

Case Study



Hästens

Neo4j Enables Hästens to Create 360-Degree View of Customers & Drive Ecommerce Worldwide

INDUSTRY

Manufacturing

USE CASES

Master Data Management,
Graph-Based Search &
Real-Time Recommendations

GOAL

Create a 360-degree view of every customer for robust ecommerce

CHALLENGE

Integrate and then utilize data held in separate silos

SOLUTION

Neo4j collects, connects and makes instantly available customer and operational data globally

RESULTS

- Introduction of global ecommerce
- Dramatically improved service response times

Swedish beds manufacturer Hästens is using Neo4j to integrate and analyze its customer data across a complex web of global operations, enabling them to rapidly launch new ecommerce initiatives and optimize its marketing and customer services.

The Company

Founded in Köping, Sweden in 1852, Hästens is one of the oldest bed manufacturers in the world. It specializes in making hand-crafted beds and mattresses using natural materials such as flax, horsehair, cotton and Swedish pine. Its products are sold in around 275 outlets across 40 countries, including world-famous department stores such as Macy's and Harrods. Hästens has more than 200 employees and produces some 12,000 beds a year.

The Challenge

Hästens' decades-old culture of craftsmanship and "no shortcuts" has carried over into its modern ecommerce operation. In 2015, Hästens decided to integrate its IT systems worldwide and drive up sales, based on achieving a full 360-degree view of all its data, operations, customers and partners.

Kent Lovestjärna, Hästens Digital Media Manager, said: "We have a well-defined goal: to drive traffic to our stores everywhere. To do that we needed technology that could evolve and scale quickly."

To manage this global project, Hästens called in NetConsult, a Swedish ecommerce specialist. Anders Ekström, CEO of NetConsult, said: "Hästens' goal is to provide ecommerce to the whole world. Our target was to provide them with a 360-degree view of every customer."

This required the integration of data from Hästens' complex global organizational structure, which comprises 275 points of sale – including both Hästens and partner-run stores – which offer customers over 200,000 different combinations of bed components and colors.

Hästens was also using separate IT systems, including SAP for production planning and material handling, Salesforce for sales and marketing, and other standalone data silos. As Anders said: "Our job was to model this data structure and suck it all up – to integrate everything."

The Solution

NetConsult chose to collect all Hästens' critical data in a single core database, based on a master data management approach. This mass of inter-connected data – Anders calls it

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- Kent Lovestjärna
Digital Media Manager, Hästens



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- Anders Ekström
CEO, NetConsult

"relationship-intense" information – required a special type of data store. The solution was [Neo4j](#), a graph database designed to capture complex relationships between data.

Anders explained the choice of Neo4j over a traditional database: "It comes down to how the data is structured in Neo4j, which enables us to quickly build queries and retrieve data. We couldn't do that with a conventional SQL database; it wouldn't scale up. Using Neo4j, we can deliver code and new features much faster and with more flexibility than ever before."

Hästens' first crucial step was to use Neo4j to automate and optimize the management of requests for its product catalogue, dramatically cutting the time between order and delivery.

Kent said: "We know the people ordering the catalogue are the most likely to come into stores and buy our products – they provide a high ROI. Depending on customer location, it used to take four weeks for delivery. We've lowered that to two to three days worldwide."

Hästens and individual stores are also using the new knowledge to optimize their marketing, carrying out much more narrow-filtered campaigns targeted at where actual sales are.

Kent said: "Instead of the marketing team pushing everything to a particular country, we can target specific areas. Before we couldn't measure anything. Now we have Neo4j collecting everything, giving us full omni-channel marketing. That is the most important thing for us."

The Results

Hästens has also developed a Neo4j-based pricing engine which integrates all its bed and component prices across dozens of different currencies and languages. This can lock prices for products, or set specific prices for countries or customers it wants to target.

Using Neo4j, customers can also specify the exact bed they want via the "bed configurator" tool. This is integrated with SAP to automate production orders, previously a manual process.

Two even bigger projects are underway. Hästens is enabling every partner store worldwide to run their own website, yet fully integrated with Hästens' site under Neo4j. Stores can promote their own local services, while Hästens provides them with standard web modules, to manage its brand image and ensure up-to-date online data.

Hästens is also building an ecommerce webstore that will integrate online sales across its store and partner network. Stores will be able to present customers with pages tailored to their tastes and products they have already bought, using Neo4j's ability to rapidly retrieve this connected data. Kent said: "When the consumer logs in, we will know what bed they have, and then show them exactly the kind of products they need."

Kent concluded: "We're integrating Neo4j into the company to find solutions to challenges that we've been working on for years. What we are achieving with this single product is massive because we have no restrictions. We can do what we want to, and it's been really easy to integrate. It just works. The sky's the limit with Neo4j."

Neo4j is the leader in graph database technology. As the world's most widely deployed graph database, we help global brands – including [Comcast](#), [NASA](#), [UBS](#), and [Volvo Cars](#) – to reveal and predict how people, processes and systems are interrelated.

Using this relationships-first approach, applications built with Neo4j tackle connected data challenges such as [analytics and artificial intelligence](#), [fraud detection](#), [real-time recommendations](#), and [knowledge graphs](#). Find out more at [neo4j.com](#).

Questions about Neo4j?

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