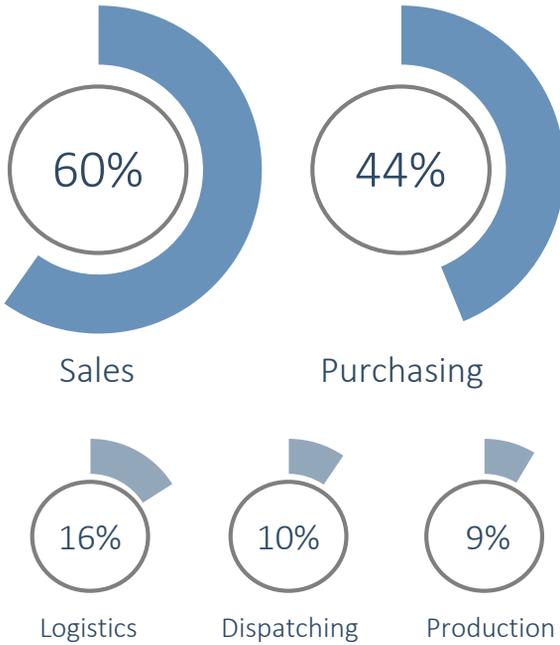


eCl@ss – Benefits, goals and uses

Areas in which companies use eCl@ss



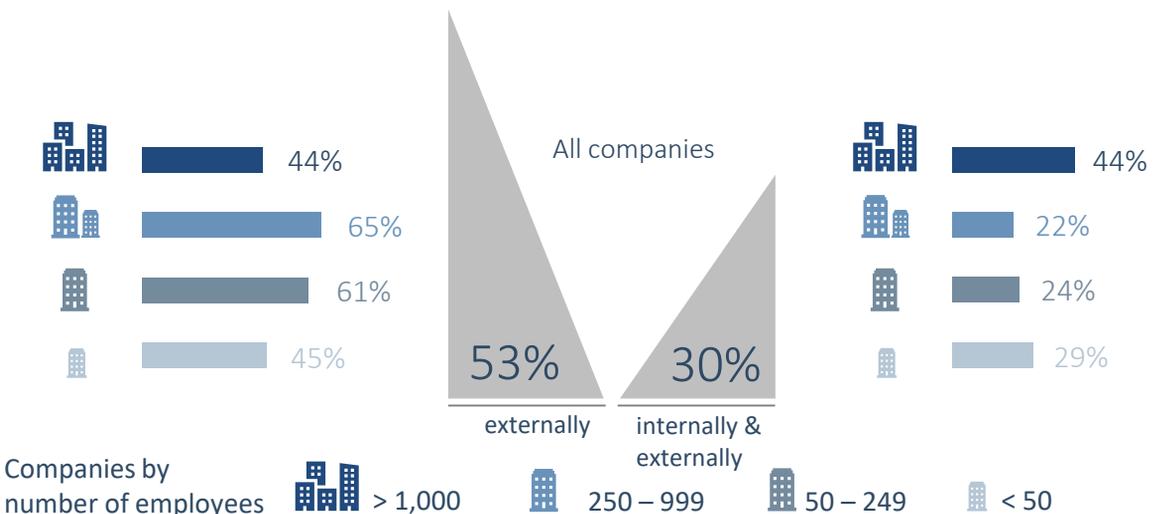
Sales and purchasing dominate

eCl@ss is primarily used in the areas of sales and purchasing. However, usage varies with the size of the company:

In sales operations, eCl@ss is used with particular frequency by companies with between 50 and 1,000 employees. For purchasing purposes, the standard is primarily used by large companies with more than 1,000 employees. However, small companies (<50 employees) also use eCl@ss relatively frequently in their purchasing operations.

eCl@ss facilitates external networking

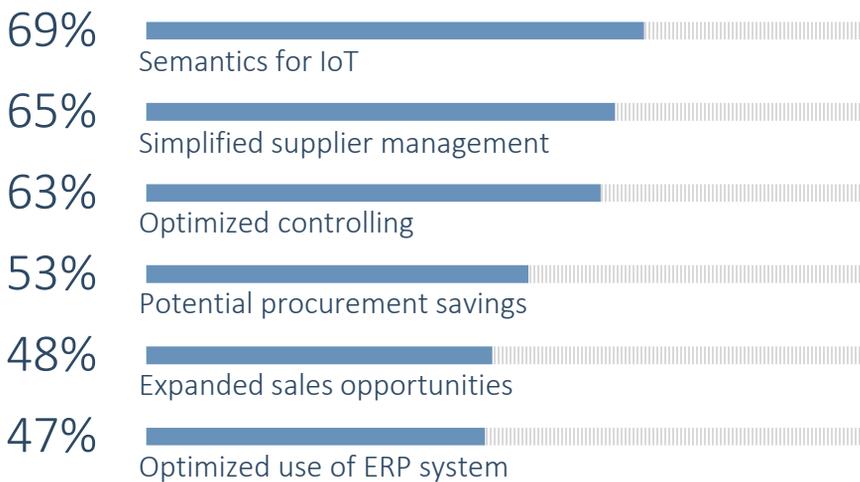
More than half of all eCl@ss customers use the standard for external networking purposes. Three out of 10 companies use it to support both internal and external networking activities. Large companies in particular integrate eCl@ss into their processes. Companies with fewer than 1,000 employees more often use eCl@ss only for external networking purposes.



Purposes for which companies use eCl@ss

eCl@ss paves the way for the internet of things

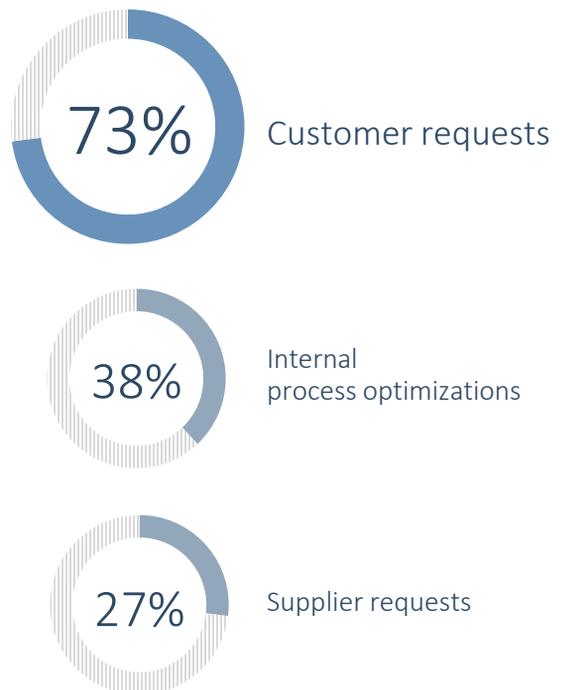
eCl@ss supports companies in many areas. Its use often adds value in a way that brings companies closer to their goals. Seven out of 10 companies use eCl@ss as a semantic standard for the internet of things (IoT). For just over 60% of companies, the use of eCl@ss helps simplify supplier management and optimize controlling practices. About 50% of users find that it saves them money in their procurement, expands their sales opportunities, and enables optimized use of ERP systems.



Customer requirements dominate

The motivation for introducing and using standards comes primarily from customers. Often, the introduction of eCl@ss is also intended to achieve internal process optimizations.

About a quarter of companies introduce eCl@ss due to requests from their suppliers. Large companies with more than 1,000 employees in particular are increasingly motivated by the needs of their suppliers, while companies with fewer than 1,000 employees tend to react more passively to customer demands.



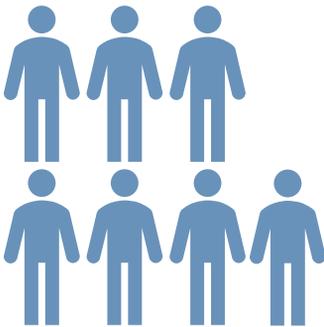
Source: IW Consult; 2018 eCl@ss customer survey, aggregation of “to a great extent” and “to an average extent” responses regarding achievement of specific objectives, aggregation of “very important” and “important” responses regarding motivation for introduction.

eCl@ss – Savings potential & satisfaction

Company savings through the use of eCl@ss

Companies typically expend an average of **3.1 working days** per employee per year on the management of product master data. The use of eCl@ss can result in savings of **1.4 days** per employee per year.

Use of the standard provides the average eCl@ss user (around 5,000 employees) with annual savings of:



7,000 working days

Given a daily pay rate of €600 for IT specialists, this corresponds to a **productivity gain** of:

€4.20 million

Companies typically incur an average cost of **€643** per employee per year for the management of product master data. The use of eCl@ss can result in savings of **€330** per employee per year.

Use of the standard provides the average eCl@ss user (around 5,000 employees) with annual materials-costs savings of:



€1.65 million



€5.85 million

in cost savings per company through the use of eCl@ss

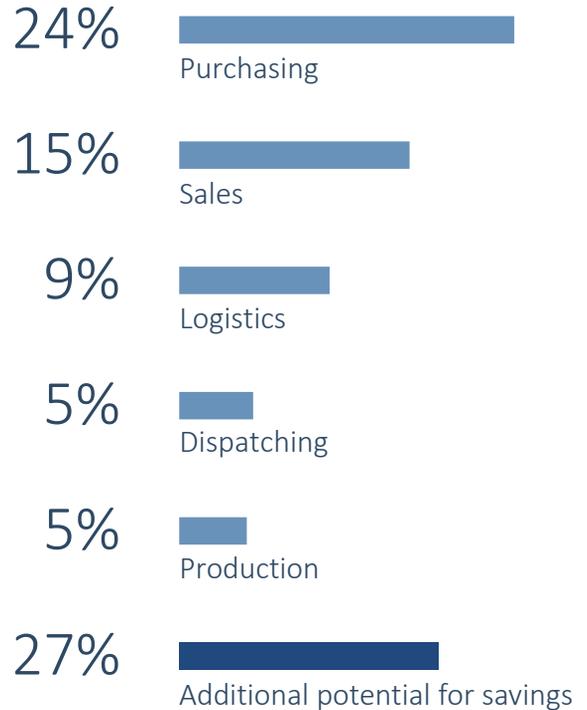
Where companies save through the use of eCl@ss

Companies show the greatest savings in their purchasing operations

Companies most often see savings through the use of eCl@ss in their purchasing operations: One-quarter of companies reported savings in this area. Among the largest companies, or those with more than 1,000 employees, 45% recorded savings in their purchasing operations.

Very small companies, or those with less than 50 employees, benefited to an above-average amount in their sales (19%), logistics (14%) and production (11%) operations.

Just over one-quarter of companies estimate that integrating eCl@ss further into their processes would increase the resulting savings. Among companies with more than 1,000 employees, this figure is 45%. Thus, large companies have more scope for greater integration of eCl@ss, and thus for additional savings.



What our customers say about eCl@ss

Very strong customer satisfaction

eCl@ss impresses – Four out of five users are satisfied with eCl@ss as a product
The association’s work is also paying off – 83% of customers say they are satisfied with the eCl@ss association.



80%

eCl@ss as a product



83%

With the eCl@ss association

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Source: IW Consult; 2018 eCl@ss customer survey, aggregation of “very satisfied” and “somewhat satisfied” responses