



# HAGEMEYER

## About Hagemeyer

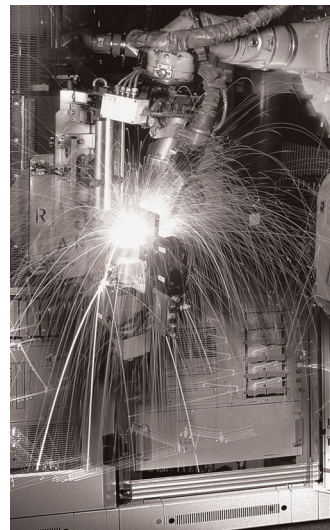
Deutschland (ETG J. Fröschl): Hagemeyer Deutschland (ETG J. Fröschl) is one of the biggest trading enterprises for electrotechnical products in Germany with more than 90 subsidiaries and over 4,000 employees. Fröschl offers products in the segments electrical installation, illumination, domestic engineering, electric appliances, data and network technology, and telecommunication. In these sectors the group gained an annual turnover of more than one billion Euro. In Kirchheim-Heimstetten, near Munich, the company operates its own logistic center. ETG J. Fröschl is a subsidiary of the Dutch Hagemeyer group, one of the leading suppliers of electronic products, security technology, and MRO. The Hagemeyer group achieves a turnover of approximately 10 billion Euro, and employs ca. 24,000 employees.

## Hagemeyer International controls, maintains, and refines product data together with Heiler

Electric wholesaler Hagemeyer Deutschland (ETG J. Fröschl) applies the Heiler Product Manager for its product data management and can thus maintain the 600,000 items of its ca. 4,000 suppliers very efficiently, as well as generate electronic catalogs and print catalogs with customized catalog data for the e-procurement systems of its customers.

Traders and distributors face a new challenge. Through the application of e-procurement solutions in the purchase the demand for electronic catalogs increases considerably. But the existing ERP-solutions and print-catalog solutions for wholesalers are not designed for a preparation of electronic catalogs. Electronic catalogs combine the requirements for the marketing data quality (pictures, descriptions,...) and the quality of printcatalog solutions with ERP-specific commercial data. Further requirements arise: customized assortments with customer prices have to be generated automatically, a multitude of formats has to be considered, the speed of update catalogs permanently increases, print, CD-Rom, and sellside catalogs have to be produced from one source. In addition the demands on purchase, and product management also grow, because the product raw data are supplied by a number of suppliers and manufacturers.

By the required data up-to-dateness the requirements for the integration and the validity of the product data increase. The maintenance of the data has to be performed centrally in order to ensure a consistent and collaborative process from the purchase up to the sale. In order to be able to meet these requirements ETG J. Fröschl applies the Heiler Product Manager for its company-wide product-data management-system.



- Efficient maintenance and control of ca. 600,000 items
- Generation of specific eprocurement catalogs for customers of the user
- Generation of print, online or CD-catalogs
- Central administration of the product data in only one system
- Versioning of the data in the master catalog and in the ERP-system
- Collaborative processes from the purchase to the sale
- Transparent processes at low prices

Through Heiler Product Manager, Hagemeyer Deutschland (ETG J. Fröschl) is able to centrally administer the data of approximately 600,000 items and ca. 4,000 suppliers in a single system. It is subdivided into three core sectors:

#### Integration of supplier catalogs:

Aim of the integration of supplier catalogs is the integration of the data of the suppliers and manufacturers with different electronic formats, their check, and first allocations or other automated refinements. The processing status is recorded with respect to the supplier; the history of the check and refinement steps is constantly under control. The versioning of the data is also ensured. At the end of the integration the central product data file is approved.

#### Central product data file:

After the catalog integration the product data are transferred into the product data file (master catalog) and into the ERP-system. In the product data file the data are consequently and continuously processed, maintained, and allocated. Marketing data are as much maintained as classifications of logistic and commercial data. Moreover the data are compared with the ERP-system. The versioning of the data in the master catalog is ensured.

#### Assortment composition:

Customized catalogs are created based on the master catalog. For this assortment composition customer prices – e.g. prices or discounts – are added automatically from the ERP-system. The catalogs are checked and exported in the format desired by the customer. Thus they form the individually prepared input, which can directly flow into the e-procurement systems of the main customers of ETG J. Fröschl. Just as in the previous catalog types the attention is turned to the versioning of the customer catalogs in order to

ensure the traceability. Besides for digital e-procurement catalogs the same data can be used for the production of catalogs for the online trade or the traditional sales via print catalog or CD-ROM the same way. The whole product data are managed in a central system with consistent and collaborative processes from purchase to the sale. Thus ETG J. Fröschl can produce highquality catalogs quickly, customized, and at low process costs.

After finishing the implementation of the Heiler Product

Manager the solution of Heiler Software AG is intended to be applied at international level in the Hagemeyer group.

