

## Accelerate the integration of the new products to optimize the purchases of the central and its members.



Distribution of sporting goods



Turnover: €2.4 billion



1 500 000 items processed per year



702 stores in France

# 50%



processing time for new catalogs

# 100K



products processed in 1 month

# 18H



This is the amount of time saved per repository manager per week

INTERSPORT halves the time of new products' classification in its nomenclature to optimize spendings of the purchasing center and improve performance monitoring at the group level

“ If the product data of the stores and the central office are not harmonized, the business strategies implemented by our Data team to optimize the sell-in (sales of new products to members) and the sell-out (sales of members to end customers)

cannot be effective. Previously, an internal team of 7 people manually categorized new products, but with more than 100,000 references offered to members 6 times a year, we considered industrializing this process to avoid delaying the release of products.

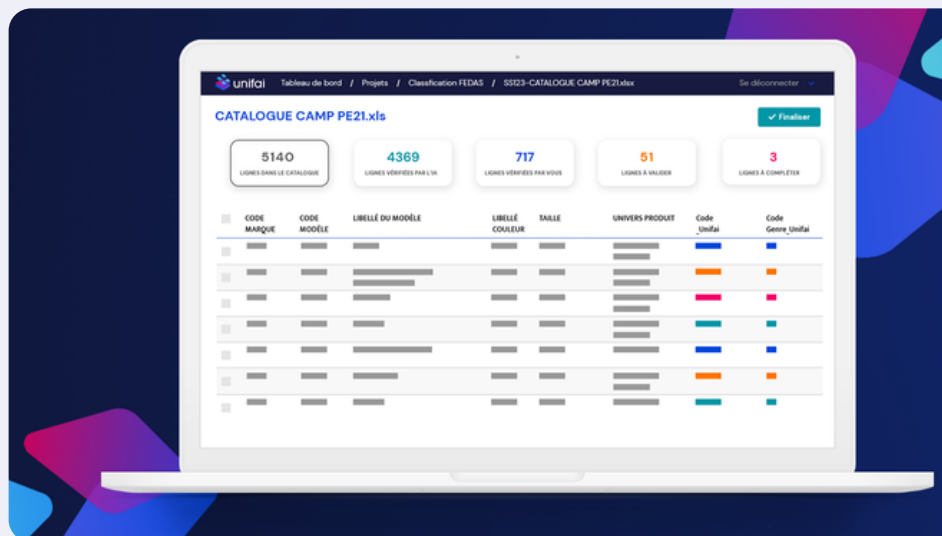
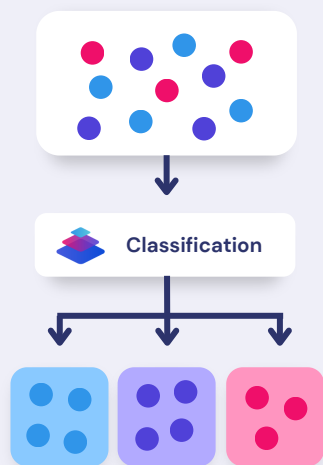
We chose Unifai to automate the categorization of all our new products on Akeneo PIM, which saved us from costly and time-consuming development. The powerful acceleration we've been enjoying in recent months has allowed us

to cut the time it takes to integrate new products into the relevant universes in half, optimize purchases from our members, and improve the customer experience with products that are well referenced on all touchpoints. ”

**Matthieu Pellet, Director of Digital Transformation (Digital, Media, e-Commerce) - INTERSPORT France**



## How to categorize hundreds of thousands of products in record time and with fewer errors?



“ Every year, we have to integrate and classify nearly 1,500,000 items from 500 different brands in our product classification. This action is essential to structuring and managing the commercial activity. During our 6 annual highlights – the buying days – all the catalogs are sent to us by the brands in the same short period of time: we have 4 weeks to make the data available to our members so that they can place orders with the suppliers. If there is a delay, members risk creating items locally, which makes them unusable

for a number of workflows (web, auto-restocking). Automating the classification is essential to save those precious days that guarantee the uniqueness of item codes on the network. This automatic classification must not be done at the expense of data quality: it is essential for budget tracking and our sell-out / stock tracking, both on the e-commerce site and in stores. ”

**Olivier Robert, Responsible for Organization & Reference Systems- INTERSPORT France**



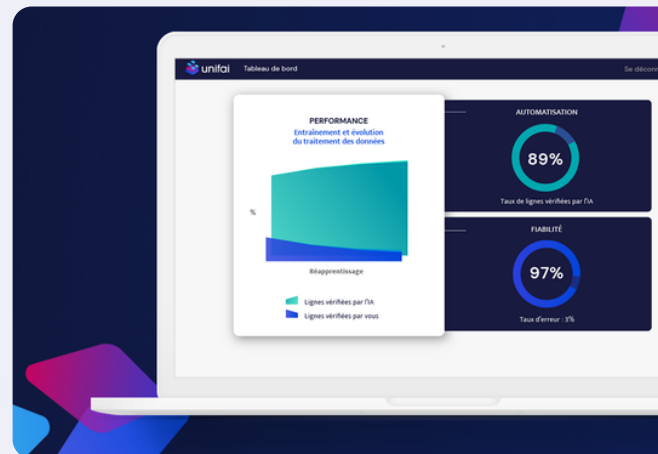
**We had set ourselves a target error rate of 5%,  
and we achieved it from the very first use.**

“ After the learning phase of the algorithm, Unifai categorized the new products with the same accuracy as our teams while reducing our catalog processing time by 50%. This frees up time for the data integration team and buyers who have more time to source new products and optimize the product mix.

This turnkey solution saves us the development of an internal engine and its maintenance. We are convinced by the performance of the Unifai platform, which we quickly connected to our internal tools thanks to its API.”

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**Olivier Robert,**  
Responsible for Organization  
& Reference Systems- INTERSPORT France

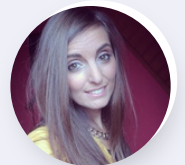


**Some product catalogs are categorized in 1h!**

“ The Unifai platform is very easy to use, the AI processes the data en masse and calls on our expertise for the most complex cases. It used to take a repository manager a week to process a catalog of 8000

products. With Unifai, we spend only 2 or 3 days to process the same volume, and some catalogs are categorized in 1 hour! ”

**Audrey Gomes,**  
Head of Supplier Catalogue Integration  
INTERSPORT France





## Take AI to the next level !

“ We are excited to join forces with Akeneo and apply our expertise in AI/ML to elevate the Akeneo Product Cloud offering and to educate PX practitioners. Together, we will continue to push the boundaries of what's possible in product experience management.”

Jesse Créange, Co-founder and CEO at Unifai

[Request a demo](#)

