Symbiosis with eCl@ss ... Pain and Pleasure in Using the Standard
3M at a glance

More than 55,000 products

One third of our sales come from products developed within the past five years

91,000 employees worldwide

Operations in 70 countries and sales into 200

You are likely to come across 3M Science more than 100 times every day

Approximately six per cent of our revenue is reinvested into research and development around the world

8,100 researchers worldwide

85 research and development facilities spanning 36 countries

More than 50 Customer Innovation Centres around the world

200 manufacturing facilities across 37 countries

We have 117,000+ registered patents

Our scientists amass patents at an average of more than 3,000 per year

You are rarely more than three metres away from 3M Science

More than 2.3 million tonnes of pollutants eliminated since 1975

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Introduction to our business groups

$32.8 billion

2018 revenue

Health Care
$6.0 billion

Safety & Graphics
$6.8 billion

Industrial
$12.3 billion

Electronics & Energy
$5.5 billion

Consumer
$4.8 billion
• Class.Ing supports many companies in optimizing and validating product data for the digital era.
Market Demands Product Data in Different Standards
...one of them is eCl@ss

- 3M's requirements are part of the market requirements
  - Class.Ing supports them on a daily basis for our customers

- Transfer formats

- Classification standards

- Data content

**Our tasks:** Collecting and improving product data as well as provision for various digital channels
Relevant Industry Standards

A common way, within an industry, of sharing product content.

**Classification Systems**

**Delivery Format**

**Involved BGs (Market Driven)**

- **Consumer** (Retail, DIY, FMCG...)
  - **Healthcare** (Hospitals, Buying Groups...)

- **Industrial/Channel** (Distributors, various Platforms)

- **Electronics & Energy** (Data Platforms, Distributors)
From the experience of many projects in which eCl@ss played a significant role, the following procedural model has been established:

- Controllable for and by the company
- "Do not take the second step before the first one"

- Sorting the products into the classification
  - Usage of a Master Classification
  - Manage different versions
  - Mapping to other classification standards

- Comparison with the market
  - Example: eCl@ss workgroups
Properties

- Use of own product data as a basis (No dependence on the standard)
- Mapping from a Master Classification to other standards
- Level of fulfillment is important

Exchange formats

- Electronic data is not only eCl@ss (or ETIM, UNSPSC)
- It is master data, packaging data, media data, etc.
- **Challenge should not be underestimated**

Extended product data

- Example: eCl@ss Advanced
Why classification mapping?

- An own company-specific internal data source independent of standards
- Mapping to a standard master classification (eCl@ss)
- Mapping to other standards (use existing mappings)
eCl@ss Master Classification

Increasing Demand of Product Data Standards in Industrial Markets
Different perspectives on product data

**Classification**

- Company classification
- Standard eCl@ss classification

**Attributes / Properties**

- Company attributes
  - Length of plaster: AAA789 5 m
  - Width of plaster: AAA506 2 cm
  - Material of plaster: AAA880 plastic

- eCl@ss properties

**Additional Data**

- Packaging data
- Multilanguage
  - Different target markets
Challenges – eCl@ss & Industry Standards

A logical grouping of products

What data needs to be sent to customers

Challenges:

- No match of 3M attributes and values regarding standard
- Limited in Marketing ‘freedom’ of permitted values
- Not aligned attribute & value structures
- Measurement of classification completeness
- Prio of classification features within classification group
Optimization of eCl@ss
Customer Expectations

**Standard report**

“Customer requests *all available* PIM data from 3M”

**Customer specific report**

“Customers provides 3M with a specific excel or text template”

**Industry standard report**

“Customer requests ETIM (BMECat), GS1 or eCl@ss”

Increasing Level Of Integration With Customer
The first goal has been reached: Good data based on classification for digital processes!

But what are the next steps (in general)?

- **Tenders**: Management and processing of service specifications
- **eClass Accelerated**: Fast entry of eCl@ss elements into the standard
- **Retrieval of current catalog data**: Retrieve articles via the website in catalog form
- **REST web service**
- **Competition Database**: Article management with competitor data
- **Good data for digital processes!**

Class.Ing offers many solutions and know how!
Thank you