

# A Foundation for Growth in eCommerce via TruPIM

## Case Study: TruPIM

### Tape Guys

[www.tapeguys.com](http://www.tapeguys.com)



## A Manufacturer with Old-School Values

**TapeGuys** is an Arizona-based manufacturer of innovative and private-label tape products for specialty markets. This fun-loving company has grown by solving customer-driven problems with its unique formulas and the fact that they know each customer by name.

With an expanding product line and multi-platform sales, they were searching for a centralized system to manage and automate the dissemination of their product data.

## Finding A Single Source of Truth to Manage Product Data

As TapeGuys has grown, they have implemented numerous systems and integrations to its BigCommerce platform, with multiple Excel documents to store its product knowledge. Numerous sources of this data lead to duplications and valuable resources being used to share and update product information. For TapeGuys to increase their efficiency and automation, they needed a "**single source of truth.**"



## Getting the Job Done...with TruPIM

BigCommerce's Customer Success Manager recommended StrikeTru to implement its **Product Information Management (PIM) tool - TruPIM** to establish a single source of truth for product data. TruPIM is a SaaS PIM for small to midsize businesses.



### The Project Goals

- Consolidate all product content in a central location
- Ensure product data is current, complete, and accurate
- Export completed product data, and images, in the correct format to upload to multiple channels
- Determine which products require more information
- Edit product data in bulk



### Solutions Implemented

- StrikeTru's **TruPIM** platform
- **BigCommerce Catalog Migrator** tool that migrated TapeGuys' product catalog into TruPIM in less than one day
- **BigCommerce Connector** to automate product updates from TruPIM to BigCommerce twice daily



StrikeTru's Project Manager and Implementation Lead worked with the Lead Project Manager and Founders of TapeGuys to successfully implement the TruPIM platform. The project was successfully completed in **one month** from the time of needs assessment to go-live.

## On The Horizon...Better Product Information will Lead to Accelerated Time-to-Market & Higher Revenue.

The implementation of TruPIM enabled Tape Guys with the following:



### Benefits

- Centralize all product data
- Efficient multi-channel publishing
- Improve how product data is organized, managed, and shared
- Better SEO
- Real-time product updates
- Enhanced onsite search and merchandising
- Deliver compelling, consistent, and personalized customer experiences

*"TruPIM has been vital for our eCommerce platform. It has helped us consolidate product information and ensure accurate data across our tools and systems. StrikeTru was very hands-on with the implementation process and has remained a great resource for our PIM needs. We would highly recommend TruPIM to any business."*

**Eric Macias, Lead Project Manager, TapeGuys**

