

Ixtens Makes a Happy Home Online For Lifetime Brands



Name: Lifetime Brands

Sales Channels:

Pfaltzgraff.com
Mikasa.com
Housewaredeals.com
Walmart.com

SKU's: 100,000+

Launch Date: Q4 2008

Solution: Ixtens Central



"Ixtens gives us flexibility in an environment where we are constantly integrating data and processes from multiple, diverse systems to enhance efficiency and better serve our customers."

--Jeff Berman, President - Retail Direct and eCommerce, Lifetime Brands

The Company

Lifetime Brands, Inc. is a leading manufacturer of nationally branded kitchenware, tabletop and home décor products. They make it easier for people to prepare meals, entertain guests and decorate their homes. Well-known brands include: KitchenAid, Farberware, Mikasa, Pfaltzgraff, Cuisinart and others. The company is committed to innovation, with an Innovation Design Center, advanced distribution facilities and multichannel sales through mass merchant, specialty and department stores, and e-commerce.

The Challenge

In its e-commerce environment, Lifetime Brands had deployed a number of back-end systems, including SAP, Oracle, GXS, Ecometry, and Demandware. They are needed to automate the delivery of the most up-to-date catalog and order information from these systems to wholesale customers replenishment systems as well as to support a growing drop-ship business for internet retailers and its own web sites.

In addition, these systems had operations and workflows that were core to Lifetime Brands business and it was important to ensure that future integrations would be flexible enough to support ongoing changes. Due to product line expansion and anticipated growth, it was also vital to syndicate feeds automatically into multiple systems, to streamline customer response and reduce costs of operations and data errors.

Nationally Recognized Manufacturer Continues to Expand Online Brands Utilizing Ixtens Central

Specific requirements included:

- Multiple taxonomies, workflows and validation rules for each sales channel.
- Business rules to automatically create custom attributes and product values by channel.
- Enable channels to receive additional user content such as ownership guides, recipes and instructional DVD's
- Eight seasonal catalogs, over 100,000 SKUs
- More than 30 categories; 1000's of patterns available for select products (i.e. dinner plates)

The Solution:

Lifetime Brands selected the Ixtens Central E-Commerce Hub to provide data automation and integration across their systems and sales channels. After the initial cycle of configuration and deployment, Ixtens Central now manages the critical data integration and syndication for Lifetime Brands' e-commerce operations. This has eliminated the need to manually enter data and synchronize updates across multiple channels. In addition, Ixtens Central provided a single normalized repository of product information, greatly simplifying adding new catalogs, customization and field mapping. The comprehensive product information manager (PIM) in Ixtens Central makes creating seasonal, sales, and print catalogs a simple task.

Following integration, Ixtens worked with Lifetime Brands to train their employees to manage custom rules and workflows so that there was no disruption to their core business flow.

"Ixtens gives us flexibility in an environment where we are constantly integrating data and processes from multiple, diverse systems to enhance efficiency and better serve our customers." says Jeff Berman, President - Retail Direct and eCommerce, Lifetime Brands.

"As our online businesses, both direct-to-consumer and drop ship, continue to expand and the landscape of our business continues to require working with new vendors and customers; connecting to them through Ixtens allows us to move with speed and agility. Ixtens has taken away the need for each trading partner to be a unique interface and allows us to scale up rapidly for any data import or export requirement. Ixtens' mapping tools are well thought out and easy to use."

Since their initial launch, Lifetime Brands has worked with Ixtens to create additional e-commerce channels with many well-known retailers as well as expand its won internet footprint. They are currently working with Ixtens to update their master catalog as part of a major Content Management System project.

