

jem & fix
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Customer Story



jem & fix

The challenge

jem & fix is a major regional DIY retail chain with +150 stores in Denmark, Norway and Sweden and boasts the largest DIY chain revenue in Denmark.

A core challenge when you produce a campaign and gather all the data is to have zero errors in the final piece of advertising.

Especially prices are crucial – if the ad says 9.95, then the signs in the shop and the cash register also must say 9.95.

So how to both shorten production time, ensure precision, and avoid errors?

“Four weeks in advance of coming campaigns, the jem & fix stores across the country can dive into the system and get all the information they need.”

IT drives efficiency

IT is a core driver for jem & fix's efficiency, and this way, they can offer competitive prices to customers and sustain a highly profitable business.

Campaigns are planned several months and production of all marketing collateral; TV commercials, online banners, radio spots, mail leaflets and newspaper ads, must start as close to the campaign week as possible so jem & fix can respond to market changes.

When the production staff at jem & fix's external agency gets the production brief, everything included in each promotion is 100 percent correct and already proofread.

“We have saved a lot on production and can switch agency if we need to, and we definitely have a shorter time to market.”
- Claus Petersen, CEO, jem & fix A/S

This way, jem & fix category management and marketing can spend their time making decisions about product selections, setting the right price, and advertising to maximize revenue every week – rather than doing proofreading and worrying about errors slipping through yet another proofing round.

“



We haven't crossed the finish line and always want to move on. Since the beginning of our journey with Encodify, we have achieved zero errors in our marketing collateral and much fewer proofing rounds.

Claus Petersen,
CEO at jem & fix

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The solution

Proofing

The proofing process is a core efficiency driver in the Encodify solution. Everything is proofed through Encodify: TV and radio commercials, leaflets, ads etc. It all starts with "Proofing Round 0" where jem & fix visualises the ad in Encodify based on product images, prices and texts to catch errors before starting the production. The later proofing rounds are mainly about the creative advertising product rather than correcting any errors.

Price validation

The system alerts the marketing staff and purchasers if a promotion price typed by mistake is higher than the regular price. European marketing laws strictly prohibit shady promotion pricing, so this way jem & fix prevent anything going wrong unintentionally.

Revenue prediction

Purchasers are presented with a revenue estimate generated in the ERP system when planning a product promotion in Encodify. The purchasers then adjust the forecast in Encodify to suit their expectations.

Local shop campaign information

Four weeks in advance of coming campaigns, the jem & fix stores across the country can dive into the system and get all the information they need. Store managers receive an automated alert when the next campaign is ready for them.

Master data management

The core strength of the jem & fix IT setup is the way they manage master data. Tight integrations between ERP, image repository, creative production systems, and Encodify eliminate errors due to no manual copying of data anywhere.

POS Shelf fronts

Encodify sends data to the ERP, which then generates the POS shelf fronts automatically. An integration with their shop floor management system puts the shelf front labels in an optimal sequence for walking around in the shop to set them up.

Supplier emails

Encodify sends data to the ERP which then generates emails to suppliers with information about the coming campaign. Fun fact: This feature was originally requested by jem & fix as an addition to the standard functionality.

Calculating freight prices

For their webshop Encodify automatically calculates freight prices for 700 products every year. It's a complicated calculation involving volume, weight, type of delivery etc. Before implementing Encodify, an employee used to spend three weeks doing only this manually.



Facts about the solution

- jem & fix implemented the Encodify Retail platform in 2009.
- jem & fix put 100s of products on promotion campaigns every week.
- The core process of the solution is that purchasers add product promotions to a campaign up to one year in advance.
- Getting closer to the campaign deadline, the marketing staff will finetune texts and images, and then the total briefing is sent to production.
- Prices, texts, images, SKU numbers etc. are synchronized across jem & fix's IT landscape, so the price of a product is the same everywhere: In POS, ads, cash register, webshop. Everywhere.
- It is fully integrated into Viking (POS system), Aspect 4 (ERP), Indesign, Space (shop floor management), Datawarehouse, Google DoubleClick (web banner production), webshop.



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