mannington Mills is committed to excellence, customer satisfaction, and environmental responsibility.

1915
Established

$1 Billion
Revenue

3500+
Employees

The **Business Case**

Objective

The objective of the Mannington Mills project was to implement a centralized PIM System and DAM System, serving as the primary repository for all their products and assets. The goal was to elevate efficiency and accuracy by eliminating manual entry through seamless automation and robust data validation features. The system enabled robust and comprehensive report generation capabilities, ensuring improved data integrity and quality assurance.

Scope

The scope involved implementing a robust PIM and DAM system for Mannington Mills and Phenix, covering 3K+ SKUs, 18K+ assets, and 15 brands, managed across 93 categories and downstream systems like Mannington Connect and Wayfair. We leveraged Pimcore's advanced features in data validation, custom reporting, and flexible asset management. The dealer's DAM portal enabled bulk downloads, granted public access, fostered collaboration, and drove growth.

Product Information Management (PIM)

Challenge

Users only had the manual option for inputting and updating product data, managing marketing content, and handling assets data, along with scattered product information across various sources.

Consequence

Increased labor requirements, slower response time to market changes, and limited scalability due to segregated product information. It all led to inefficiencies, errors, and data inconsistency.

Solution

Happiest Minds utilized Pimcore's PIM with a focus on Objectbricks for data modeling. Objectbricks streamlined data management by organizing related attributes into cohesive data structures, facilitating data input, and organizing the display.

Impact

- Reduced manual errors.
- Enhanced data integrity and reliability.
- Improved agility to adapt to evolving business needs.
- Strengthened brand reputation through consistent and reliable data.

Product Information Management (PIM)
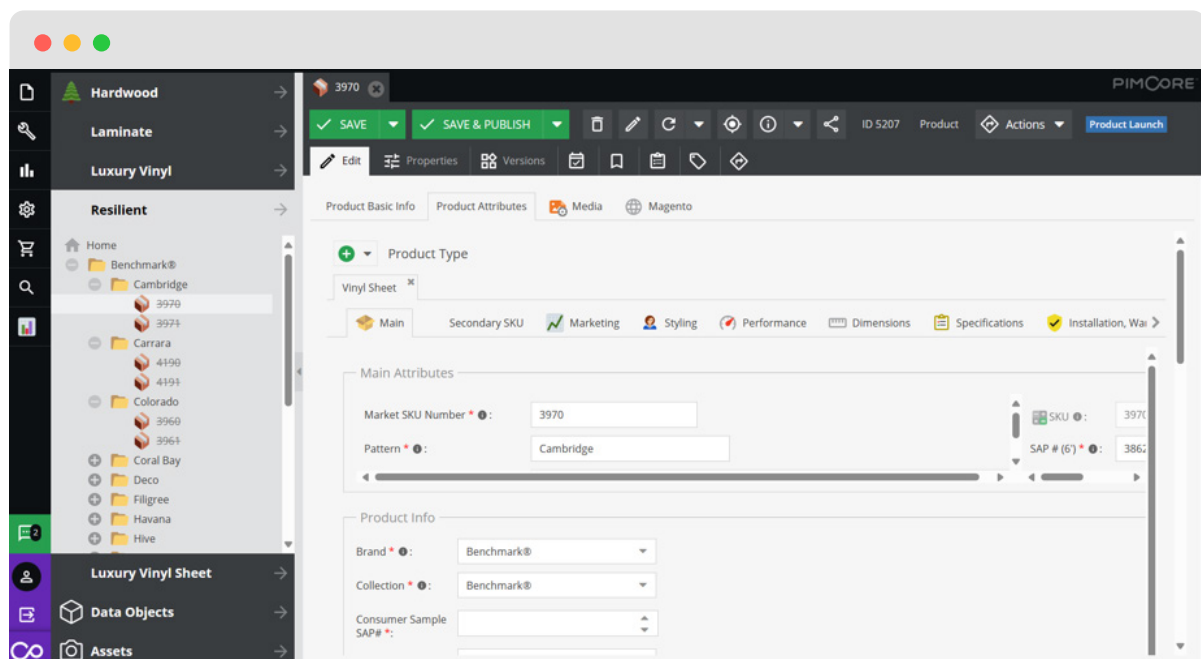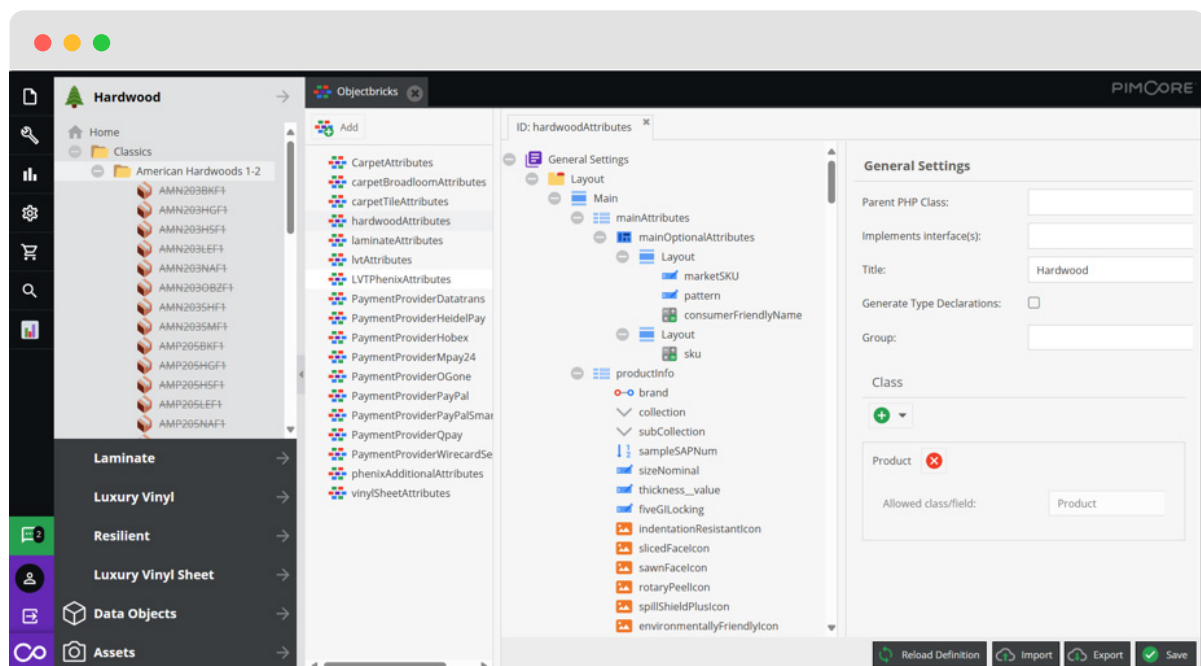
Digital Asset Management (DAM) & Dealer's DAM Portal

Challenge

Mannington and Phenix faced the challenge of managing digital assets spread across multiple cloud platforms, leading to inefficiencies, inconsistencies, and manual processes for transformation and distribution.

Consequence

The manual processes were consuming a lot of time to transform and download assets, leading to delays and version control issues. Moreover, scattered asset storage on different platforms hampers collaboration and accessibility.

Solution

Happiest Minds implemented Pimcore DAM, centralizing asset storage and management. Consolidating all digital assets into a single platform, users can upload, delete, transform, and distribute assets. Additionally, we customized the Dealer's DAM Portal for efficient searching across brands, categories, and attributes.

Impact

- Boosted operational efficiency by streamlining asset management processes.
- Facilitated collaboration with dealers, promoting brand consistency.
- Elevated customer engagement through improved access to assets and resources.

Digital Asset Management (DAM) & Dealer's DAM Portal
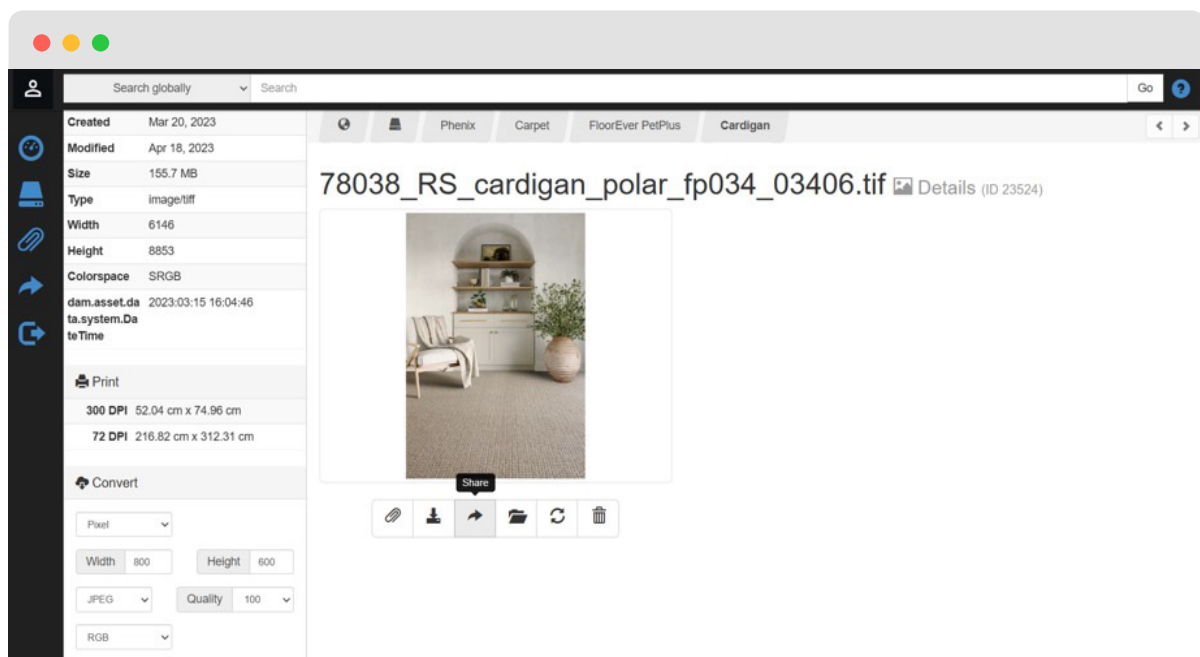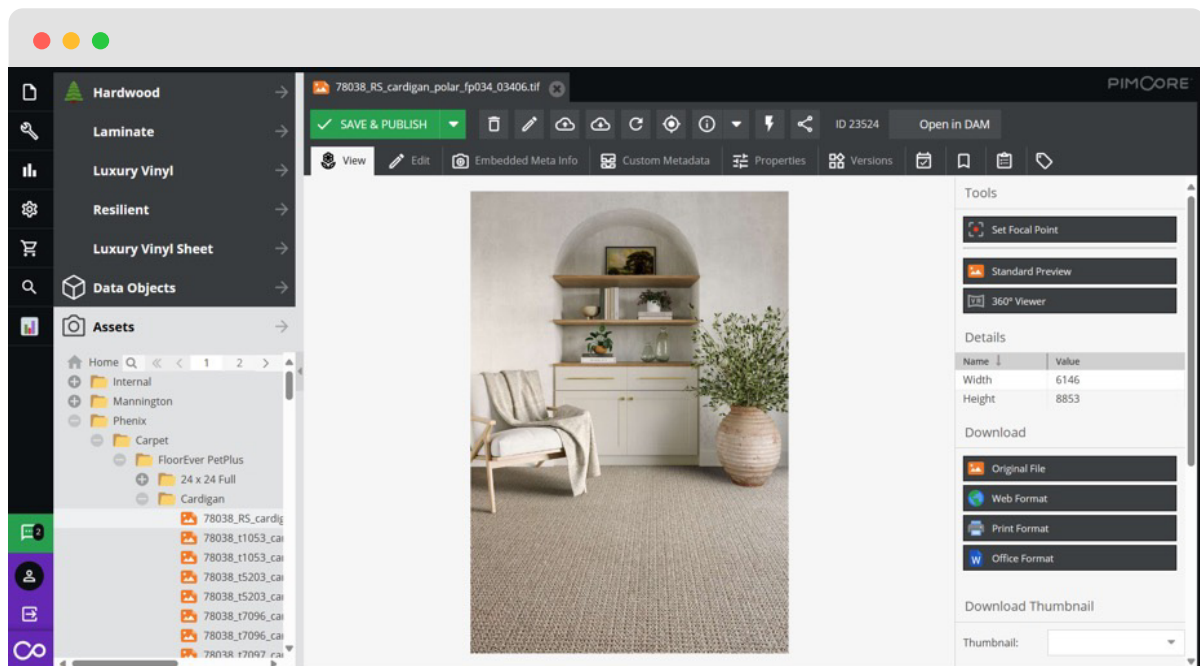
One-Way API Integration

Challenge

Mannington was involved in a complex manual effort and had no outbound integration to their Mannington and Phenix websites.

Consequence

These inefficiencies led to delays in website updates and discrepancies in data accuracy, which impacted Mannington's ability to provide timely and accurate information to customers.

Solution

Happiest Minds implemented a streamlined one-way API integration directly from Pimcore to the Mannington and Phenix websites. This solution simplified the integration process and reduced complexity.

Impact

- Enabled real-time updates and synchronization of data to the website.
- Enhanced customer experience with accurate and up-to-date product information.
- Strengthened brand credibility and customer trust through consistent and accurate information delivered.

Digital Asset Management (DAM) & Dealer's DAM Portal
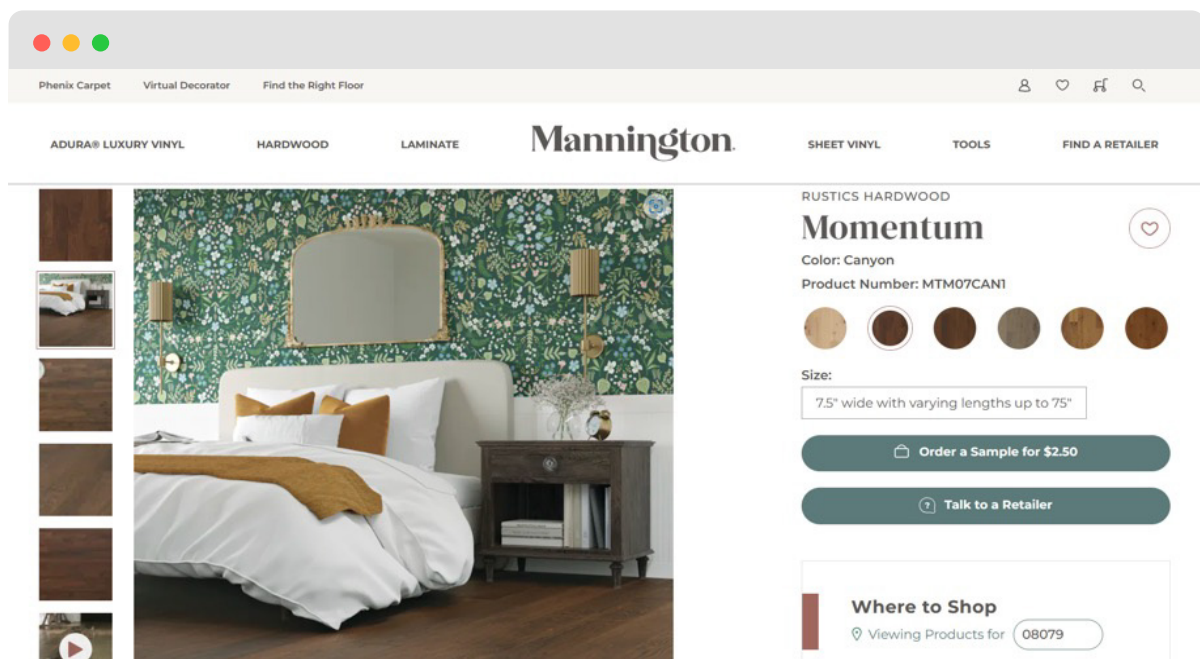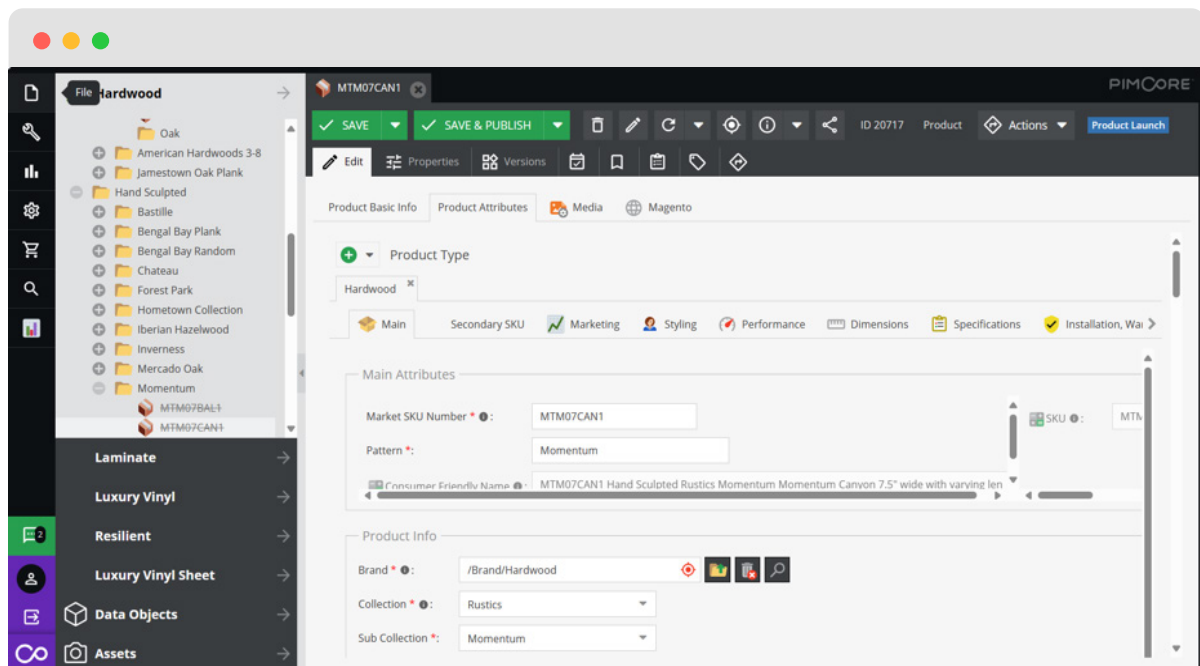
Custom API Reports Button

Challenge

No streamlined process or report was available to identify which products were being fed into the API for Mannington and Phenix.

Consequence

This lacked visibility, resulting in inefficiencies and uncertainties regarding the products included in the API feed. It hindered tracking and managing product data effectively.

Solution

Happiest Minds created a user-friendly button feature within the Pimcore interface, that enabled users to select either Mannington or Phenix and choose specific categories for custom report generation. This solution leveraged the flexibility and scalability of Pimcore's data management capabilities and streamlined the report customization process.

Impact

- Enhanced visibility and transparency in the products included in the API feed for Mannington & Phenix.
- Improved operational efficiency by automating the customization of the reports, reducing manual effort & time.
- Empowered users with insights that optimized product management and drove business growth.

Happiest People · Happiest Customers

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