

Andreas Stihl AG & Co. is the global market leader for chain saws, and furthermore the company produces a great number of other motor-driven appliances. Among others these are motor scythes, separating grinders, and blow and spray devices. Of the production shop, founded 1926 by Andreas Stihl in Stuttgart, has become a globally operating company. The Stihl group disposes of manufacturing plants in Germany, Brazil, the USA, Switzerland, China, and Austria, as well as of additional distribution companies in 24 countries, and thus it is present at all five continents of the world. The Stihl group with its 6,800 employees world-wide was able to increase its turnover in the fiscal year 2000 by 23.7 percent to 1.4 billion euro. Approximately 80 percent of the turnover have been generated abroad. The German headquarters, the Andreas Stihl AG & Co., disposes of seven plants at four sites, and together with the German distribution association it occupies ca. 3,500 employees. Since Stihl sets great store by service the products are only available at specialized dealers.

## Andreas Stihl AG & Co. decides in favor of the Premium Business Catalog

**Efficient search engine and very easy handling: This combination turned the balance for the catalog system of Heiler Software AG.**

Andreas Stihl AG & Co. goes for the Premium Business Catalog (PBC) for the reorganization of their procurement to electronic catalogs. The purchasers will comfortably chose C-items, and MRO-goods at their PC, and transfer the data to the connected materials management system SAP R/3 MM.

Thus procurement processes can be handled much quicker than before. Because the systems of Heiler and SAP are adjusted to each other, the users can quickly familiarize. The administrative effort stays small. "The Premium Business Catalog disposes of

several possibilities to facilitate the product choice for the user", Oliver Schnabel praises the user interface of the PBC. The team manager of purchase at Stihl also appreciates the simple, but efficient administration of the catalog system: "Another release is the administrative environment. We can allocate catalog views to certain user groups, and set up company-wide purchase baskets." Since the PBC is completely based on the BMEcat-standard, the maintenance of the supplier data is no problem at all: prices and products can be updated at any time without a great effort.



Heiler Software AG  
Mittlerer Pfad 5  
D-70499 Stuttgart  
Telephone + 49 (0) 7 11/1 39 84-0  
Telefax + 49 (0) 7 11/8 66 63 01

- Heiler Premium Business Catalog as a complementary product to SAP
- Item election with the aid of classification systems, like eClass, ETIM, and UNSPSC
- Simple catalog connection due to the re-certification of PBC for the OCI-interface of SAP EBP
- Assortment transparency by efficient catalog engine, among others resemblance search, iterative search
- Standardized data transfer based on the BMEcat-compatible PBC
- Comprehensive services, like catalog implementation, content consulting, and data management
- Supplier connection with the aid of attractive services, like consulting and catalog-data conversion

**Heiler PBC and SAP EBP – the highly attractive complete solution for global players**