

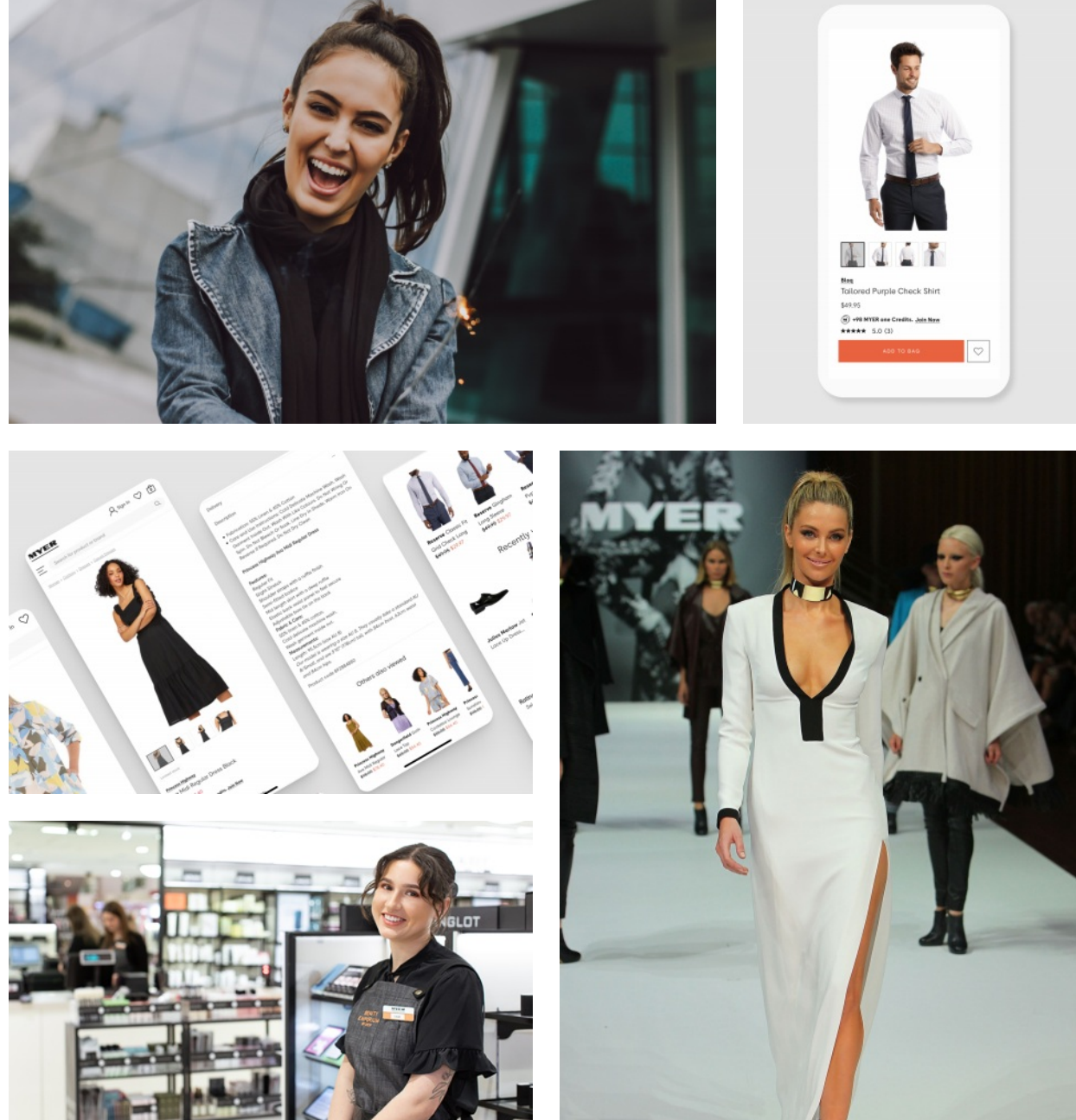
MYER

An Iconic Brand in the Fast Lane of Physical and Digital Retailing

Passion for the customer experience

Myer is an iconic Australian department store that first opened its doors in 1900 in Bendigo. Today, the company's reach includes 61 stores, 11,500 team members, and a network of 2,500 suppliers.

As an established brick-and-mortar retailer with a growing online presence, Myer is passionate about providing the best customer experiences across all channels.



CHALLENGES

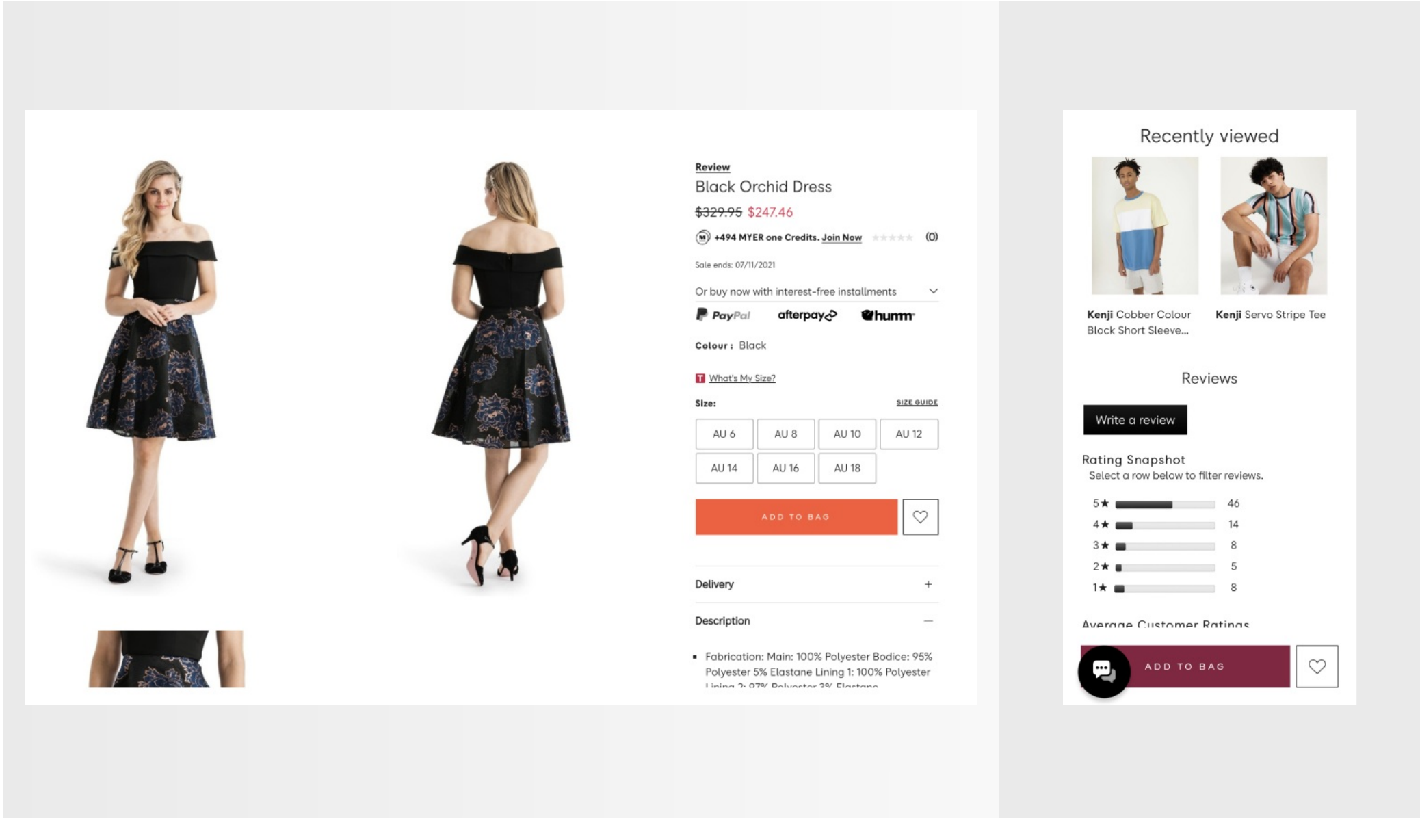
The Need for Speed - in Retail and eCommerce

01

Products were taking 3+ months to make it onto the website. Stock often sold out before it was available online due to the seasonality of retail.

02

After two years and significant investment in previous projects, Myer still struggled with effective PIM (product information management) and the speed of taking new products to market.



STRATEGY

Revolutionising the Retail Experience

Myer needed to drive eCommerce growth but was held back by its digital processes. The company envisioned a 2-week lead time for products to be eCommerce-ready.

Myer also wanted to ensure a better experience for its 2500+ suppliers and modernise its technology stack.

Akeneo recommended eWave due to its ability to deploy complex solutions - quickly and to a high-quality standard.

EXECUTION

A Streamlined Solution for Rapid Retail

Previous PIM projects had failed to deliver results. Myer's internal teams were, therefore, resistant to changing processes again for an unproven solution. The team minimised process changes, implemented phased roll-outs, and conducted supplier training in all major Australian cities. This approach built confidence with internal business teams and suppliers while creating tangible results.

01

eWave brought an innovative product information management strategy that enabled impressive product time-to-market reductions, from 3 months down to 2 days.

02

The team developed an intuitive UX/UI with a tailored supplier portal. The portal manages gold, silver, and bronze categorisations to trigger specific supplier automations and workflows. Suppliers can also track product status at any time. These improvements have considerably boosted efficiency and supplier satisfaction.

03

In 3 months, eWave delivered an industry leading Product Information Management technology that has re-engineered and transformed Myer's digital infrastructure. Myer, its suppliers, and its customers will continue gaining value from this solution well into the future.

SERVICES

Exceptional customer experiences

Strategy

ST

- > Consulting
- > Technology Selection

Experience

EX

- > Customer Journey

Delivery

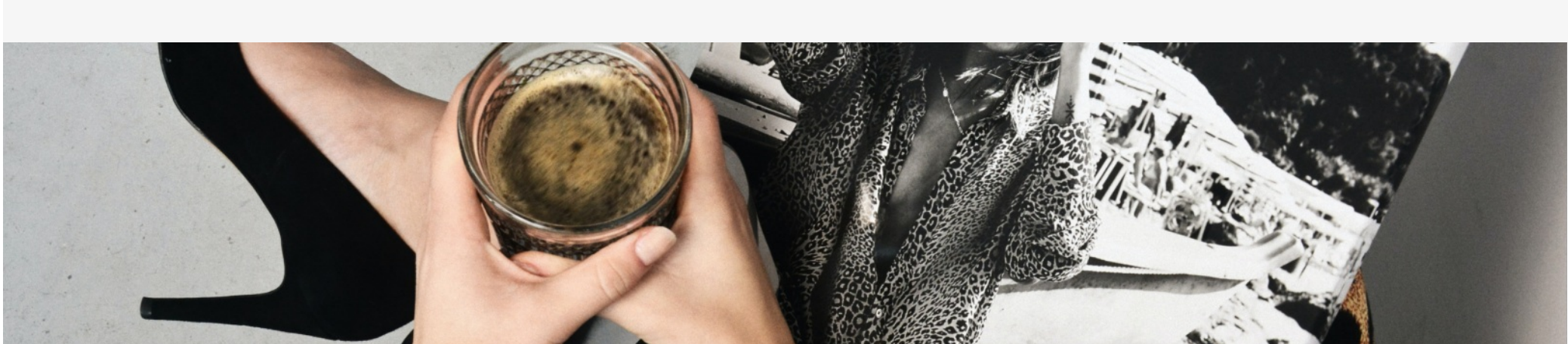
DE

- > PIM
- > Infrastructure

Growth

GR

- > 24/7 Care



RESULT

Speed to market for enhanced result

Reduced product time-to-market from 3 months to 2 days

Automated product enrichment for 2500+ suppliers

Myer's fastest agile project delivery in company history

Unlock faster online growth for your brand

Schedule a 30 min discovery session.

BOOK A SESSION

Next in Case Studies