



# How Graybar streamlines catalog management with the Mirakl Catalog Platform

For nearly a century, Fortune 500 distributor Graybar has been a leader in the North American market, specializing in electrical, communications, data networking, and industrial products. Catering to more than 155,000 clients across construction, commercial, institutional, government (CIG), and industrial sectors, Graybar's offerings cover everything from new construction to infrastructure upgrades, renovations, maintenance, and original equipment manufacturing.

# Why Graybar needed a catalog management platform

Ensuring consistent and rich product data for end customers is essential for Graybar's technical offerings, which total more than 1 million products. **Adding new products to its catalog from its network of 1,200 supplier partners was a long and painful process, testing the limits of manual catalog management procedures.**

**Each new SKU typically took days of back-and-forth for Graybar's online data team, with suppliers sharing files manually over email.** Dealing with suppliers of different size and IT maturity, with a wide variety of catalog formats, added even more complexity


Graybar needed a catalog management solution that would allow suppliers to upload their product catalogs autonomously, ensure completeness and quality of product data, and free Graybar's online team to focus on value-added tasks.



 155,000+ clients

 1 million+ technical products

 1,200 supplier partners

 Multi-day manual onboarding process

# Why Graybar chose the Mirakl Catalog Platform

Graybar explored building an in-house solution, but quickly determined that it would take too much time and require too much resource investment, pushing implementation out for more than a year. Other solutions on the market, such as Graybar's existing PIM (Product Information Management) system, didn't offer supplier centric capabilities and the bilateral communication that was needed to enable true collaboration with their suppliers.

Mirakl Catalog Platform emerged as the most relevant option for Graybar's needs, offering:

## > **Increased operational efficiency:**

With Mirakl Catalog Platform, Graybar can centralize and manage all product data from all suppliers via a single interface. Updates are seamless and advanced validation rules automatically check data consistency with business requirements.

## > **Autonomy for suppliers to manage product data:**

Graybar's suppliers can easily add products to the platform autonomously, enabling quicker onboarding and reducing time spent by the Graybar team. Flexible catalog integration methods cater to the needs of all sellers, regardless of their level of sophistication, and allow them to use their own native format using AI-powered mapping tools.

## > **More complete, accurate, and enriched product data, powered by AI:**

Products are analyzed to flag errors and to make AI-driven recategorization recommendations. AI-powered tools enrich product content, attributes, and translations while optimizing for SEO ranking.



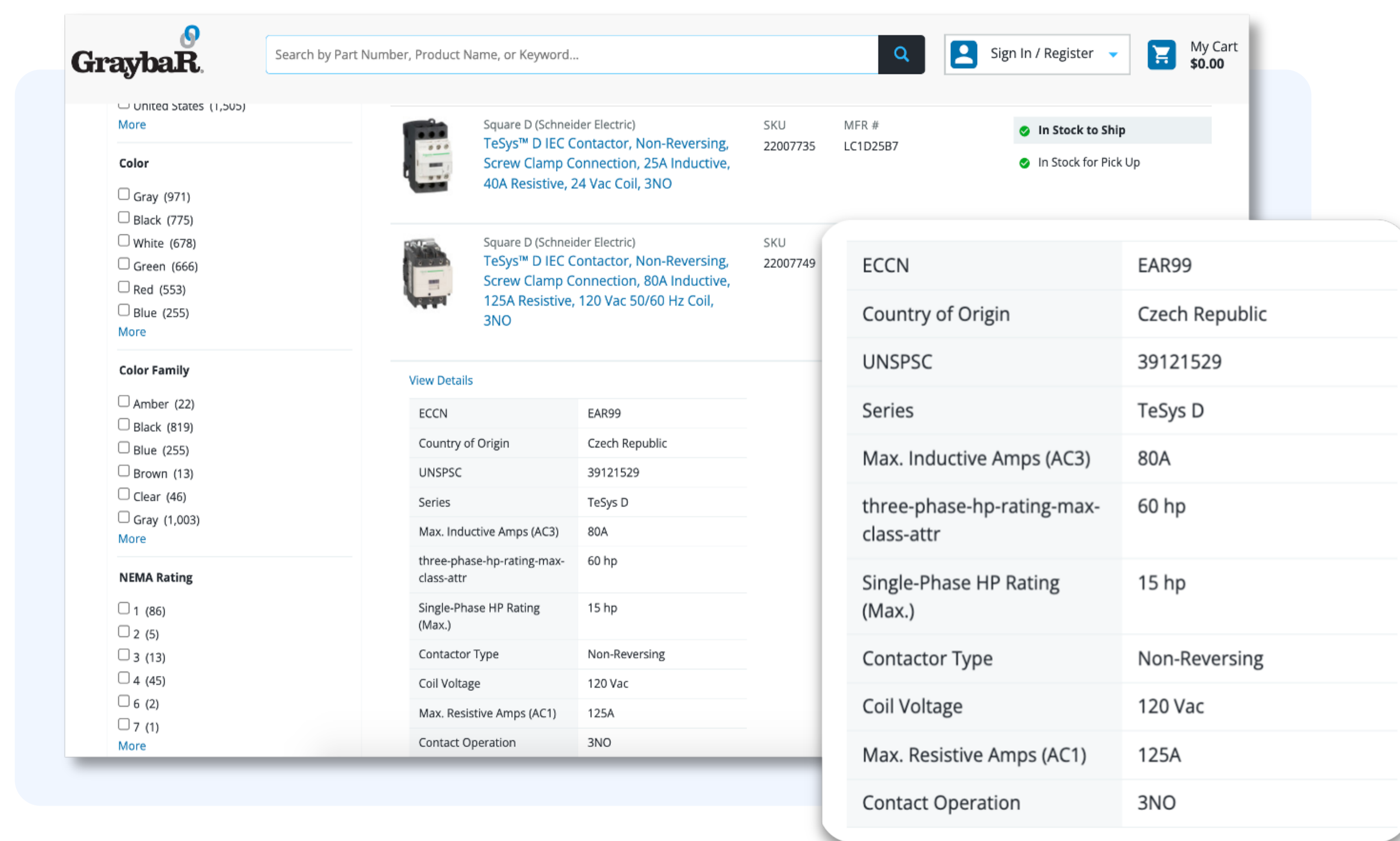
**Speed to market means everything in business. It would take days to add a new SKU as we worked with our suppliers to get all the product information from them in the correct format. Now, all of the requirements are in the Mirakl Catalog Platform, ensuring the right data and format when suppliers import their products. As a result, a new product can be live in a single day.”**

Lisa Schaffer

Manager, On-Line Merchandising



# Results



## Speed to market:

Graybar's suppliers can now add new SKUs and have them **live in a single day**, allowing Graybar to bring new products to clients much faster than with previous manual processes.

## Fast integration into tech stack:

By integrating Mirakl Catalog Platform, Graybar was able to introduce a new catalog management solution in **just a few short months**, without having to draw on in-house resources.

## More streamlined management processes:

Mirakl Catalog Platform has significantly enhanced operational efficiency for Graybar. The company can easily manage thousands of products, including updating product availability and adding new items, all from a unified interface. Product data enrichment is **30 times faster than manual processes**.



Our suppliers have been wishing for a solution like Mirakl Catalog Platform. Selling them the idea and finding suppliers to test the pilot really wasn't difficult.

Lisa Schaffer

Manager, On-Line Merchandising





Mirakl is the global leader in platform business innovation. Mirakl's suite of solutions provides enterprises with a transformative way to drive significant growth and efficiency in their online business. Since 2012, Mirakl has been pioneering the platform economy, empowering retail and B2B enterprises with the most advanced, secure and scalable technology to digitize and expand product assortment through marketplace and dropship, improve efficiency in supplier catalog management and payments, personalize shopping experiences, and boost profits through retail media. Mirakl is trusted by 450+ industry-leading businesses worldwide including Macy's, Decathlon, Kroger, Airbus, Toyota Material Handling and Sonepar.

For more information: [www.mirakl.com](http://www.mirakl.com)