

CASE STUDY

Leading Office Supplies Retailer Enhances Pricing Intelligence Across 24 Countries with Competera's Competitive Data

This case study explores how Lyreco, a leading distributor of office supplies in Europe, transformed its competitive price monitoring across 24 countries using Competera's Competitive Data solution. The implementation enabled comprehensive global market analysis of 180K SKUs, delivering more than 2.3 million data points monthly, with 95%+ product matching accuracy.

Executive Summary

Lyreco Group, a leading distributor of office supplies in Europe and the third largest globally, needed a more reliable competitive data provider to improve the quality of their market insights. After discovering Competera's capabilities through their acquisition of Staples Solutions in Central and Nordic Europe, Lyreco initiated a pilot in Germany to test the solution's effectiveness. The pilot demonstrated superior data quality with 95%+ product matching accuracy, leading Lyreco to select Competera as their preferred market intelligence provider. Starting with key European markets, Lyreco implemented and later scaled the competitive data solution to cover more than 180K products across 150+ competitors in 24 countries, delivering 2.3 million data points monthly.

Challenges

Lyreco was looking to replace their competitive data provider due to:



Unreliable market insights requiring manual validation



Limited ability to scale across multiple markets



Inconsistent data quality affecting business decisions

Solution

To address Lyreco's extensive competitive monitoring needs, Competera implemented its Competitive Data solution, delivering ready-to-use datasets of competitors' pricing with real-time insights:

High-Quality Data Collection – The platform ensures data accuracy through a two-step process:



Product Matching:

- Multi-layered matching combining AI algorithms with human validation
- 95%+ matching accuracy guaranteed by SLA
- Identifies correct product matches across competitor websites



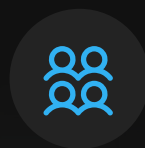
Data Collection:

- 99% data collection accuracy guaranteed for matched products
- 99% data coverage guaranteed for each website crawl
- Custom scraping logic adapted to each market, delivering:
 - Core product attributes across all regions (e.g., brand details, descriptions, barcodes, images, pack quantity, offering tiers)
 - Market-specific data points (manufacturer details for Singapore and Sweden, delivery terms for Germany)
- Dedicated client-specific crawling infrastructure



Comprehensive Market Coverage

- Monitoring of 180K SKUs across 24 countries
- Tracking of 150+ competitors
- Delivery of 2.3M data points monthly
- Data updates 1-2 times weekly per region
- 360-degree market view on identical products



Seamless Integration

- Automated data export to client's SFTP folder for seamless integration with Lyreco's internal CPMS software
- Standardized data delivery across regions
- Dedicated support team for implementation



Continued Partnership

Following successful implementations across multiple markets, Lyreco continues to **expand Competera's Competitive Data solution to additional regions.**

This ongoing collaboration demonstrates how reliable competitive data can **transform market monitoring capabilities at a global scale**, enabling data-driven decisions through accurate competitive insights.