



From Seasonal Chaos to Same-Day Collections with GenAI-Powered Data Automation



Executive Summary

Shop & Trade — a leader in international contemporary fashion, action brands and wellness distribution since 1994 — imports and distributes brands including Guess, Birkenstock, Salomon, Superdry, Steve Madden, Liu Jo, and Pepe Jeans across **1,700+ wholesale customers and 71+ retail points** in Greece, Cyprus, and SE Europe. With 200+ employees and multiple B2C e-shops (Bloobox, Superdry, Steve Madden, Salomon), the company faces a massive seasonal challenge: dozens of supplier Excel files in different formats and languages must be transformed into ERP-ready files and e-shop content before each collection launch.

LCM Go Cloud designed and deployed a **GenAI-powered data automation platform** on AWS — using Amazon Bedrock (Claude, Qwen) to power two connected pipelines: an ERP pipeline that translates, classifies, and generates master item files from raw supplier data, and an E-Commerce pipeline that produces bilingual product descriptions, SEO tags, and processed images per e-shop specification.

Following a successful proof of concept, LCM Go Cloud configured the production platform with **~50 supplier templates, 4 e-shops, and 100,000 images/month capacity** — reducing manual processing time by over 90% and compressing time-to-market from weeks to **same day**.

About Shop & Trade

A leader in international fashion, action brands and wellness distribution since 1994



Industry

Fashion, Action Brands & Wellness Distribution



Founded

1994 – 30+ years of operations in Greece



Brands

Guess, Birkenstock, Salomon, Superdry, Steve Madden, Liu Jo



Distribution

1,700+ wholesale customers, Greece, Cyprus & SE Europe



E-Commerce

Bloobox multibrand B2C + monobrand B2C platforms



Retail Presence

71+ corners, shops-in-shop, franchises & own stores

The Business Challenges

Every season, dozens of supplier files must become ERP entries and e-shop content — manually



Manual Data Chaos

Every supplier sends Excels in a different format, language, and structure. Staff spend days reformatting, translating, and classifying — per supplier, per season.



Time-to-Market Bottleneck

Products take days or weeks to go online, missing critical launch windows. Competitors with faster data workflows capture early-season demand.



Error Propagation

Wrong ERP codes, missed items, and format inconsistencies cost far more than labour when they propagate downstream to e-shops and warehouses.



Scalability Ceiling

Adding a new supplier or e-shop required proportionally more headcount. The manual process could not scale with the company's brand portfolio growth.

The Solution

One platform, two connected pipelines — from raw supplier Excels to ERP-ready and e-shop-ready outputs

ERP Pipeline

- Auto-detects any supplier Excel format, columns, and attributes
- AI-powered translation from any language to Greek and English
- Classification and mapping to Shop & Trade's ERP taxonomy
- Generates Master Item, Variant, Barcode, and Cancellation files
- Order Confirmation reconciliation and validation

E-Commerce Pipeline

- Standardises ERP export for e-shop compatibility
- GenAI bilingual product descriptions and SEO tags
- Image processing: rename, resize, reformat per e-shop specs
- Warehouse and Barcode master updates with change flags
- Automatic step chaining — zero manual re-uploads

GenAI & AWS Foundation

- Amazon Bedrock (Claude) for translation, classification, and content
- Amazon EC2, S3, DynamoDB — encrypted at rest (AES-256) and in transit
- Role-based access: SuperAdmin, Admin, ERP user, eShop user
- Full audit trail — every AI interaction and transformation logged
- CloudWatch observability, WAF, and S3 upload scanning

Key Capabilities Deployed



Multi-Supplier Format Handling

Auto-detects any supplier Excel format, column naming, and attribute conventions



AI Translation & Classification

Translates and maps product attributes to ERP taxonomy using LLMs on Bedrock



ERP File Generation

Produces Master, Variant, Barcode, and Cancellation files ready to import



Content Enrichment

Generates bilingual descriptions, SEO tags, and category assignments with GenAI



Image Processing

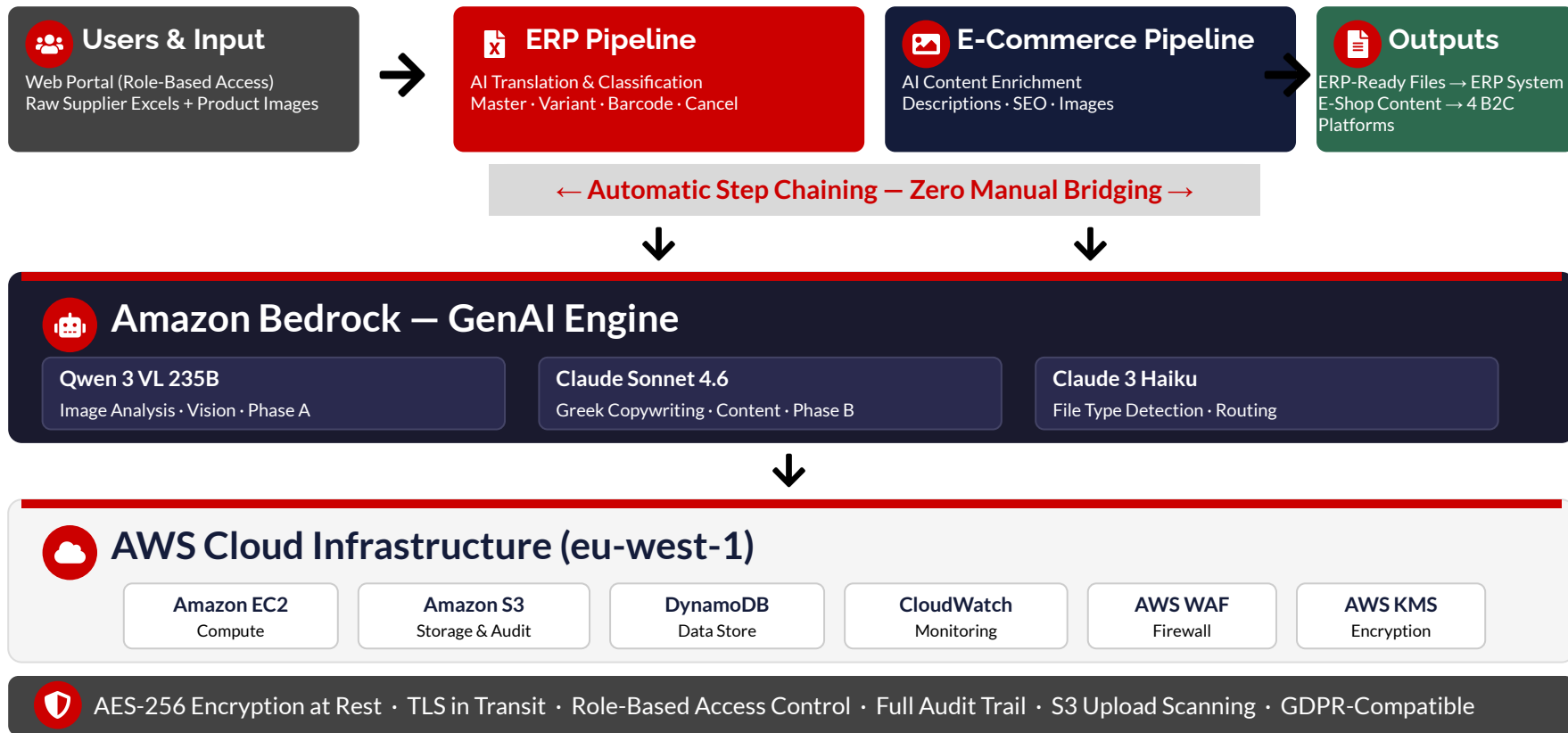
Renames, resizes, and reformats images per each e-shop's specifications



Full Audit Trail

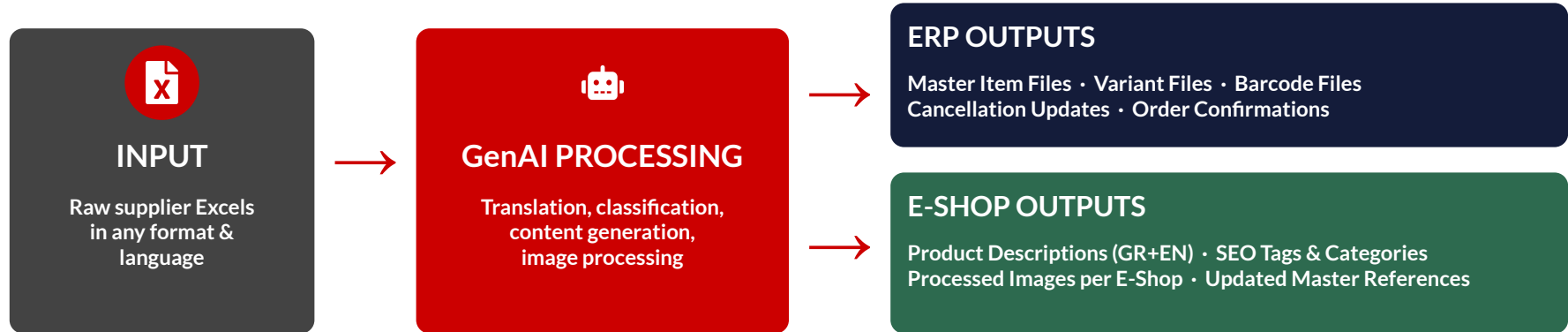
Every file, AI interaction, and transformation logged in AWS S3

Solution Architecture



Platform in Action

One input, two outputs — automatic step chaining with zero manual bridging



Both pipelines are connected through automatic step chaining — one input produces two sets of outputs with zero manual intervention.

Outcomes & Results

90%+

Reduction in
Manual Processing

Same Day

Time-to-Market
vs. Weeks

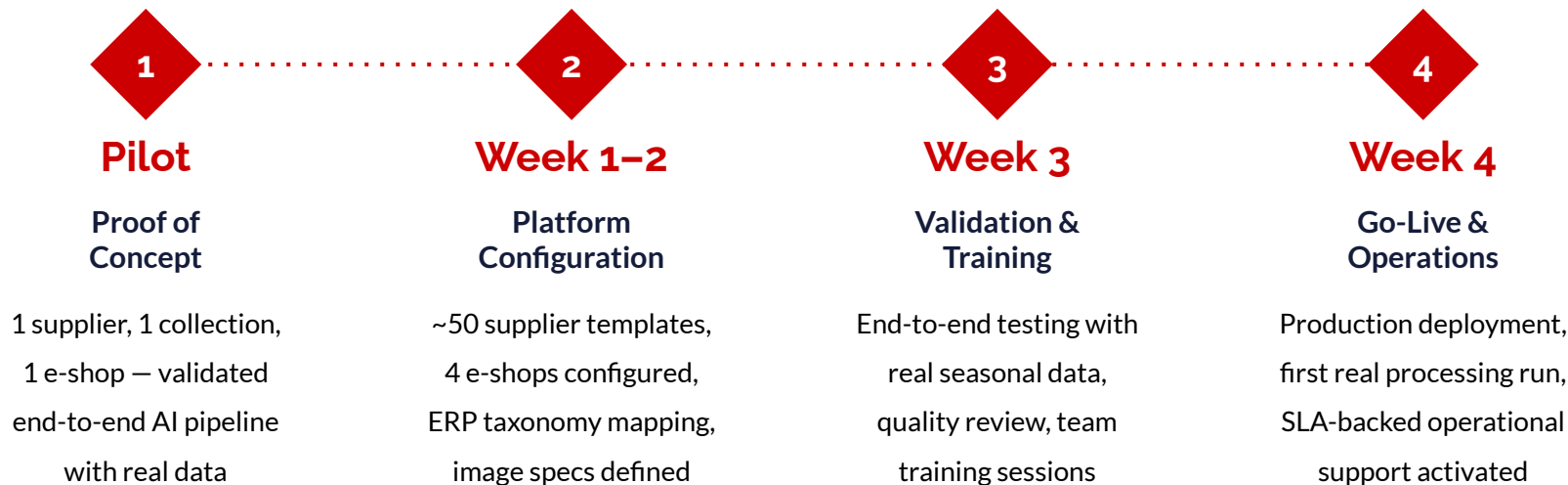
50+

Supplier Templates
Configured

- ✓ Two connected pipelines — ERP + E-Commerce — with automatic step chaining and zero manual bridging
- ✓ GenAI-powered translation, classification, and content generation using Amazon Bedrock (Claude)
- ✓ 4 e-shops configured and operational: Bloobox, Superdry, Steve Madden, Salomon
- ✓ 100,000 images/month processing capacity with automated renaming, resizing, and reformatting
- ✓ Full audit trail — every file, AI interaction, and transformation logged and stored securely in S3
- ✓ Scalability unlocked — adding a new supplier or e-shop is configuration, not headcount

Delivery Timeline

From proof of concept to production platform in a phased approach



Built on a Security-First Design

LCM Go Cloud designed the infrastructure AND secured it – security built in from day one

GOs Platform Infrastructure (new)

- ECS Fargate (4 clusters) with Container Insights
- RDS PostgreSQL with force_ssl and audit logging
- FortiGate NGFW with dual-ENI in-line inspection
- CloudFront + WAF with auction-specific rate limiting
- S3 encrypted storage with Block Public Access
- ECR with ScanOnPush + IMMUTABLE image tags
- Route53 DR failover to Ireland (eu-west-1)
- SSM Session Manager replacing SSH access

CloudPosture Security Layer (new)

- 644-check security assessment across 6 standards
- FortiGate + GuardDuty layered threat detection
- CMK encryption architecture
- Pre-auction security checklist for 12 annual auctions
- GenAI-powered remediation roadmap
- Continuous weekly monitoring & drift detection
- Knowledge transfer 50% under budget

Security & Compliance

Enterprise-grade AWS security protecting product data and AI processing pipelines



Encryption

AES-256 encryption at rest for all data in S3 and DynamoDB, TLS encryption in transit, KMS key management



AWS WAF

Web Application Firewall protecting the platform portal against exploits, bots, and injection attacks



Role-Based Access

Four user roles — SuperAdmin, Admin, ERP user, eShop user — with granular permission controls



Full Audit Trail

Every input, output, AI interaction, and user action logged with timestamps and stored securely in S3



S3 Upload Scanning

All uploaded files scanned for malware and validated before entering the processing pipeline



GDPR Compliance

EU data residency (Frankfurt region), no customer data used for AI model training, data retention policies

About LCM Go Cloud

Advanced AWS Consulting Partner

Based in Athens, Greece with offices in Cyprus. LCM Go Cloud specialises in Cloud Resilience and GenAI solutions for enterprise clients, with deep expertise in AWS infrastructure, disaster recovery, and AI/ML workloads.

- ✓ Multiple active AWS certifications at Professional and Specialty levels, and multiple AWS Competencies
- ✓ GenAI solutions delivered across distribution, retail, manufacturing, legal, education, financial services
- ✓ GenAI TradeIntel is part of the Applied GenAI portfolio — combining cloud expertise with Bedrock-powered AI
- ✓ Production-grade AI on AWS solving measurable business problems for mid-market enterprises
- ✓ Full-stack ownership: infrastructure, AI agents, user interface — one partner, one SLA

Let's Talk!

See how your next collection flows from
Excel to ERP and e-shop — same day.

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