



**Sitation's Akeneo
Implementation
and Ongoing
Support Cut
Time-to-Market
by 50%, Boosted
Online Presence
by 40%**

A CASE STUDY WITH





ABOUT GIANT TIGER

Founded in 1961 in Ottawa's Byward Market, Giant Tiger is a proudly Canadian, privately held company with over 270 stores across Canada, providing jobs for approximately 10,000 dedicated members of Team Tiger. What sets them apart is each of their Giant Tiger stores is locally owned and operated by a franchise partner who not only understands but is deeply connected to the needs of their respective communities.

Mr. Reid's vision was beautifully simple yet profound; keep costs low and offer a vast array of quality merchandise at the lowest possible price. It was a vision rooted in the belief that shopping should be affordable for everyone, a place where customers could find essentials and special treasures without breaking the bank.

At Giant Tiger, they understand the importance of being deeply connected to the hearts of the people they serve. They're not just a business; they're a part of their customer's stories. Their mission is to offer a shopping experience that resonates, and to be a brand that embodies the spirit of community, affordability and heartfelt service.

Friendly is more than just a mascot; he represents Giant Tiger's commitment to their local communities and the causes and events that matter. He graces countless charity events, store openings and celebrations across the country, often dazzling the crowd with impressive dance moves. Keep your eyes peeled because you might just spot him in your town soon!

Giant Tiger Recognizes Manual Processes Having an Impact on Time-to-Market and Customer Engagement

After observing a slower than desired time from product creation to customer availability, Giant Tiger sought a streamlined solution to address numerous time-consuming challenges.

Isolated teams with no practical communication method to share dates, resulted in time-consuming delays. With inconsistent manual content creation, and a tedious GS1 compliance process, Giant Tiger teams were consuming valuable labor hours. These obstacles significantly hindered their time-to-market efficiency and overall operational productivity.

CHALLENGES

- Siloed teams with limited visibility into online assortment
- Slow processes hinder time-to-market efficiency
- Manual content creation led to inconsistencies
- GS1 compliance process was consuming hours of labor
- Maintaining consistency in language across content

GOALS

- Centralize product information for enhanced visibility
- Reduce time-to-market for online products
- Streamline content creation to ensure consistency
- Automate GS1 compliance processes
- Integrate **RoughDraftPro** to streamline generative AI content creation, reducing manual labor while upholding consistent brand tone



Tim Morrissey

Head of eCommerce
Giant Tiger

APPROACH

- Centralize product information to enhance visibility and collaboration
- Streamline workflows accelerating time-to-market for online offerings
- Implement automation by creating rules, reporting, and integrating middleware
- Integrate GS1 compliance solutions to automate manual procedures
- Provide user-friendly interfaces and customizable features
- Integrate in-app **RoughDraftPro** for AI-generated product content

"We had an aggressive goal and I think it is a testament to Sitation, and the Akeneo platform, that we exceeded our goal to get Akeneo production-ready."

Sitation's approach emphasized centralized product information, streamlined workflows, and automation to address challenges and achieve goals efficiently.

This strategy led to standardized content creation, consistency, enhanced user experience, cross-team collaboration, and established a new baseline for Giant Tiger's data completion.



RESULTS

- **Asset management** operates at **2X the speed** with the integration of auto-linking rules and importing functionality.
- Online **time-to-market** has been **reduced by an average of 50%**, enhancing agility and responsiveness to consumer demands.
- The recently developed **onboarding reports** have substantially enhanced assortment listing, **elevating online presence from 60% to nearly 100%**.
- **Better experience** for customers online, through ease of product findability.

CONCLUSION

A successful, ongoing collaboration between Sitation, Akeneo, and Giant Tiger is **cutting time-to-market in half** and increasing online presence resulting in an improved shopping experience.

Morrissey explains, "Akeneo has helped us create a better online experience for our customers, making it easier for them to understand the product, answer their questions, and even locate the product they're searching for. We have improved product findability by surfacing more product information that will be used on the front end experience."

Contact us today to learn how Sitation can support your Akeneo implementation and increase online presence, while reducing time-to-market.

[sitation.com](https://www.sitation.com)



ABOUT SITATION

Founded in 2001, Sitation has quickly become a global leader in digital merchandising, offering a diverse selection of solutions to help brands, manufacturers, retailers, and distributors compete and win on the digital shelf. Some of the most recognized brands in the market, including Welch's, Campbells, Hallmark, Bic, Staples, and Bush Brother's & Company trust us to support their merchandising initiatives. For more information, visit sitation.com.

ABOUT AKENEO

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, and more utilize Akeneo's intelligent Product Cloud, app marketplace, and partner network to create elevated product experiences through product data enrichment, syndication, and supplier data onboarding. For more information, visit akeneo.com.

