

Leading Companies run Heiler Software



KRAMP FOCUSES ON LONG TAIL AND EFFICIENT CUSTOMER RESPONSE IN ITS E-COMMERCE STRATEGY

Tines, hand tools and hydraulic motors are the order of the day at Kramp. Spare parts for agricultural machines – that doesn't sound very innovative... Kramp, based in Holland, is Europe's largest wholesaler of accessories and spare parts for motorized equipment, agricultural and construction machines. The company's business model and e-commerce strategy is exemplary.

“We want to make it easier for our customers, partners and suppliers”

„We believe in the future and the power of e-commerce“, say CEO Eddie Perdok. Kramp stocks over 400,000 items from 2,000 suppliers. The company wants to extend the deliverable stock to 1 million items and is using the long tail strategy to implement this.

Previously stock policies in distance selling always meant having limited space. In the catalogue there were only a certain number of pages available. Even the logistics were limited – warehouse storage limited the possibilities so much that the majority of companies tried to find the “perfect catalogue range” with the largest number of bestsellers.

“Compared to other sales channels, the internet gives us significant cost advantages“, says Eddie Perdok. The digital department store consists of servers that can be easily extended at any time. Adding a new product requires no more than a few additional entries in a database.

The challenge is that the product data must be obtained from the suppliers and then distributed before products can be presented in a shop. The range is therefore often limited because the product data cannot be efficiently updated.

This is where new PIM strategies come into play. With its Product Information Management solution Kramp has the opportunity to develop and administrate an extremely large range of goods. This gives the wholesaler an integrated process as suppliers provide their range electronically. These data are checked and stored centrally. The next step is to carry out structuring and processing for presentation in the shops and in other sales channels.

Since mid 2010 the Dutch company Kramp Groep has been working with the Product Information Management (PIM) solution from Heiler Software. Europe's largest wholesaler of spare parts for agricultural machines and accessories focuses on managing all product data from a central data source for all sales channels and languages.

“The crucial reason for choosing Heiler Software was the professional, simple handling of mass data especially in transferring supplier data into the supplier portal“, says Ronald Renskers, Project Leader for the area of data quality. This is one particularly important requirement of Kramp's strategy.



Bringing suppliers, specialist retailers and end customers together

Exact product descriptions help sales. Collecting and organizing information is extremely important for a wholesaler like Kramp. The manufacturers have the best product information. These data have to be optimally and above all easily transferred. In order to work as efficiently as possible the rule is “100% supplier self-service“. With the aid of a supplier portal Kramp can enable its suppliers to complete this step easily and directly.

In e-commerce, Kramp wants to bring suppliers, intermediaries and end customers closer together. “We want to make it easier for our customers, partners and suppliers“, says Eddie Perdok. “With Heiler Software we have found a partner who is on the same wavelength as us. A central product and master data platform is the basis for our multi-channel commerce strategy“, he says.

Kramp uses the IBM WebSphere Commerce as its e-commerce system. The web shops, currently available in 10 languages, are fed with a standard interface from the Heiler PIM system as the central source. Further expansion is in the planning stage.

**Efficient Consumer Response:
Customer feedback as the correcting variable**

“We want to bring customer opinion and supplier knowledge together”, explains Eddie Perdok. “Online customer evaluation combined with the knowledge of the manufacturer puts us in the position of being able to optimally control our stock”. In e-commerce, manufacturers, retailers and customers are coming closer and closer together. Kramp follows the idea of efficient consumer response driven by the search for perfect product data as the basis. Six months ago things were different at Kramp.

“Communication with the suppliers was particularly difficult which made things slow and cost intensive”, says Robert Varga, IT Manager of Kramp Groep who was responsible for the introduction of the central product data platform. The entire process from

The deciding basis for the success in multi-channel retail was laid by the corresponding processes, organizational structures and IT systems* (GfK-Accenture Panel; Multi-channel 2015) The development of such abilities is a Herculean task for every wholesaler as after laying the foundations they then have to take the step-by-step route to multi-channel wholesaler.

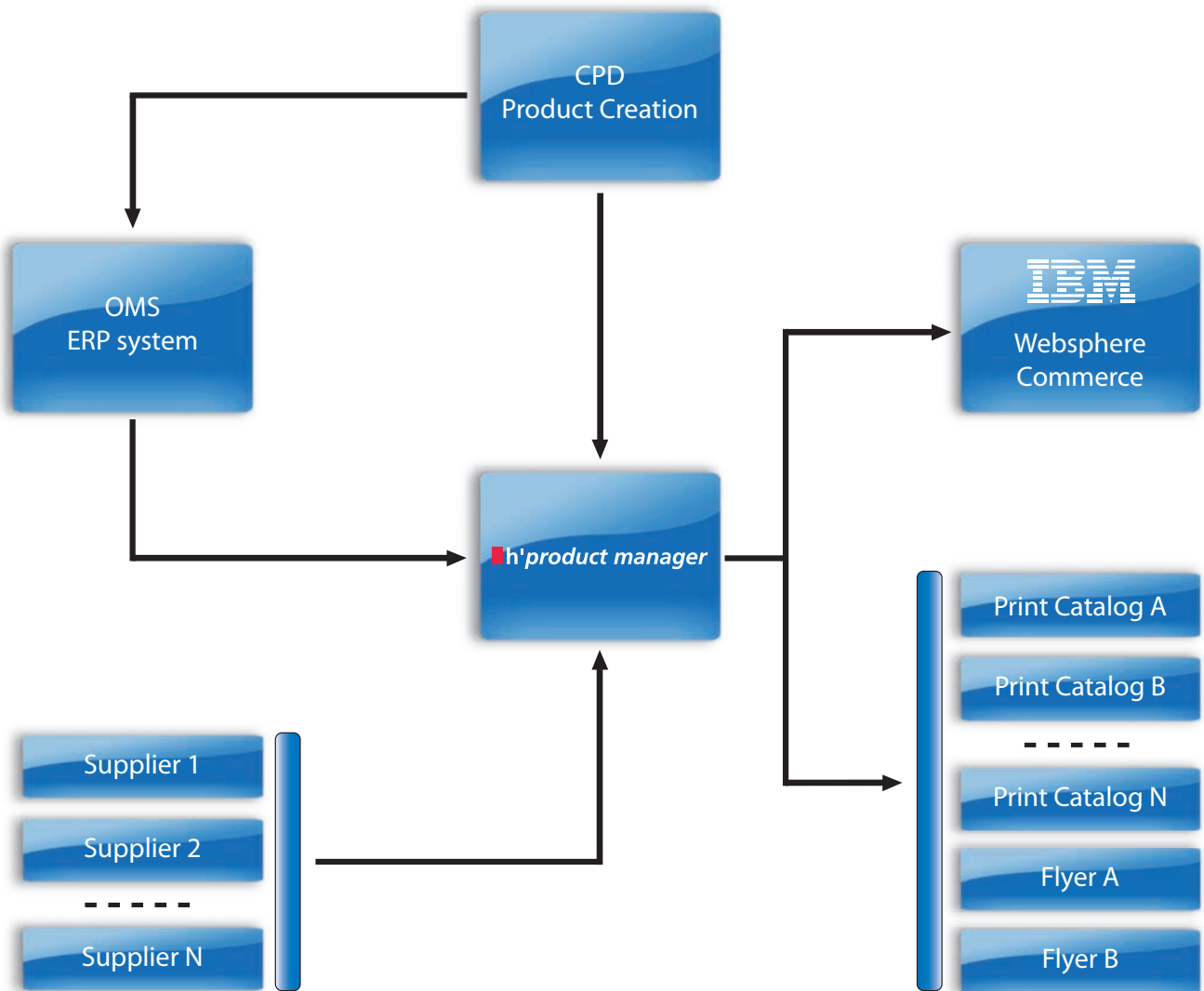
Kramp laid these foundations long ago and is expanding in Europe. Online shops in various other languages are to follow. “These should be more individually adjusted to partial target groups”, say Eddie Perdok, looking towards the future. He is also certain that the principle of cooperation and collaboration will also determine future business in the aftermarket. “Potential exists wherever complementary products are sold online”.



More collaboration in the supply chain: Due to its close links with specialist retailers and manufacturers, Kramp can increase data quality. This creates customer satisfaction and an increase in sales in e-commerce.

the request for product data through to transferring the data into the range often took weeks. E-mails were sent, replies received, numerous telephone calls made and even data carriers were sent by post. “With Heiler as both a system and a partner we are now able to centrally and continuously control the entire process from supplier integration right through to selling”, says Robert Varga happily.





The central pool for all product data supplies all sales and marketing channels in Kramp's multichannel strategy. This begins with integrating supplier information and ends with presenting the products in various catalogues and online shops.



The CEOs Rolf J. Heiler and Eddie Perdok in the fully automated warehouse at Kramp. Kramp wants to expand the available range in the virtual warehouse to 1 million items through focusing on the long tail strategy.

Project factors

- » 1 million deliverable items
- » 2,000 suppliers
- » 200 PIM users
- » Web shops in 10 languages
- » Heiler Product Information Management (PIM) features a standard interface to IBM WebSphere Commerce

Advantages:

- » Quick ROI due to short implementation phases
- » Better customer satisfaction due to optimal data quality
- » Higher margins and turnover in e-commerce due to niche items in long tail
- » Easy, professional handling of mass data lowers process costs
- » Short product introduction times to new markets

Kramp Groep in figures

- » €340 million in sales in 2010
- » 10,000 orders per day
- » €70 million worth of stock in storage
- » 40,000 customers in Europe
- » 1,200 members of staff
- » Founded 1951



About Kramp

Kramp is Europe's largest wholesaler of accessories and spare parts for motorized equipment, agricultural and construction machines as well as industrial components. As a technical wholesaler and service provider, with a deliverable range of over 1 million items, Kramp is a strategic partner for specialist agricultural and motorized equipment retailers, industrial companies and manufacturers.

Heiler Software AG

Heiler Software AG is a leading provider of enterprise product information management solutions for all sales channels. Heiler Software enables retailers and manufacturers to manage all product data from a central data source for all sales channels and languages. Anytime, anywhere.

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