[INTERVIEW]
CTO Trish Keller about the first steps to accelerating CITIZEN's digital with good product data from the Perfion PIM system

I don't think anybody in Management really realized the value of this and a lot of times people will say:

"Well, if you've got eleven databases, who cares? It's all working, right?", but I think it was identifying the problems and really putting that out there and saying: "this is the problem that we have and this is how much money we are paying to support that problem instead of trying to find a solution".

And I do think that I went through many iterations and discussions. When I started, I was a Vice President of IT for CITIZEN Watch and I came in with the task before me to get us off legacy and there had to be that kind of conversation as well, that if we're going to get off legacy then we're not going to be pulling data for a website from a Lotus Notes database that is on an AS/400.

We have to start being nimble. We want to accelerate our digital, which we've been talking about for years at CITIZEN, and if we're going to do that we have to be nimble, we have to have good data, and it was basically, then, getting buy-in from Marketing and the Product Development Team.

Everybody, once they saw it, went: "Oh my Gosh!" The light went on. "This is what we need!"