



Baggit Improves Digital Asset Experience with a Centralized Solution

The Client

Born from a desire for unique design, Baggit was founded in 1990 and has since become a leading handbag company and the largest selling bag brand in India. Leveraging traditional handicraft techniques, Baggit pioneered the use of non-leather, eco-friendly materials in modern designs. This commitment to sustainable style has cemented Baggit's position as a favorite among Indian consumers.

The Challenges

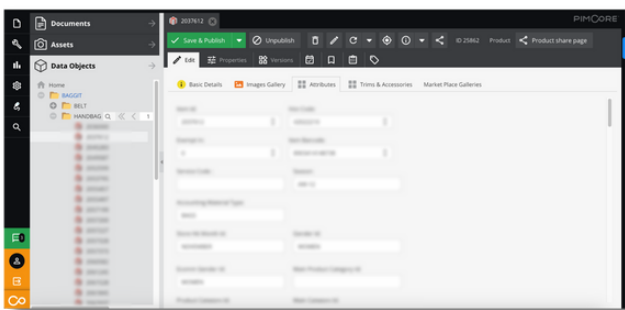
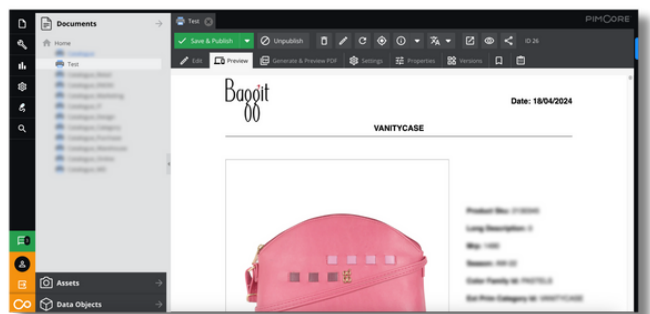
Baggit deals with a wealth of digital assets for their various brands and products, managing these assets for their ecommerce platform presented several challenges:

- **Inconsistent Metadata**
- **Image Size Discrepancies**
- **Disparate Data Sources**
- **Manual PDF Creation**

- **Faster Time-to-Market:** Centralized platform facilitated error-free product data management, eliminating inconsistencies and improving time-to-market.
- **Improved Customer Experience:** Consistent and accurate product information across all channels elevated customer experience and improved brand reputation.
- **Scalability for Future Growth:** The scalable architecture empowers Baggit to accommodate future product line expansions and channel growth.

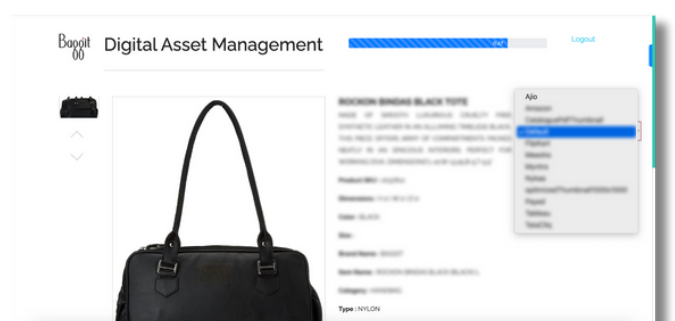
Features:

- **Dynamic PDFs Creation:** The implemented solution facilitates the creation of dynamic product PDFs with a drag-and-drop interface. Users can select specific product information and visuals to be included in the PDF, allowing for quick and efficient generation of customized product brochures or detailed descriptions.



- **Seamless Attribute Updates:** The solution streamlines product attribute updates. Any changes made to product information in the PIM system are automatically reflected across all connected channels, eliminating the need for manual updates across different platforms and reducing the risk of inconsistencies.

- **Brand-Specific Product Management:** Pimcore DAM allows for the management of digital assets by brand. This ensures that each brand has its own dedicated space for product images, videos, and other marketing materials. This makes it easier for Baggit's team to manage content for different brands and maintain brand consistency across the ecommerce platform.



Solution

Recognizing the need for a more efficient and centralized approach to managing their digital assets, Baggit partnered with Minds Task Technologies to implement a comprehensive solution using Pimcore’s Product Information Management (PIM) and Digital Asset Management (DAM) capabilities.

- **PIM Solution:** Pimcore PIM serves as a single source of truth for all product data. This includes product descriptions, specifications, images, and other relevant information. Consistent metadata tagging ensures all product information is easily searchable and retrievable.
- **DAM Solution:** Pimcore DAM allows for centralized storage and management of all product images. Users can define different image sizes and variations for various channels. The DAM solution automatically delivers the optimal image size based on the device and platform, ensuring a seamless experience.
- **Centralized Platform:** Pimcore provided a single source of truth for all product information, ensuring consistency across all channels. Metadata management became streamlined, improving product discoverability through accurate search functionalities.

Technology Stack

PIM System



Back-end



Front-end



Know more about our PIM offerings



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