

A close-up photograph of a black cat and a brown dog. The black cat is on the left, looking towards the right. The brown dog is on the right, looking towards the left. They are both looking at each other. The background is dark and out of focus.

ERGONODE CUSTOMER
SUCCESS STUDY
Husse

Customer success study

Our mission is to provide you with agile tools and add more and more services that automate your daily work and your catalog. We want to change the way how ecommerce teams enrich products with content.

Your goal is to design and expand an online strategy on various channels and marketplaces that reach distributors, sellers, or digital consumers in various markets.

Read about the success of one of Ergonode PIM's clients and get inspired to increase your company's success. Learn about the history of Husse.



About

Husse is a Swedish producer of food for dogs, cats and horses with over 30 years of experience on the market. Husse is a family business that was born out of love for animals. The brand's main mission is to promote a healthy lifestyle for animals.

In 2022, the company celebrates its 35th anniversary (50+ countries, 2000+ franchisees and distributors).

To address their challenges, as well as to help ensure a successful migration from Magento to Shopware, Husse decided to implement a PIM solution.

Easy to onboard and great for multi-lingual e-commerce!

Ergonode changed our approach with product content enrichment and distribution to all markets.

Ronnie Johansson -
CEO, Husse

Customer success story



www.husse.com

Challenge and objectives

- Ergonode is the only true and main repository of Husse data for all countries
- Migrating from Magento to Shopware, country by country
- Simplify the work on products (parameters, descriptions, variants, relations between them, etc.)
- Improve workflow within the Husse team and between franchisees in the international arena
- Providing translation, multi-language

The biggest challenges in product information and e-commerce area

- Tracking which products are fully translated and which are not and tracking of the list of enabled products per sale channel.



Activities

- Possibility to unify fields and lock values so CMS users can only translate the name of the attribute. This is very important for ingredients used and for the composition since it must be same to all stores
- Showing %'s for translated products and translated content on the product
- Usage of statuses
- Even faster text generation and translation into the franchisee's local language with AI generated content
- Adding option for the product to hide them from one or more sales channels. When hidden CMS users don't see it on the list
- Selecting the local language as default so no need to switch from DEFAULT English to local when translating
- Giving access to MEDIA folder for CMS users with with the various changes needed
- Strong support from Team Husse



Results

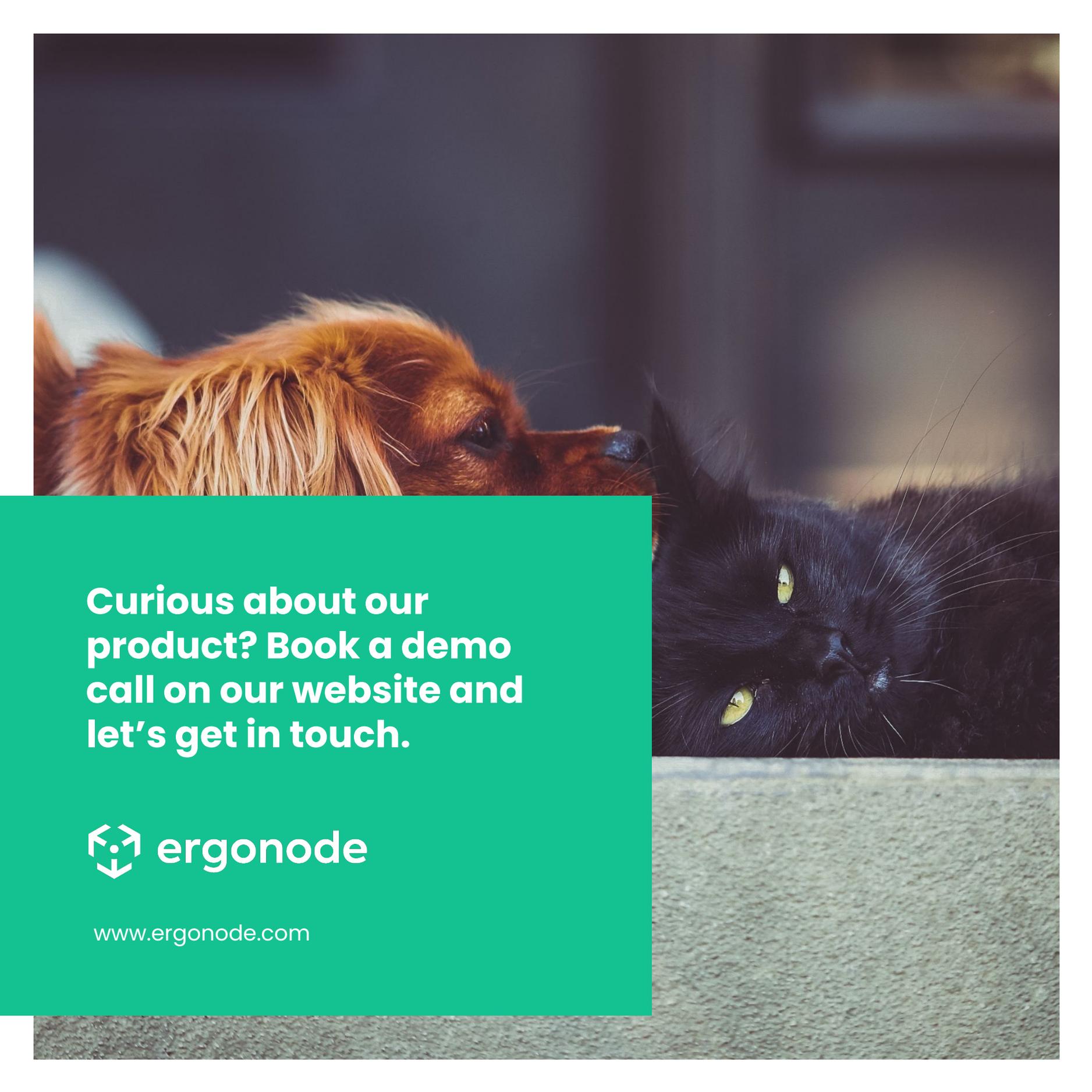
Husse in general have 50 sales channels in EU and 2 in Asia. Ergonode currently is actively used on 10 sales channels, and this changes quickly with every new rollout they do.

Ergonode PIM has provided easy product management and easy maintenance of product data that is the same for all markets.

With the company's continued growth and gradual migration from Magento to Shopware, Ergonode implementation has already become an indispensable PIM and the heart of Husse product data.

We believe that with our PIM system, we can help your e-commerce business grow.

Ergonode is a PIM SaaS platform that makes it easy for merchants to create, manage and distribute powerful product content to support wider and faster scalability.



**Curious about our
product? Book a demo
call on our website and
let's get in touch.**



www.ergonode.com