

StrikeTru
CONNECT WITH THE EXPERTS

Talk MDM To Me:
 Learn about MDM strategy & best practices for a 360 data view of your business

25th May
 10:00 - 10:30 AM CST

For More Information
www.striketru.com

SPEAKERS

MODERATOR

VIK GUNDOJU
 Managing Partner, StrikeTru

HARRY SINGH
 Managing Partner, StrikeTru

DOLON BASAK
 VP, Marketing & CR, StrikeTru

SAVE MY SEAT

SIGN-UP TODAY! Connect with Experts: Talk MDM To Me

We are excited to host another **Connect with the Experts: All Things Data & Commerce** session focused on Master Data Management (MDM) and Data Governance on **May 25th, 10:00 AM -10:30 AM CST.**

Hear from our very own Harry Singh and Vik Gundooju, managing partners and co-founders of StrikeTru as they provide practitioner's insights on burning questions such as:

- What is MDM and Data Governance?
- Why do companies implement MDM systems?
- What are key features of a MDM System?
- What are some best practices in implementing MDM solutions?

Sign-up today and post your questions for us to answer during this Q&A conversation!

LIMITED SEATS AVAILABLE

Save My Seat

In case you missed it... listen to our first Connect with the Experts session on the topic of PIM-DAM.

Listen Now

LISTEN-IN: Coffee & Commerce: Modernizing eCommerce

We recently had an exciting **Coffee and Commerce** case study session with our partner BigCommerce and our client Richmond Supply, an industrial parts distributor.

We discussed why Richmond re-platformed eCommerce and PIM, how we went about doing that, and the results. In case you missed it or want a repeat...Listen-in on how StrikeTru and its partner were able to modernize Richmond Supply's eCommerce environment.

Watch Now



CONNECTOR CORNER: Akeneo PIM Connector for Shopify Version 2.0



Integrating Akeneo PIM & Shopify allows marketers to infuse product information such as titles and descriptions, collection, size, color, materials and other specifications with marketing information automatically, boosting efficiencies across cross-functional teams & accelerating omnichannel commerce.

Our latest release of the connector includes feature and performance improvements such as a slicker user interface, GraphQL instead of REST APIs, multi-threading, data sync status dashboard, data sync error report, and ability to cancel sync jobs.

PARTNER OF THE MONTH: Akeneo



Thoughts!	Thoughts!
<p>"As the first Silver and Bronze certified partner in the US, we are proud of our long-standing partnership with Akeneo. Over the past 9 years, we had an opportunity to collaborate with Akeneo in a variety of B2B and B2C product information management / commerce projects across furniture, industrial products, automotive, apparel, beauty, consumer electronics, and other industries. Akeneo is our PIM vendor of choice and we look forward to continuing to work with them to serve a greater number of retail, manufacturing, and wholesale customers."</p> <p>- Dolon Basak, VP Marketing & Customer Relations StrikeTru</p>	<p>"Akeneo very much values our partnership with StrikeTru. StrikeTru is one of our longest standing and most trusted implementation partners in North America. They offer a unique set of skills around our platform and have been serving the Akeneo community as a partner since 2015."</p> <p>- Scott Rogers, VP Global Channels & Alliances, Akeneo</p>

CLIENT WINS: Topps Tiles & littlehipstar

Topps Tiles & littlehipstar Select StrikeTru's Akeneo PIM Connectors for BigCommerce & Shopify



Topps Tiles, Britain's biggest and leading tile specialist of over 300 stores nationwide, is implementing StrikeTru's Akeneo PIM Connector for BigCommerce.

We are excited to also announce that **littlehipstar**, a trendy, cool fashion boutique for women and kids, jumped on the connector bandwagon and implemented our Akeneo PIM Connector for Shopify.

These API-based connector apps simplify the job of linking Akeneo PIM with BigCommerce and Shopify eCommerce platforms and automate the transfer of product data structures, rich content, and digital assets to customer facing websites. Gain further insights about how [Akeneo PIM Connector for BigCommerce](#) and [Akeneo PIM Connector for Shopify](#) can help merchants save precious time and accelerate sales.

GO-LIVE: StrikeTru Adding Value in the Automotive Industry!

A multi-line automotive and motorcycle, ATV, UTV, side by side, personal watercraft dealer recently went live with PIM and Magento. The solution was deployed in six months and the project scope included setting up a catalog with over a million parts, data quality and business rules, and over 15 system integrations.

This powersports dealer needed a Magento ecommerce environment powered by a powerful PIM to prepare to migrate away from a legacy templated site to a rich and engaging ecommerce website. Product content for millions of OEM and aftermarket parts were automatically sourced from ARI Net, curated in PIM, and synchronized with the Magento ecommerce platform. Prices and availability from both OEMs and aftermarket distributors were also imported automatically.

ARI Net is an industry leading data provider – they aggregate product content including titles, descriptions, images, fitment, and specs from multiple powersports manufacturers (both OEM and aftermarket) and make it available via FTP and APIs. StrikeTru's Akeneo PIM Connector for ARI was deployed to establish a link between Akeneo PIM and the ARI database of powersports parts data. The connector helps quickly set up the product data structures in PIM as well as import product data into PIM so that it can be managed efficiently for ecommerce purposes.

SMALL BUSINESS GUIDE: Which PIM is Right for Me?

For small businesses, choosing the right Product Information Management (PIM) can be overwhelming. You want to select the best platform that suits your business and technical and investment needs and helps you deliver exceptional customer experiences. We break it down for you to help make it easy to select what makes the most sense for your business and investment goals... whether it is **Akeneo PIM Growth edition** or **smallPIM**.

Find Out Now



Inquiring Minds Want to Know...



According to a McKinsey report, B2B companies continue to trail behind B2C companies when it comes time to digitizing their operations and processes to increase sales. Learn what are seven of these B2B challenges and how you can overcome them to enable more sales through your website.

Learn More

About Us

StrikeTru is an expert commerce and data service provider. From content to creative to tools, we offer a suite of services to help brands and retailers modernize commerce environments. We bring together technology, high-touch implementations, proprietary accelerators, and comprehensive product data services to fast-track superior digital experiences.

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