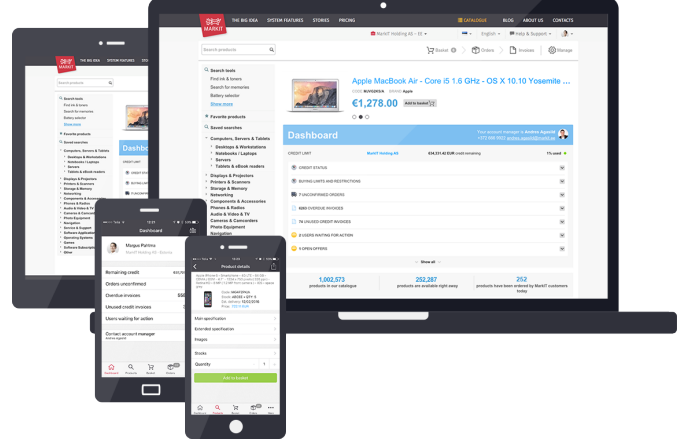


CASE STUDY

Markit Leverages 1WorldSync to Enable Confident IT Procurement Decisions



1WorldSync DataSource Creates Single Source of Rich Product Information for 4.5 Million SKUs

“1WorldSync has the best coverage in the market. We haven’t found a better solution.”

Peeter Tamm
Head of Product at Markit

Opportunity

Help clients reduce the time and money spent on purchasing their IT hardware and accessory requirements.

Solution

DataSource converts non-standardized product information from multiple sources into consistent content that is the foundation of retail and distributor websites. Publishing components fill product pages with essential information:

- Product Information
- Comparisons
- Categorization
- Compatibility
- Parametric Search
- Integration Methods

DataSource allows Markit to supply accurate data to its customers instantly, engendering confidence in international IT procurement rollout programs for thousands of multinational clients.

Results

- 4.5M SKUs:** 1WorldSync is Markit’s main source of rich product information
- 50%** reduction in merchandise return rate in past three years
- 14M** products sold across 72 countries since integration
- 41k** businesses served since integration

About MARKIT

Thousands of international companies across 5 continents are saving considerable amounts of time and money by sourcing and buying their IT hardware and accessories through Markit’s marketplace and procurement solution. Markit clients compare prices and delivery times in real time in our marketplace of over 4.5 million unique IT products. In 2021, they saved an average of 11.7% on average market prices and thousands of hours by using Markit to manage, centralise, and streamline their IT purchasing. Founded in Estonia in 2003, Markit is now working in over 38 countries. In 2021, Markit’s revenue was 178.7M euros - up 46% on 2020.

“1WorldSync’s reliable product data and parametric search functions are critical elements of Markit’s IT marketplace. Parametric & predictive search functions and comparable real-time pricing of available stocks deliver a fast, accurate and user-friendly solution to help our clients find the right IT hardware and accessory products at the right time, at the right price. Accurate product data also contributes to lower return rates which contributes to reduced GHG emissions related to product handling.”



Peeter Tamm
Head of Product at Markit

About 1WorldSync

1WorldSync® is the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 60 countries to share authentic, trusted content that empowers confident commerce and intelligent consumer purchasing decisions. Through its technology platform and expert services, 1WorldSync solves revenue-impacting product content challenges faced by leading brands and retailers in the CPG/retail, DIY, consumer electronics, IT, healthcare, and food service industries.

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