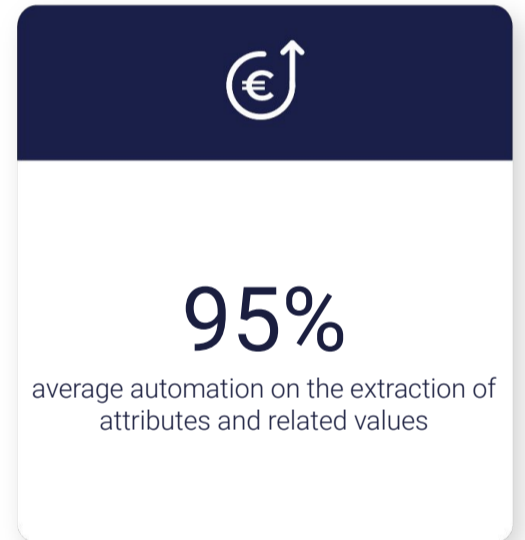
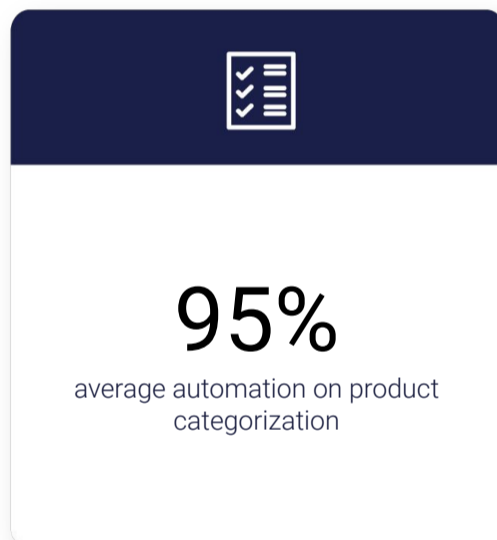
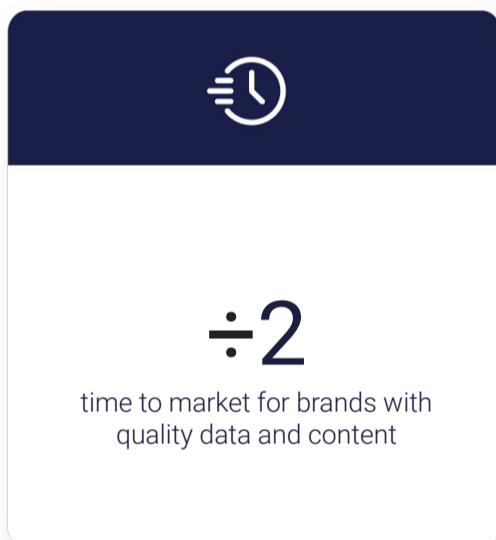


# ALLTRICKS : Accelerate the categorization and enrichment of new products to free yourself from a growth barrier



Alltricks automates the integration of its new products and divides by 2 the processing time with Unifai on the selected brands.



## Accelerate the integration of new products while maintaining a high level of quality

"Alltricks is a French distributor specialized in cycling and running equipment. Our objective is to maintain the current level of quality while supporting the expansion of the catalog. Indeed, to the "historical" families [cycling, running] which are getting richer and more diversified, new families are added, including outdoor which is growing exponentially. **Our added value compared to the big generalist brands is the quality and the completeness of our product sheets, guaranteeing a better customer experience on our site.**

In order to maintain our objectives, the automation of certain tasks is necessary, notably for the categorization of our new products where the completeness of the attributes is key to help classify the products in the site's tree structure.

The specialized field of sports pushes us to evolve with brands and suppliers of very different sizes and structures that we have to adapt with."



Vincent Tresca, Catalog Manager – Alltricks

### ALLTRICKS

French distributor specialized in cycling and running equipment.

800 brands.

Approximately 2,600 products put online per month on cross-docking and in-house stock.

## Automate processes to free yourself from a growth barrier

"**The time saving of Unifai is on the categorization and enrichment of attributes.** For example, before I tried to group designations (e.g. jersey) as much as possible and I added attributes (e.g. type of collar, breathability, sleeve length, etc.) but this process **is not possible with specific products or contents, such as the difference between a round neck and a v-neck. With Unifai, this is handled automatically.**

I use Unifai for about 30 brands that have data, descriptions and designations. **Unifai is able to use the imported information to bring out the attributes and attribute values."**



Vincent Tresca, Catalog Manager – Alltricks

### Modules Unifai :



Normalization



Mapping

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



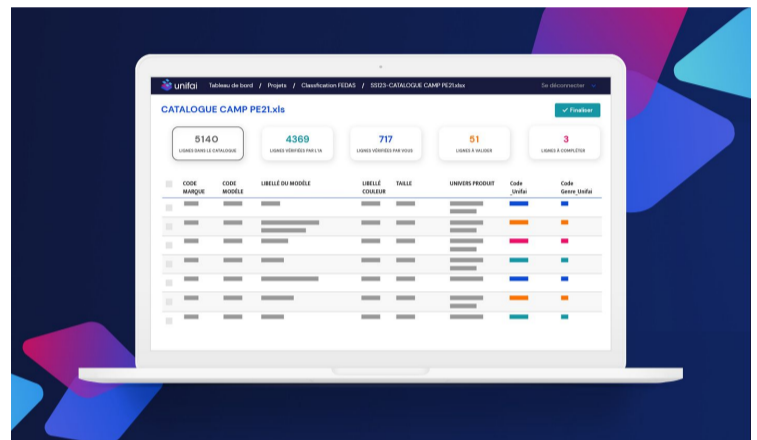
Classification

Automatic classification according to Alltricks nomenclatures



Extraction

Enrichment of product sheets



## Guaranteed integration within half a day

"**With Unifai, integrating a fairly clean file for a brand with 3,000 references takes me half a day** with an extra hour of verification to do in my internal tool. Time saving is not the only advantage observed, **the catalogs processed by Unifai are above the Alltricks average in terms of "QS time-to-market", so the percentage of products put online in less than 2 days.** The Alltricks average is already good with 90% of products online within 2 days. With Unifai, things go much faster because a lot of clicks are saved.

The last advantage is that **the platform evolves with my needs.** I had shared with the team my need to have multiple attribute values, especially for unisex products, and this is now possible. As well as the management of variants, which has recently been greatly improved."



Vincent Tresca, Catalog Manager – Alltricks

## Ready to test Unifai ?

[Book a demo](#)