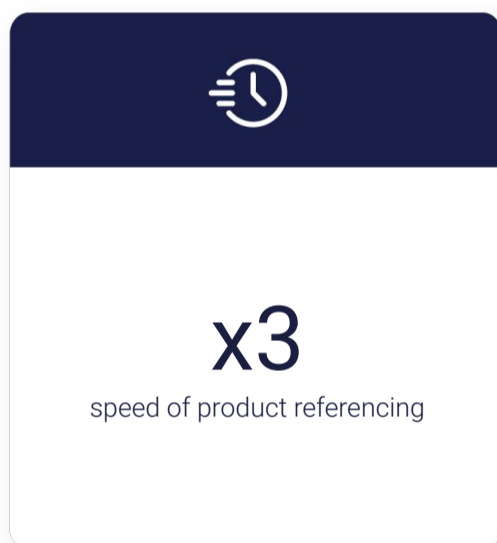


# WARMANGO.FR: Facilitating the referencing of products to free oneself from a barrier to the growth



**Warmango.fr divides its time-to-market by 3 and improves the user experience thanks to Unifai, the "shield" that protects it from incomplete attributes**



## Solving problems specific to B2B distributors

"Warmango.fr is a **B2B web distributor specialized in the building professionals service**: it is in this perspective that the product sheets must be accurate and can include up to 40 attributes.

It is essential to offer an optimal user experience to our customers: this is why, in order to properly categorize the products and harmonize the attributes as much as possible, all the files of our suppliers will be reworked. Unfortunately, all the catalogs they send us have different formats: FAB-DIS, various CSV... **Human work is therefore essential, but extremely time-consuming.**

We had worked on a **catalog template** that we asked our suppliers to fill in before publishing it. But with such a depth, filling it in required too much work from their teams and **we couldn't impose so much on them.**

Unifai allows us to address these issues, **internally we call it the 'shield': its role is to preserve the user experience of our customers.**"

### WARMANGO.FR:

Distributor specialized in construction products

2 million euros raised

Monthly growth of 30%, target of 400%



Lucas Maise, Chief Operating Officer – Warmango.fr

## Make employees' lives easier while increasing their productivity

"Unifai aims to automate the referencing, which represents **a gain of resources that impacts all services of Warmango.fr**. This translates into a gain of time during the referencing, which allows to have more precise and more accurate contents. Thus, the problems of after-sales service are reduced or even avoided, and the purchase tunnel is simplified. **Moreover, our technical team was not solicited, which avoids adding to their already busy roadmap!**

The development of the interface was done through numerous exchanges with **the Unifai team, which was always very responsive and flexible.**

I can now focus on higher value-added tasks meant to make the site as qualitative as possible: like improving the existing categories, adding filters to sort content in a convenient way or reworking the product sheets to optimize SEO."



Léa Pounot, Database Manager – Warmango.fr

### Unifai modules:



Normalisation



Mapping

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



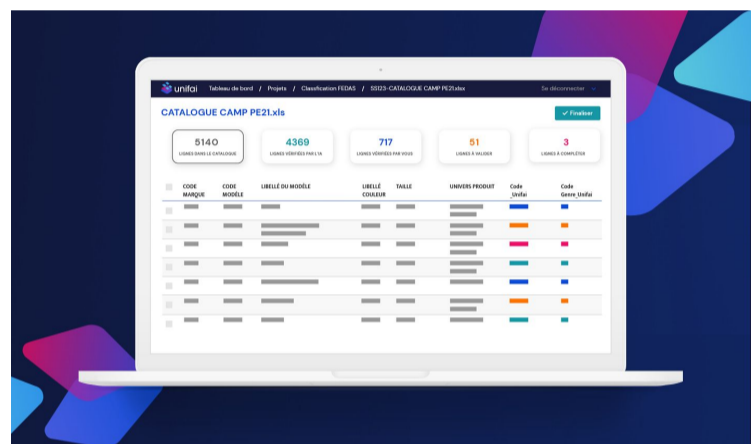
Catégorisation

Automatic classification according to the nomenclatures of the marketplaces.



Extraction

Enrichment of the product sheets.



## Automation, a clear competitive advantage

"The automation of product integration is a solution appreciated **by our suppliers** who see it as time saving, and **by investors** for whom it is synonymous with innovation.

It is a real added value, which marks our difference in the market. While most other distributors use many employees to perform this type of task, we are showing a certain **digital maturity and a willingness to scale.**

We have ambitious goals: to double the number of references within 6 months - 1 year, to make 300% growth on the plumbing department and to work with 10,000 craftsmen by the end of 2022.

**Product integration was a major obstacle to achieving them**, we were already imagining having to recruit, train and manage 4 to 5 additional people... The savings in time and financial resources are not negligible."



Lucas Maise, Chief Operating Officer – Warmango.fr

## Ready to test Unifai?

[Book a demo](#)