



IN PARTNERSHIP WITH



Taking The Next **STEP** with Stibo Systems

Practical ways you can get the most
out of your investment in STEP

Amplifi's long standing, strategic relationship with Stibo Systems is deep rooted in a mutual ambition for companies to get true value from their data. Even before Amplifi was formed, many of our founding members and leadership team either worked at Stibo Systems or were users of STEP in their previous roles.

Today, we have one of the largest Stibo Systems delivery capabilities globally. We have over 40 combined customers and our consulting team have been involved with over 150 Stibo Systems implementations.

As a Premier Partner – the highest level of partnership awarded – we are the best choice to implement, enhance and support Stibo Systems leading MDM technology.

If you are looking to implement Stibo Systems technology or get the most value out of your existing implementation, I am sure Amplifi can help.



Callum MacBurnie
VP, Global Alliances at Amplifi

Proud to be a Global Premier Partner

PREMIER PARTNER

Amplifi is the go-to consultancy when it comes to Stibo Systems. When you combine the power of STEP with Amplifi's unrivalled expertise in data strategy, technology implementation and solution support you get a match made in data heaven.

Global Delivery
Capacity, offices based
in EMEA & America



Experience of over

150+

implementations



40+

combined customers



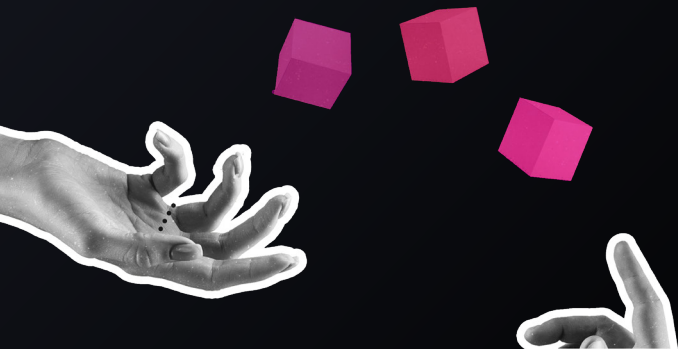
Existing customers
in: UK, Nordics, DACH,
Benelux & North America



“Amplifi has demonstrated continued excellence with STEP strategy, implementation, support and enhancements in North America and Europe...and the best is yet to come.”



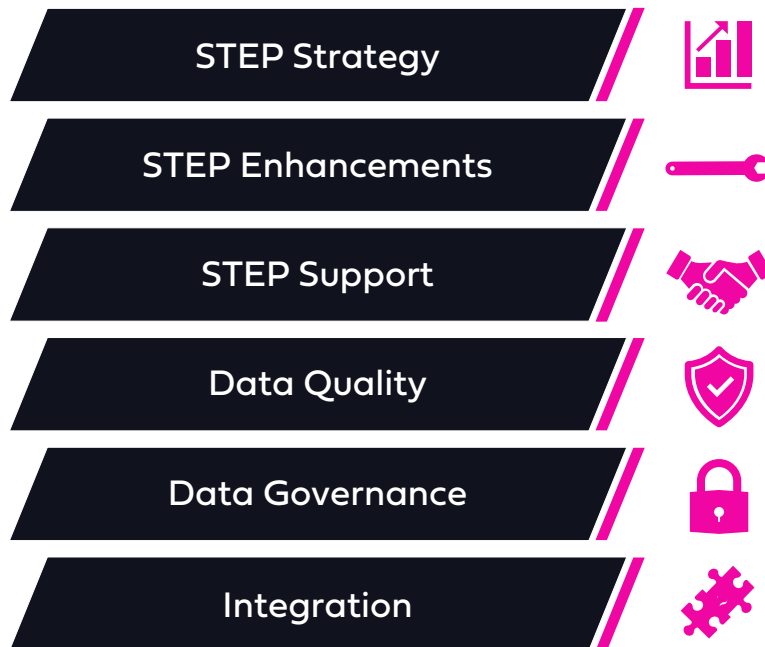
Adrian Carr
CEO, Stibo Systems



What type of Stibo Systems partner do you need?

Whatever stage of your data management journey you're on, Amplifi provide STEP strategy, STEP enhancements and STEP support. We can also bring our wider expertise with Data Strategy, Data Governance, Data Quality and Data Integration to the table.

As a longstanding Stibo Systems Premier partner, we're able to help you ensure your success is data driven. Whether you're looking to implement a new instance of STEP or need assistance enhancing or supporting your existing STEP platform, Amplifi has the experience and expertise to help.



Who have we helped improve their **data management with STEP?**

Amplifi and Stibo Systems have collaborated many times to help leading brands ensure their data and information management is world class.

Case study: THERMA-TRU[®] DOORS

Challenge

- Home-grown solution, too rigid to adapt to the changing demands of the market
- Key data points were omitted
- The platform did not contain any type of self-governance
- All manually managed by a small team

Solution

- Amplifi recommended that if Therma-Tru were to be successful with the future state they desired, it would need to be built on a new platform
- The foundation of the Part-to-Style Explosion Process had to be re-imagined
- Each element was re-built from the ground up

Benefits

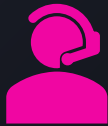
- The results Therma-Tru needed from their old platform were replicated down to the final Style permutation
- The old platform has been replaced with STEP's highly flexible system
- A small team that needed weeks to prepare data for a single project can now provide higher quality data in a fraction of the time it used to take

Conclusion

- The right MDM platform does more than remove obstacles; it propels your Data Management processes



Multi Region STEP Support



2nd Line
Support
Service



Triage
and
Resolution



Configuration
Error
Resolution



Problem
management
for repeat
incidents



Direct access
to vendor for
core product
issues



Support for
version
upgrades

Giving you the support you need with Stibo Systems

Amplifi is a global Premier Partner of Stibo Systems with over 40+ combined customers across North America, UK, Nordics, DACH and Benelux.

Our roster of Stibo Systems certified consultants is already supporting STEP customers in North America and Europe, with configurations delivered by Amplifi, by in-house teams and via third-party systems integrators.

Whether you need helpdesk style support or retained days to support your first line team, Amplifi has a support solution that gives you a single point of contact to resolve any issues you may have with your STEP implementation.

“Amplifi is highly knowledgeable about the STEP product and related technical questions. Good business knowledge and advice about how best to use STEP to solve business requirements.”



Case study: Mitchells & Butlers

Challenge

- Consumers are becoming increasingly tech-savvy with guests using 'order at table' digitally on their smartphones and expecting dynamic & relevant menu information
- Increasing importance of accurate legal declarations and shifting demands has been enabled through digital transformation with a truly multidomain MDM approach

Solution

- Used multidomain MDM to jointly manage product and location data
- Outlet managers have the ability to enrich data about their own business to improve accuracy
- This local data, and the core product information can be shared out to multiple endpoints where the accurate data can be published on digital or printed platforms

Benefits

- Enabled the company to take on the competition with digital-native food delivery services
- Able to engage customers whether they want to order at table, hold a party or just pick up their dinner
- With the conjunction of product data and location data into one single zone of insight, they have gained an extraordinary view into very local and specific offerings



STEP Strategy & Enhancements



Enhancement
Strategy



Version
Upgrades



Multi
Domain
Data
Management



Bespoke
Configuration



Data Quality
/ Data
Governance



Advice
& Delivery

Get the best out of STEP

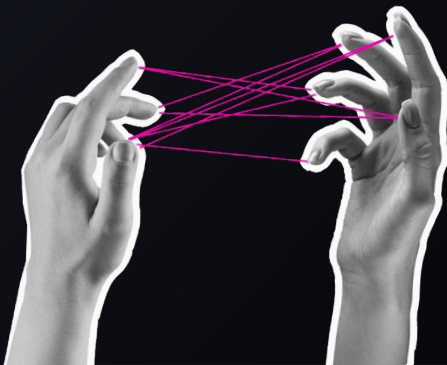
We know your organisation will continually adapt, grow and evolve. That means your STEP MDM or PIM solution needs to adapt and evolve so it continues to meet your needs.

As a global Premier Partner of Stibo Systems, Amplifi can help support that growth with an actionable STEP enhancement strategy.

Led by our Consulting Directors and regional Stibo Systems Practice Leads, our expert consultants can review your existing STEP implementation to identify the quickest route to increased value, whether it's a version upgrade, additional domains, system enhancements or a bespoke configuration required to meet your objectives.

We can also call on our wider team to advise on other factors that can lead to an enhanced STEP solution, such as improved Data Quality and Data Governance frameworks or Data Integration.

“We use STEP all day, every day. Amplifi have been fundamental in making changes and bringing new ideas to the way we can approach the use of STEP in our business.”



Case study: **FLOOR & DECOR**

TILE • WOOD • STONE

Challenge

- No central record for product, vendor, factory data.
- Significant issues around product, vendor, factory set-up
- Siloed BUs across the organisation, creating data integrity issues
- Inability to report effectively on product, vendor, and factory data

Approach

- Discovery and landscape assessment methodology
- Executive business case
- STEP upgrade deployment
- Sequenced process to deprecation of STEP customisations

Solution

- Redefined business processes for product, vendor, & factory data management
- Web UI for merchants, buyers, suppliers, & internal compliance users
- Product, vendor, & factory workflows
- Bilateral integration to ERP
- Attribute Definition Worksheet

Benefits

- Upgraded version of software drove time savings within current business processes and operational efficiencies
- Client was able to track new product development lifecycle via STEP platform
- Client received support and guidance during UAT process

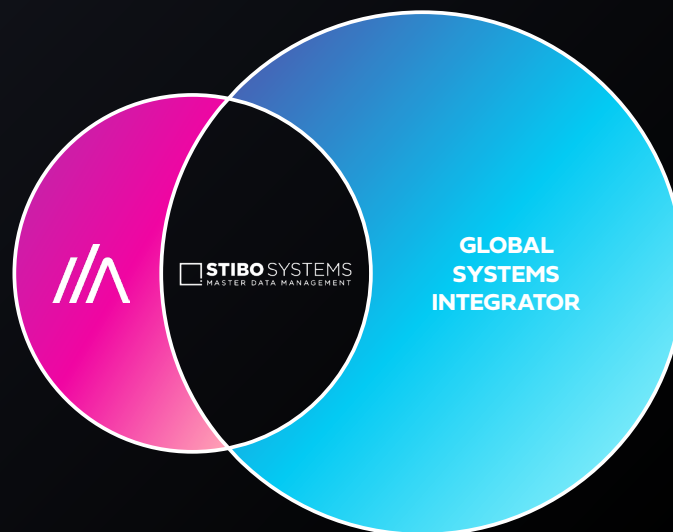


How do Amplifi work alongside your **existing global systems integrators?**

We're realistic. We know it's highly likely that you will be working with the big systems integrators and professional services organisations who span a wide range of functions and may even have implemented STEP for you in the first place.

As one of the only global Premier partners of Stibo Systems, Amplifi can co-exist with them to support you and your existing systems integrators through our dedicated STEP practice. With experience of over 150 STEP implementations in our team, we can provide solution specific expertise to ensure you are getting the most from your STEP implementation.

As the go-to data consultancy, we can also support with specific data initiatives. We can help form and deliver your Data Strategy or offer consultancy around emerging schools of thought such as Data Mesh and Data Fabric or more established areas like Data Governance, Data Quality and Data Integration.



How else can we help?

Amplifi is an award-winning data management consultancy that works with organisations to unlock the value of their data.

Not only do we understand the technical aspect of data, we also understand the positive impact good data management has on businesses.

Our team has the experience and expertise to help organisations like yours to get real, tangible results due to the impactful decisions they can make with data.

We also provide the full suite of data management services including advisory, delivery and support services for Data Strategy, Data Mesh, Data Fabric, Data Governance, Data Quality, Data Migration, Data Integration, Metadata Management and Product Information Management (PIM).

So if you are thinking about how STEP can support your wider data visions, book a session with one of our team [here](#).

Gartner[®]

For four years running, Amplifi has featured in Gartner's annual Market Report for MDM External Service Providers and is one of only 20 vendors to be included globally



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To find out more about our partnership and how we can help your business tackle any data pain points please contact us:

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