

Introducing Piglet in Bed

Piglet in Bed is a luxury bedding, sleepwear and homeware brand, renowned for natural comfort and sustainably sourced products.

From humble beginnings in 2018 as a digital-first DTC brand, Piglet in Bed is enjoying huge success as one of the UK's fastest-growing homeware brands. They're scaling new heights with a growing range, retail stores (owned and concessions), wholesale and B2B ecommerce, direct mail, and US market expansion.

Growing Pains: The Challenge of Scaling Up with Expanding Tech and Data Stacks

Piglet in Bed embraced a best-in-class tech strategy from the outset - to provide the agility to add, or change, systems and applications as the business grew and requirements changed - from their retail operating system, ecommerce platform, marketing technology, store POS, to product management platform.

However, without a data layer, integration complexity and data silos increased as new channels and systems were added. Recognising the importance of streamlined integrations, connected data, a single source of truth and better insights to fuel its growth, Piglet in Bed turned to Datitude, and its managed data platform, for the solution.

Like many scaling brands, Piglet in Bed faced challenges managing an expanding product portfolio and collaborating with concession partners and marketplaces - critical for sustainable growth and from an operational and customer perspective. To ensure consistent product data across all their channels, Piglet in Bed chose Origin, Retail247's product platform (Product Information Management + Product Lifecycle Management).

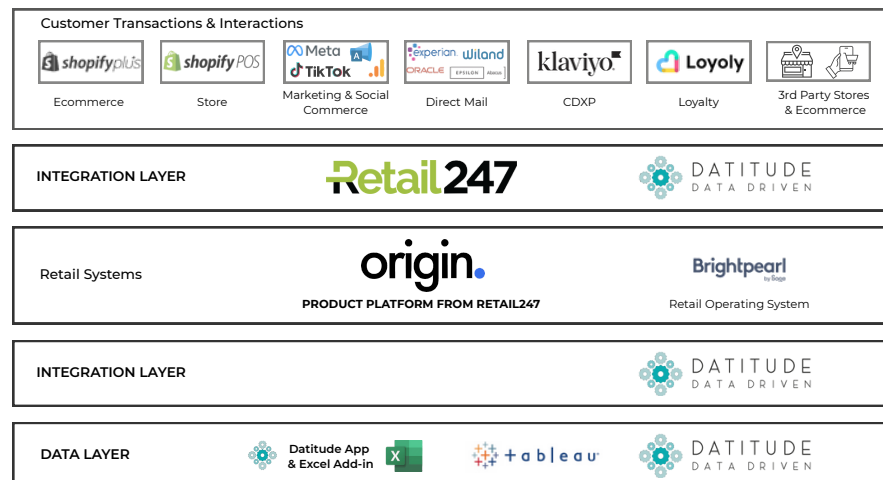


The Solution: Retail247's Product Platform Origin & Datitude's Managed Data Platform

Piglet in Bed deployed Origin in a two-phased approach tailored to Piglet in Bed's needs. Retail247's product platform goes far beyond the scope of traditional PIM solutions by managing the entire product journey from design to sale. It:

- streamlines product management workflows, reduces manual tasks and provides full visibility of critical paths
- manages product costing and pricing, and ensures product data accuracy across all channels
- enables price changes (permanent, markdown and promotion) to be easily managed and controlled
- seamlessly feeds consistent product data to all systems and channels.

Datitude's managed data platform connects, integrates and unifies data from Piglet in Bed's core source systems. This includes integrating data sources from Origin; enriching data models with better product data to further enhance Piglet in Bed's analytics and reporting capabilities.



Combining an integration hub, data lakehouse and advanced analytics, Datitude's platform:

- streamlines and simplifies integrations
- orchestrates data flows through a single data repository; exchanging data between systems, data stores and analytics services
- provides a single source of truth and a comprehensive suite of BI, reports and analytics tools, including Datitude's proprietary Application, Excel Add-in, and Tableau.

Piglet in Bed has also adopted Datitude's direct mail (DM) optimisation and analysis solution.



“Integrating the Origin platform into our tech stack has holistically streamlined how we manage product data in our business, eliminating the need for spreadsheets and ensuring data is always up to date across all our systems. Being able to feed this information in real time into Datitude has meant that we can now analyse performance at the most granular level, providing valuable insights for our merchandising & buying teams.”

Axel Stelk, Co-founder & COO

Results: Unified Data and Product Management

By leveraging Datitude's data platform and Origin from Retail247, Piglet in Bed is better placed to continue its growth trajectory with:

- scalable, future-proofed architecture - no barriers to growth
- faster, better-informed decisions - the right tools for the right use cases
- unified data - a single source of the truth for customers, sales, stock and product
- significant time savings - streamlined, automated processes free up valuable hours
- connected, intelligent data – automatically feeding all relevant systems and applications
- better product data management - an expanded product range across all channels with faster integrations and feeds
- advanced analytics and automated reports - rich insights including trading and product performance, single customer view, marketing effectiveness, ROI and financial planning.

Better Together: The Power of Datitude and Retail247's Integration Partnership

- more accurate product data - feeds more sophisticated analytics
- simplified integrations - out-of-the-box connectivity between Datitude & Origin
- easier and more cost-effective - Retail247 & Datitude manage the integrations, tech requirements and support.

If you want to equip your business for sustainable growth, operational efficiency and superior customer experiences, get in touch today.



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