

Freemans Grattan Holdings (FGH)

Managing multiple brands selling a consistent product set into different markets

Freemans Grattan Holdings (FGH) are part of Otto Group, which is one of the world's largest multi-channel retailers. FGH operate in the UK under eight separate, distinct brands and needed a system to manage those multiple brands across multiple channels, centralising their data and production workflow whilst introducing the ability to micro-clientele with different customer groups. Enter MatrixCMS...

FGH needed a single approach to brochure and eCommerce production that would allow them to present the same products with different photos, descriptions and pricing through a number of different brands to a range of different markets. To achieve this efficiently they needed to establish tight control over their product data and the end-to-end production process.

Supporting the evolution from catalogue to eCommerce

After carrying out a review of eight systems available across Europe, a cross-departmental team from FGH identified MatrixCMS as the system best placed to help the company develop a multi-channel go-to-market strategy. They wanted to increase their print output but also step up their use of eCommerce platforms and begin targeting multiple markets with multiple brands simultaneously.

Managing an increasingly complex production schedule

Managing multiple brands and introducing micro-clienteling created a production challenge. MatrixCMS's workflow system enabled tighter control over FGH's production process, allowing buyers, creatives and data management specialists to collaborate across brands and sites.

The built-in flexibility and rich functionality of MatrixCMS allowed the team to meet the challenges presented by their portfolio of rapidly changing product sets with massive numbers of SKUs, as it enabled the attribution and categorisation of products for different markets and brands.

Working with...



In a nutshell...

The company

- B2C clothing company
- Multi-million pound turnover
- Employees: 2000
- MatrixCMS users: 20, across purchasing and data management teams.

The challenges

- Wide range of rapidly changing SKUs, with multiple and complex attributes.
- Multiple brands to be serviced through the same marketing team and workflow system, with the ability to introduce new brands quickly.
- Same products to be marketed across different brands with different pricing.
- Multiple customer groups requiring dynamic micro-clienteling.
- Print and eCommerce delivery to tight deadlines, including a regular 1000 page catalogue.
- To market products through creating microsites within the website, requiring dynamic categorisation of products.

The benefits

- FGH can deliver content across more channels and to more platforms.
- Significant improvement to creation speed of microsites within website.
- Speed, control and quality have all improved.
- Seamless inter-departmental collaboration.
- A customisable user interface that can be adapted to suit changing user demands.

