The annual listing of 10 companies that are at the forefront of providing Product Management solutions and transforming businesses.
In the past few years, the norms of managing businesses have changed considerably. Organisations have gone from focusing entirely on gaining revenue offline to creating brand awareness across social media platforms and expanding their reach online, as that remains the need of the hour. This has also created the need for high-quality product data for retailers and vendors that intend to make most of the online platforms. However, that often remains a challenge for many of these businesses in absence of a single place to store and manage the data to feature across all the channels. Struct, a Denmark-based company eliminates this problem by enabling them to efficiently create engaging product experiences that can span multiple sales channels.

Struct offers a PIM system that helps customers get access to the right data at the right time efficiently. “Struct PIM features a range of tools that allow users to manage data on hundreds of thousands or even millions of products. It allows users to have a constant overview of the state of their product data, so they can quickly find products missing important data and correct it,” explains Simon Lyder, the chief technical officer at Struct. The company’s PIM system establishes a “single source of truth” for clients’ product information and delivers compelling product presentations online and offline.

“Struct is much more agile and flexible than the competitors,” states Lyder, elaborating on its flexible PIM system that addresses the complexities associated with product data management. Struct PIM is one of the very few PIM systems, which features a user interface that enables the users to build and change product models. This eliminates the need for developers to be involved when the product model must be adapted to meet a new requirement. This can simply be done directly in the user interface, making the process of adapting to a product model much faster compared to the traditional deployment models. Another factor that makes Struct PIM stand out is its flexibility, making it possible to set up even complex data structures in minutes. Moreover, instead of forcing businesses to align their processes with the system, Struct PIM aligns with the client’s existing optimised business processes.
Struct has a strong background in the e-commerce industry and extensive knowledge about the common pitfalls, which has been of great advantage for the Struct team. “Because of our vast experience within the e-commerce industry, we can look at the pitfalls and quickly determine the course of action so that we do not end up with bad quality data,” says Lyder.

When Struct onboards a client, it conducts a workshop with customers where the latter’s data-related needs are analysed and understood. This proves significant in ensuring that the team at Struct is headed in the right direction and is aligned with the clients’ goals. The company carries out onboarding together with its partners, wherein they manage the implementation and the Struct team offers the desired support. Elaborating further on how Struct addresses its clients’ problems concerning data management, Lyder cites the company’s association with a client that faced challenges with regard to the time it took to enrich products for online display. In a 4-year period, the client organisation had managed to make 12,000 products available on web shop. Being a traditional physical store chain with a product line of 600,000 items, this was very unsatisfactory. The company thus partnered with Struct and employed its PIM for managing and holding rich product data. The client spent four months to implement and integrate with Struct PIM with the vision to have 60,000 products online within 100 days. “Using only a quarter of the resources, the client managed to reach 100,000 products within the first 100 days,” adds Lyder. And today, having implemented the supplier onboarding portal as well, the online shop has more than 600,000 products available.

To continue creating such success stories and expand its client base, Struct plans to expand further into Europe and some parts of the US, and is keen on onboarding new clients and partners across these regions. When the company enters a new country, it finds new implementation partners who can understand Struct’s product and can take it to the market. The company also employs different marketing channels to make people aware of its offerings. Struct has a vision of expanding its product portfolio that it has in Europe and the US, with the hope that it will advance its presence in the said region.