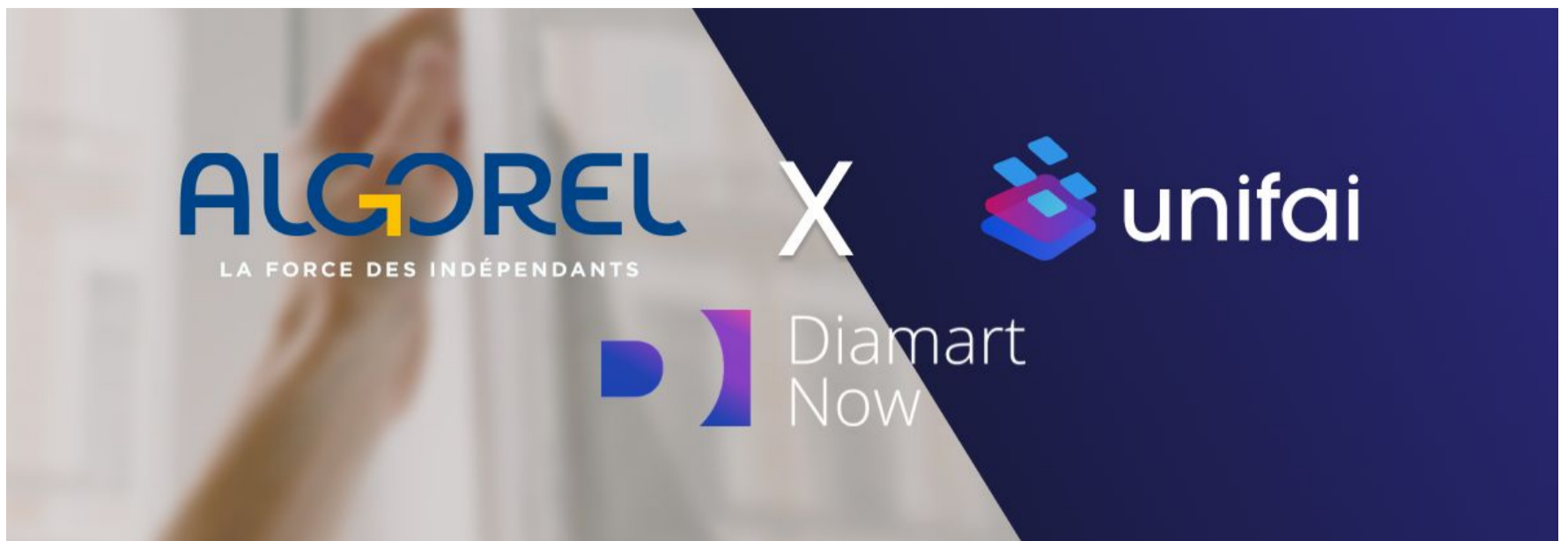
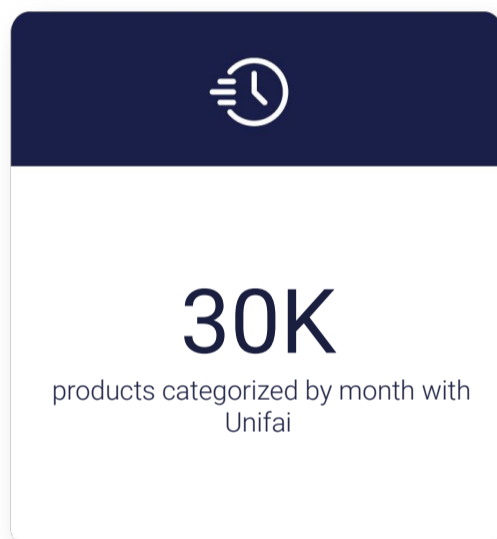


ALGOREL: Accelerate its digital transformation by automating the categorization of its 700,000 product sheets for e-commerce



Algorel automates with Unifai the categorization and mapping of 30,000 products per month to launch e-commerce



Structure the product repository to launch in e-commerce

"Algorel is a group of 150 independent companies specialized in the distribution of building products (heating, sanitary, plumbing, tools, tiles and electricity). Algorel's physical network is very developed with its 750 points of sale, but with **the objective of omnichannelity, digital must be developed and for that it is essential to master the data.**"



Dimitri Both, Executive Director - Algorel

Algorel has called upon Diamart Now, a branch of the Diamart group, to support its digital transformation. "Our first objective is to support Algorel in the arbitration of technical, tools, processes and organizational subjects, in particular, on the subjects related to the product data around a PIM and tools for sourcing the product data. At the beginning of the support, **the product repository was not sufficiently structured to create a product catalog that could be used on the web.** Some references were not assigned to the right nomenclatures, or were not well organized.

One of the solutions to create a structured product repository would have been to manually categorize the products but this would have been very time consuming, that's why the **Unifai solution was tested by the Algorel teams in order to experiment the contribution of AI in automating the classification of products in the Algorel.**"



Olivier Godart, Associate Director of diamart & co-founder - Diamart Now

Algorel wishes to launch its e-commerce activity. "The members of the Algorel group need to have a modern and efficient e-commerce site that will allow them to present their products and to make installers discover their innovations. **The e-commerce site will also be able to allow the end customer to become a prescriber by relying on complete product sheets classified in a relevant nomenclature.**"



Olivier Godart, Associate Director of diamart & co-founder - Diamart Now



Automate the categorization of its 700,000 products



"Taking on the web when it has never been done before or done in an artisanal way is a high ambition. Today, we have to accelerate because the competition is going faster and faster. **To free oneself from the categorization of 700,000 products is a real competitive advantage.**

For the set-up phase, we wanted a 50% automation threshold, which will be increased to 95% in the near future. **Today, 30,000 pieces of data on 5 universes have been processed in 1 month.** When we reach the 95% objective, the productivity gain will be immeasurable.

Unifai allows us to go faster, to make things possible - we are no longer faced with a mountain of products to categorize -, and to deal with other fundamental issues. **With the categorization work automated, teams see this task become less tedious and we can focus on their real value-add.**"



Alexandre Dauvergne, digital experience & innovation consultant - Diamart Now

"The artificial intelligence solution is a real opportunity, **we couldn't manually classify our product data especially since we have a database of 3,000,000 items.**

The solution is becoming more and more intelligent over time and we are noticing an increase in the classification of references. **Automating classification, a low value-added task, is a real added value for the business teams.**"



Dimitri Both, Executive Director - Algorel

Modules Unifai :



Normalisation



Mapping

Provision of the platform to the brands for the import of catalog files to be standardized and structured.



Catégorisation

Automatic classification according to the nomenclatures of the marketplaces.

"In addition to categorization, the integration of supplier files in the Algorel repository also needed to be reworked. Before Unifai, a supplier file that did not respect the FAB-DIS standard was not integrated. Since then, a standardization and a mapping have been done in order to integrate the files in the Algorel repository. Today, **this allows us to not reject the file when the standard is not met.**"

Olivier Godart, Associate Director of diamart & co-founder - Diamart Now





An easy-to-use platform



"All wholesalers have the same problem, sorting products is always complicated. Having an intelligent solution that automatically classifies products is a huge advantage for Algorel. In addition to being ergonomic, the solution is well designed and simplified to use."



Laurent Arnaud, Data and IT Manager – Algorel

"Looking back, Unifai is clearly indispensable to us. I don't know how I would do it today with my client if I didn't have that solution."

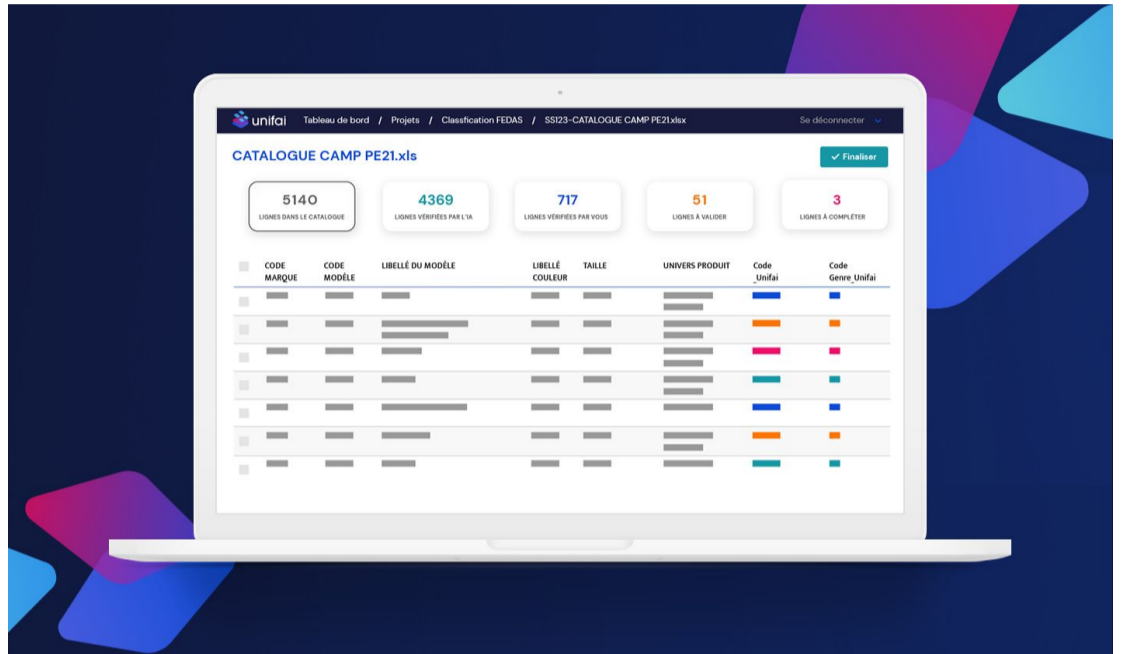


Olivier Godart, Associate Director of diamart & co-founder – Diamart Now

"I'm a service provider, working with a third party, Unifai, for a common client. I gain velocity when I work with Unifai. There is a tremendous amount of responsiveness and the requested comfort upgrades have been made."



Alexandre Dauvergne, digital experience & innovation consultant – Diamart Now



Ready to test Unifai?

