

# Tom Parker Ltd

## Developing fully integrated catalogue management with MatrixCMS

Specialist pneumatic and hydraulic distributor Tom Parker Ltd stock, market and distribute high quality fluid power products throughout the UK, through their extremely large and complex catalogue. As their range of products expanded and their catalogue became thicker, Tom Parker Ltd decided it was time to invest in a multi-channel product information management system. Enter Matrix...

Established in 1972, Tom Parker Ltd is a family-run distribution company. They stock a large range of highly technical, mission-critical products to blue chip customers, requiring them to produce an accurate catalogue with a 100 page order code index for part numbers. Their existing creation process had been highly labour intensive, time-consuming and prone to errors, with their catalogue and website production not being integrated. They lacked a PIM solution, resulting in data management being disjointed. As the scale and complexity of their product range increased, the existing production process became unsustainable and they needed a multi-channel solution to speed up their web and catalogue creation process – they were recommended to try MatrixCMS.

## A solution to produce large, complex catalogues and more targeted marketing

MatrixCMS provided a way to speed up the production of Tom Parker Ltd's large, complex catalogues as well as smaller, more targeted collateral, and integrate this with their web data so that their resources could be driven from a single data set. MatrixCMS manages their product information, with a single data repository containing a centralised product database. This more controlled, less manual workflow has helped Tom Parker Ltd dramatically reduce the amount of time they spend putting their catalogue together with far fewer headaches, resulting in them being able to produce catalogues more quickly and get products out to customers far quicker.

As an example, since Tom Parker Ltd introduced MatrixCMS to the business, they've seen the amount of time spent producing their 100 page order code index for their catalogues drop from six weeks to just 20 minutes.

## Improved and consistent data

MatrixCMS has improved their data consistency with updates to products made in realtime and updated in the system straight away. This has helped ensure that customers order the correct part, helping to keep their businesses operating and evolving.

Tom Parker Ltd staff have taken the move to Matrix extremely positively and they now have a small team working with the software, which they have tailored to meet their business needs.

With the work on production of routine catalogues reduced and websites updated automatically, the marketing team can now focus on building campaigns to customers through promotional brochures, increasing their return on investment and improving customer satisfaction. All thanks to MatrixCMS.

### Working with...



### In a nutshell...

#### The company

- Specialist pneumatic and hydraulic distribution company
- Turnover: <£10 million
- Employees: 73
- MatrixCMS users: five, across marketing, managing 30,000 SKUs

#### The challenges

- Blue chip customers requiring high quality, well-presented catalogues.
- Large catalogues requiring accurate indexing to enable customers to locate mission-critical products.
- Wide range of rapidly changing SKUs.
- Highly technical products with complex data sheets.
- Ability to maintain product consistency across all marketing channels.

#### The benefits

- Improved data accuracy.
- Reduced customer errors and corrections.
- Increased speed in which catalogues are produced.
- Integrated catalogue and web data so all catalogues and websites are driven from a single data set.

