



The Intronics Group is a business to business importing trade firm that consists of six subsidiaries of which two are located in The Netherlands, Sweden, Belgium, Spain and Poland. Intronics The Netherlands currently supports three strategic business units knowing: solutions, connections and security.

Solutions focuses on computer cabling, networking equipment and components and signal switching and extension solutions whilst connections concentrate on industrial components and industrial automation.

## ENTERPRISE PIM AS A BASIS FOR MULTI-CHANNEL RETAIL

Intronics boosts customer retention thanks to perfect product data and services in all channels

» *“Our constant renewal and enhancement of our assortment are crucial to this company's success. Our catalog and online shop represent the most important but also the most convenient sources of information for our customers.” This is how INTRONICS, the Dutch wholesaler specializing in computer and network technology, describes the elements that lie at the heart of its business. As a central Enterprise Product Information Management (PIM) system, Heiler Product Manager therefore serves as a basis for supplier integration, maintenance and classification of product data and product communication in print and e-commerce.*

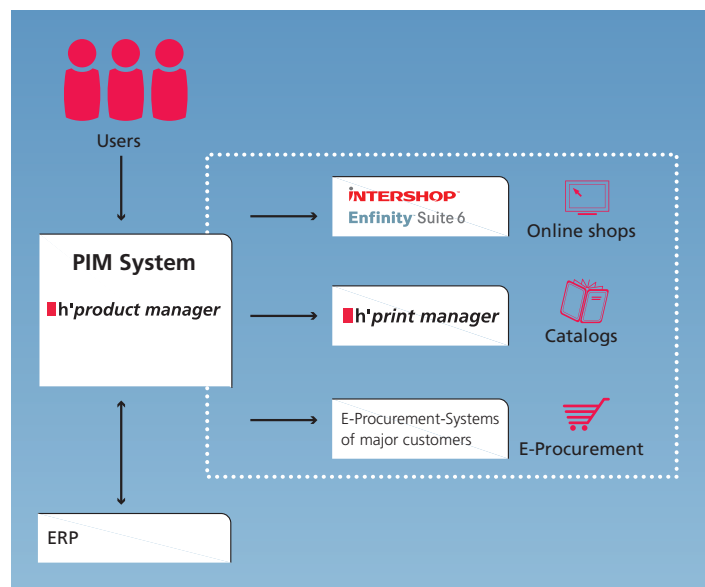
With an assortment exceeding 5,000 items, Intronics provides a range of products to diverse business customers. These include the financial sector, electronics manufacturers, public bodies and system integrators that also operate as resellers. The vitality and ever-increasing size of the

company's assortment constitute particular challenges for product data management.

### Heiler Product Manager will be the main system

From now on, Heiler Product Manager will be the main system for the item structure, which it

will make available in catalogs and e-business. Intronics uses its own internal schema for product classification. Meanwhile, the Intershop Enfinity Suite will be used as an e-commerce solution in all countries where Intronics distributes its products. Thanks to a standard interface, the PIM



### BENEFITS

- Improved customer retention thanks to outstanding data quality and services.
- Faster time-to-market in all international sales channels.
- Optimal exploitation of cross- and up-selling potential.
- IT and process costs are reduced.

solution ensures consistent product data in the online shops.

### Seamless integration

Seamless integration with the ERP system guarantees consistent product information. Intronics uses its own internal schema for product classification. "For us as wholesale distributors, up-to-date product data is the most important factor in our success. Our customers expect up-to-date, detailed product information. At any time, anywhere, and in a range of channels. Our B2B shop for customers already accounts for 30% of our sales. A high level of usability and fast response times are important, as is the availability of a customer portal, where all transactions can be dis-

played. And, of course, we can't forget the orders received by phone and fax", notes Managing Director Marc Swolfs.

### Think international

Previously, a separate database existed for each print publication and each online shop for international sales in the Netherlands, Poland, Sweden, Spain, Great Britain and France. In addition, each of the online shops offered a different range of functions. "This just wasn't an effective solution", according to Roel Bonder, Head of Product Management at Intronics.

### Up-Selling and Cross-Selling

The combined solutions from Heiler and Intershop allow

Intronics to pursue clear objectives. Roel Bonder explains the main motivation behind the implementation as follows: "We want to accelerate the launch of new products and exploit the full up-selling and cross-selling potential in multi-channel trade, all based on flawless data quality".

### Automated Print Catalogs

In addition to the online shop, the wholesaler needs to create printed price list catalogs and interface with the e-procurement systems of its major customers. Heiler Print Manager automates the creation of these printed catalogs numbering more than 400 pages in six languages. The export of customer-specific electronic catalogs for key accounts ensures that the e-procurement solutions of these customers are supplied directly with the information they require.

### Go-to-Market Strategy

The new end-to-end solution supports the business model and go-to-market strategy:

Where product data was previously distributed across various systems, such as ERP, online shop,

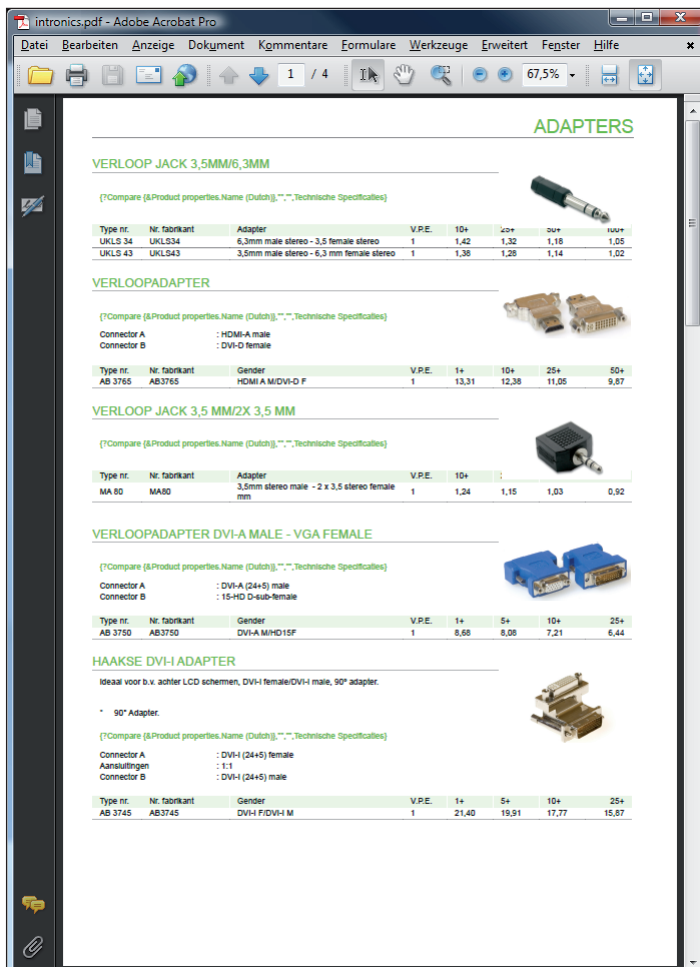
warehouse management and media databases, Heiler Product Manager now provides a central platform for this data. This platform is capable of supplying data, including customer-specific assortments, to B2B and B2C shops.

Intronics uses clear segmentation to ensure the best possible fit between product and market. "Now we can offer our customers a full range of services that are perfectly tailored to meet their needs. We position ourselves in the market as an import trader and we sell our items to a wide range of customers along the supply chain - from other wholesales to online shops and retailers", explains Marc Swolfs.

### Implementation partner:



www.eperium.nl



The automated print catalog is part of the multi channel strategy.

## CENTRAL PRODUCT DATA FOR ALL SALES CHANNELS AND PROCESSES:

- Increased customer loyalty thanks to personalized product information.
- E-catalogs for key account customer e-procurement systems.
- Print catalogs and price lists are created in six languages at the touch of a button.
- Seamless integration of the online shop with Intershop Enfinity Suite.
- Translation processes were optimized for international sales in the Netherlands, Poland, Sweden, Spain, Great Britain and France.