How **Schmidt Groupe** cut its time-to-market by 50% with Akeneo and Bynder

About Schmidt Groupe

Schmidt Groupe, the leader in bespoke home living solutions, manufactures, designs and distributes inspiring and sustainable living and working spaces under the Schmidt, Cuisinella, ID Pro, and Spoon & Room brands.

The company draws on a network of exclusive distributors comprising **more than 920 showrooms in 22 countries**, employing over 8,000 people and generating distribution revenue of **€1.7 billion**. To gain control over product and media information, Schmidt Groupe launched a large-scale digital transformation project in 2023. This was driven by strong international growth and channel diversification across brand websites, e-commerce, and B2B platforms.

"We centralized product and media information, structured our retail data governance, and cut our time-to-market by 50%, all while gaining autonomy and improving quality."

— Valérie Rietsch, Retail IT Project Manager at Schmidt Groupe

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Challenges

Previously, Schmidt Groupe primarily relied on Excel spreadsheets to collect and manage product information. This approach led to errors, redundancies, and inefficiencies.

Further complicating matters, eight separate repositories were managed by five different teams, operating without unified governance or a common interface.

The existing DAM and PIM systems were outdated and lacked crucial connections to sales channels and creative tools. This disconnect, combined with the inability to efficiently manage translation and localization efforts across 22 countries, resulted in excessive time-to-market for product campaigns, ultimately reducing responsiveness across all digital channels.

Faced with a fragmented digital ecosystem, disconnected tools, and ineffective product data processes, Schmidt Groupe decided to undertake a strategic digital transformation. This involved not just replacing obsolete systems, but rethinking the entire product and media data lifecycle, from creation to omnichannel distribution.

The company wanted a best-of-breed tech stack, which included high-performance, specialized, and integrated tools, to ensure long-term scalability, catalog growth, and rapid sales channel evolution.

Schmidt Groupe outlined four main objectives:

1 **Centralize** all product data and assets (images, videos, documents) in a single repository to eliminate duplicates and ensure data consistency across all touchpoints (e-commerce, brand sites, B2B platforms, etc.)

2 **Master the product information lifecycle** in a complex, multilingual, multi-country environment, and optimize translation, validation, and publication workflows to deliver relevant, localized, and up-to-date product offerings to each market.

3 **Redesign internal organization** around data, breaking down silos between IT, product, marketing, and sales teams to build a shared data culture with clear responsibilities and collaborative workflows.

4 **Automate repetitive tasks** (file searches, re-entry, manual sharing) to let teams focus on high-value content creation and accelerate go-to-market processes.

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Project phases (over 12 months)

To meet these challenges, Schmidt Groupe opted for a structured, agile and pragmatic approach, based on two SaaS solutions that are leaders in their categories: Akeneo PIM for product data management and Bynder DAM for content management.

All stages were completed without custom development, leveraging native tool capabilities to minimize cost and maximize scalability. The adoption of **Akeneo (PIM) and Bynder (DAM)** was a cross-functional success, extending beyond marketing to become core tools used company-wide. Bynder serves as **the system of record** for all digital assets and integrates directly with Akeneo PIM, ensuring that product imagery is always up-to-date with product information.

Configuration (2 months):
Setting up platforms, modeling data, defining user roles, and structuring workflows.

E-commerce connection (4 months):
Integrating tools with sales sites (Shop Schmidt, Ma Boutique Cuisinella, etc.).

Brand site integration (3 months):
Automatically feeding product pages and collections.

B2B portal deployment (3 months):
Distributing centralized data to distributor network platforms.
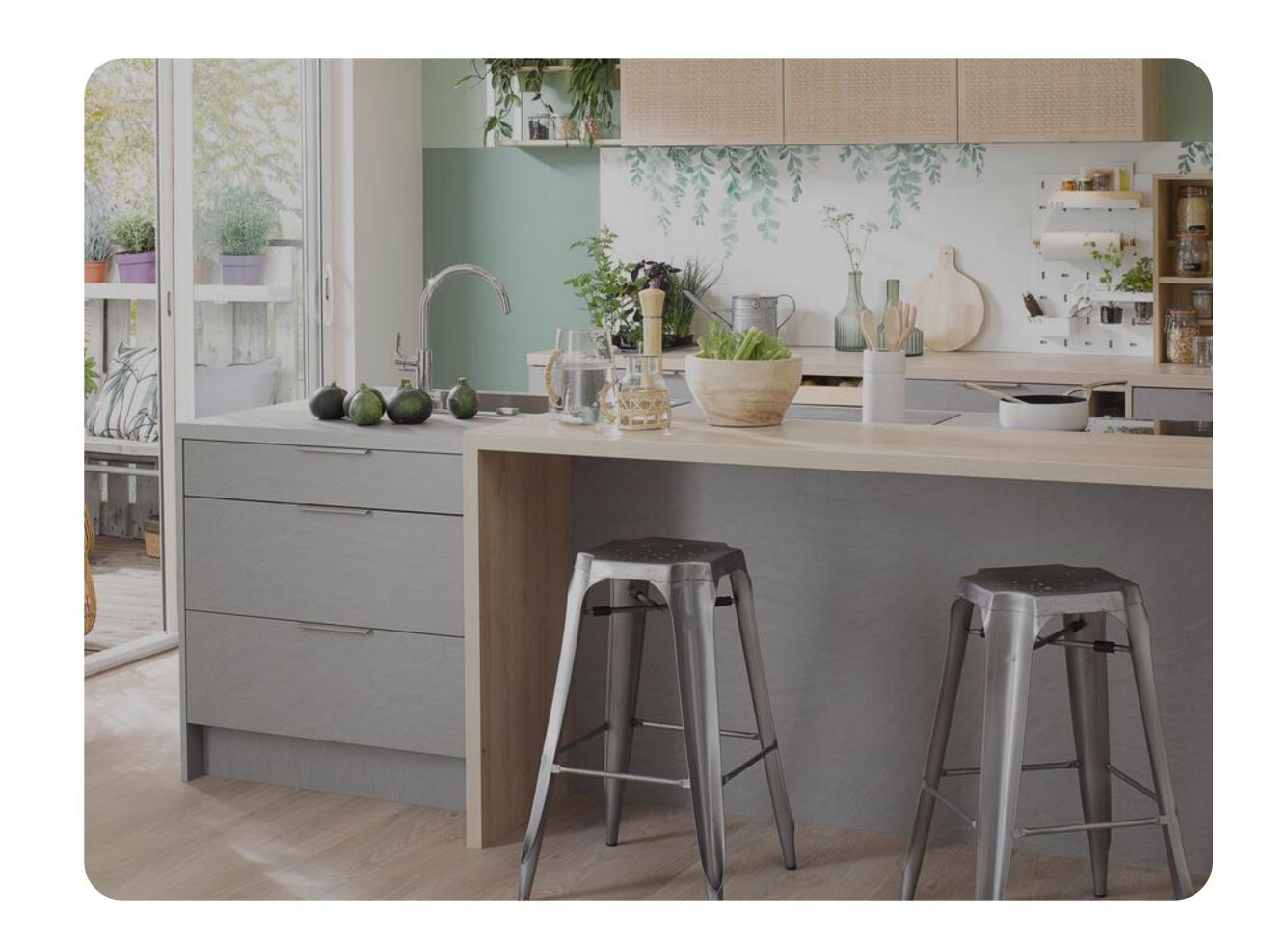
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Bynder DAM as the system of record

In just a few months, **over 150,000 assets were centralized in Bynder**, covering a wide range of formats, such as images, videos, documents, and even 3D models.

Initially rolled out for marketing teams, the platform is now used company-wide, across the communication, sales, procurement, store layout, operations, HR, and customer service departments. This cross-department adoption highlights the added value of DAM across the entire organization.

With just three administrators, **governance remains lean and efficient**, thanks to finely tuned permissions and key users in each department taking responsibility.

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Akeneo PIM for simplified product information management

50 active users collaborate on the Akeneo platform, with roles tailored to their responsibilities: data administrators, enrichment contributors, and quality validators.

Approximately 28,000 products are now cataloged, structured, and enriched in Akeneo, distributed across three main channels:

E-commerce sites

(e.g. Shop Schmidt, Ma Boutique Cuisinella, Spoon & Room)

Product showcase websites
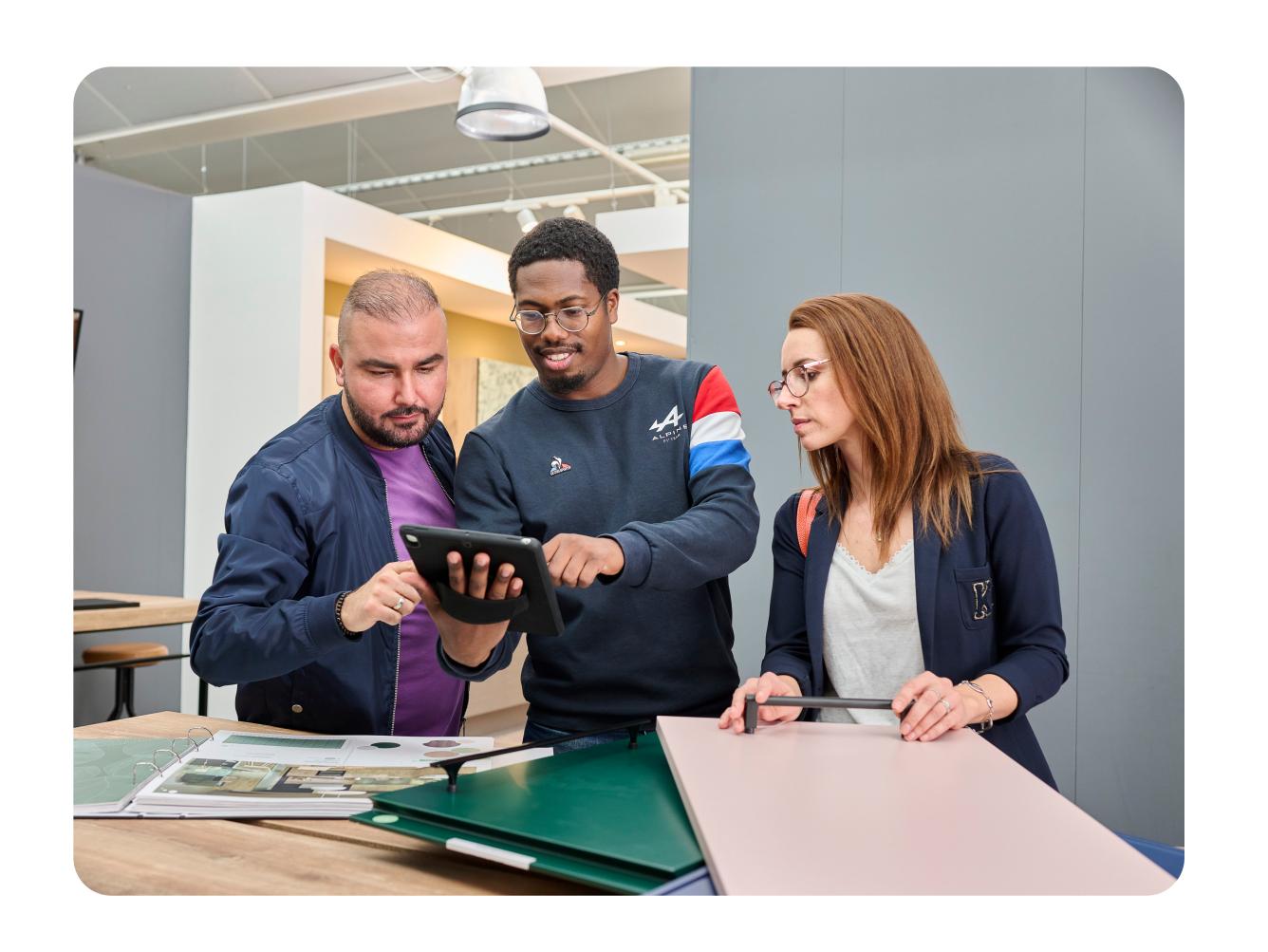
B2B wholesale portals for distributors

Multilingual management is handled with nine local languages activated, ensuring a consistent and localized product experience worldwide.

Results

In short, Akeneo and Bynder enabled Schmidt Groupe to implement robust yet agile data governance that fostered quick, lasting adoption, ensuring accurate and up-to-date product listings across all digital channels.

The implementation of a system of record for all product content and information has ensured data reliability, consistency, and accessibility. This has led to a **50% reduction in time-to-market** for new product launches, cutting the previous six-month timeline down to just three months.

The intuitive interfaces and ease of use of Akeneo and Bynder have driven strong adoption across teams. This has significantly improved cross-functional collaboration between business, IT, and marketing teams through integrated and automated workflows.

The integration of AI-powered translation management with human approval workflows has accelerated the localization of key product information.

Additionally, teams now have full autonomy in launching new brands, such as Spoon & Room, without needing external support.

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Schmidt GROUPE

SCHMIDT

cuisinella

ID PRO

SPOON & ROOM

Launching new collections 50% faster

Launching new products and updating ranges annually means Schmidt Groupe needs countless product images, marketing content, product sheets, and translations for each campaign. As these tasks were previously managed in siloes, the time-to-market for new product campaigns was extremely slow.

Akeneo and Bynder have accelerated the entire process:

Photoshoots are done in-house, and the content is uploaded immediately to Bynder.

Once approved, product content is synced with Akeneo, where marketing, product, and tech teams enrich product data.

Agencies can access secure, curated collections of product imagery.

Publishing to web and e-commerce platforms is fully automated, with daily syncs ensuring real-time updates.

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AI-powered localization at scale

Operating across 22 countries, Schmidt Groupe previously faced a time-consuming and error-prone manual process for translating its product sheets. This process is now quick and efficient, thanks to a new, integrated approach.

With centralized data in Akeneo, translation management is now structured and optimized. Content is initially translated using AI-assisted tools, then passed to local teams for review and validation of tone and accuracy. Once validated, these localized product sheets are automatically published across all channels, ensuring global consistency and freeing up valuable time for local teams.

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What's next for Schmidt Groupe?

Over the coming months, Schmidt Groupe has several key initiatives planned to improve the management of its product content and information. These include the further integration of AI to enrich product information and improve translation processes, and connecting its ERP system with PIM to link all stages of its product lifecycle.

Additionally, the company aims to simplify complex product modeling, particularly for intricate kitchen items, and implement Akeneo validation workflows to ensure consistent and high-quality campaign execution across all channels.

"Bynder and Akeneo are the two pillars of our retail information system. This duo is central to our omnichannel distribution strategy."

— Valérie Rietsch, Retail IT Project Manager at Schmidt Groupe

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About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, and more utilize Akeneo's intelligent Product Cloud, app marketplace, and partner network to create elevated product experiences through product data enrichment, syndication, and supplier data onboarding.

Learn more: **www.akeneo.com**.

About Bynder

Bynder goes far beyond managing digital assets. The digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

Bynder enables more than 1.7M users across 4000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, the United States, Spain, UK, Australia, and UAE.

For more information please visit our website **www.bynder.com**.

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