

BITO-Lagertechnik Bittmann Ltd.

Trade: Storage technology
Number employees: ca. 740
Internet address: www.bitto.de



FLASH LIGHT

The electronic catalogue classified using eCl@ss, provides BITO with new turnover channels via eProcurement platforms and electronic markets. Sales are also interested in introducing the eCatalog to the customers to increase sales opportunities by supplying the customer with correctly processed, uniform high quality data.

eCl@ss benefits

eCl@ss allowed the company to open up new markets in the B2B environment (Business-to-Business Environment). Field sales were informed of the new eBusiness themes and during their daily customer acquisition they introduce the electronic catalogue to new and existing clients. Sales are also interested in introducing the eCatalog to the customers in order to increase sales opportunities by supplying the customers with correctly processed uniform high quality data.

eBusiness standards such as eCl@ss provide the companies with a chance to retain long-term customers and acquire new ones.

New sales avenues through electronic catalogues



Source: BITO-Lagertechnik Bittmann GmbH

Franken Ltd.

FRANKEN

Trade: PBS, planning and communication systems
Number employees: approx. 50
Internet address: www.franken-gmbh.de



FLASH LIGHT

The eCl@ss classified product data allow for an efficient product data management (PDM) and simultaneous successful application of eCl@ss- based PBS-Media Data Standard (MDS). Instead of supplying each stockist with media data and processing the products, where applicable, in accordance with customer specifications, PBSeasy ensures that each supplier can make his media data centrally accessible for collection on the PBSeasy platform.

eCl@ss benefits

eCl@ss was chosen as a basis for classification of article data in the PBS-Media Data Standard to offer suppliers and dealers an international classification standard which, apart from the PBS environment, is already used by many other trades. Even though the trade's main focus is on subject area 24, use of the eCl@ss standard results in multiplied effects across the industry, both from a supplier's and dealer's point of view, and in the PBS environment in the peripheral SG 24 subject areas.

Since Franken are also operating outside German language markets, language independent eCl@ss classification, which is also understood abroad without additional language skills, offers considerable advantages. Being an international company, the use of MDS abroad is an additional benefit. eCl@ss , as a multi-linguist, makes realisation of these global activities extremely easy.

The Franken Online-Browser catalogue



Source: Franken GmbH

Heinz Hesse LP

Trade: Tool Trade
Number employees: 10
Internet address: www.heinz-hesse-kg.de

Heinz Hesse KG



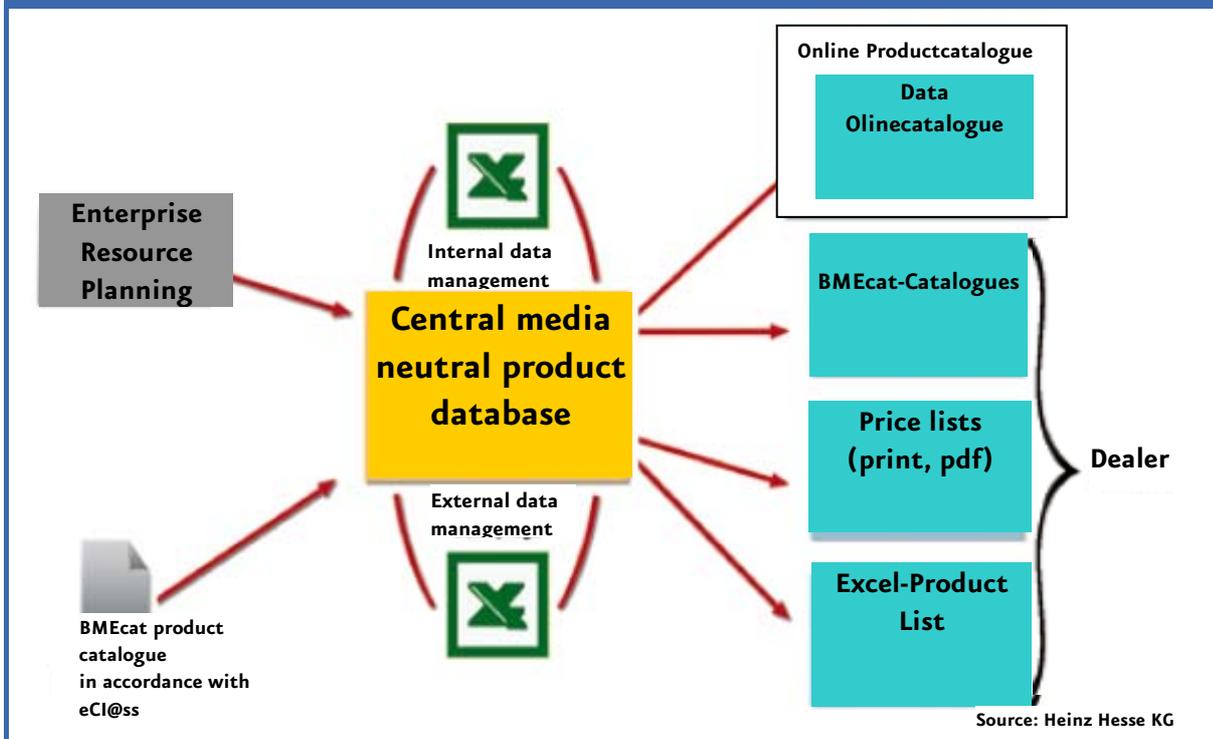
FLASH LIGHT

For Heinz Hesse KG, use of the eCl@ss in a media neutral product database as a connection between manufacturer and trade is vital. Only in this way can internal efforts involved in obtaining and providing data be minimised. Identically classified products are described by different manufacturers in the same way.

eCl@ss benefits

The eCl@ss classification standard is vital for Heinz Hesse KG as a connection between manufacturer and trade. Only in this way can internal efforts involved in obtaining and providing data be minimised. Identically classified products are described by different manufacturers in the same way. Because customers and dealers in particular, have agreed upon the eCl@ss classification standard, data can always be provided in a similar form. This is only possible through classification. As a whole, customers are given better service by offering BMEcat-catalogues using eCl@ss.

Set-up of media neutral product database



Item Industrietechnik Ltd.

Trade: Mechanical engineering
Number employees: ca. 400
Internet address: www.item.info

item



FLASH LIGHT

Catalogue creation is standardised by uniform classification, implying that the same tried and tested process can be used for each new customer query. The requirements of item-customers with regard to the quality of product data were met in full owing to eCl@ss/crossbase. The latest data are being exchanged in the format required by the customer. This closes the eBusiness circuit between item and the customer and following procurement processes can be conducted electronically.

eCl@ss benefits

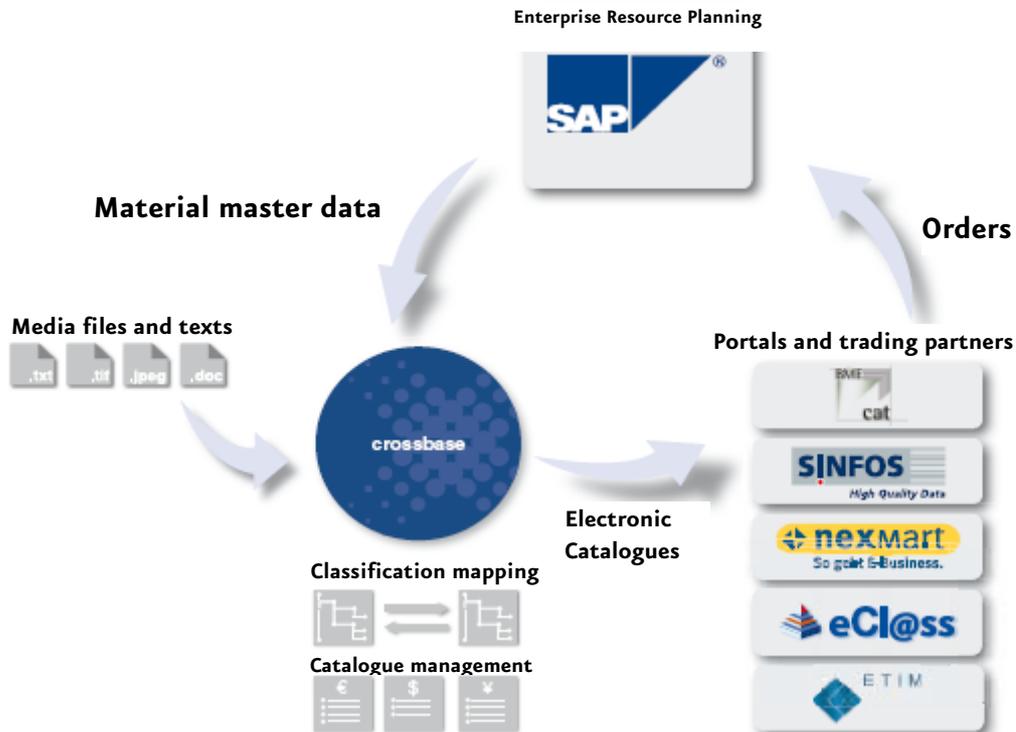
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Since the data have already been maintained media- neutral in the PIM and the "Print", "Online" and "DVD-Rom" media are specifically supported, the efforts involved in data management are reasonable. The additional 'electronic catalogue' medium improves data quality even further, because here the data are re-used and checked again. Obviously, resulting corrections impact on all media, because all media are served by a single data source.

The eBusiness-Circuit

The eBusiness-Circuit starts with the ERP-System. The ERP-system transfers the article master data to the crossbase-database. The database supplements marketing data and maps formats and classifications. Depending on requirements, an eCatalog is compiled customer-specific and produced in a corresponding format and with related image data.



Source: item Industrietechnik GmbH

AT&S Austria Technologie & Systemtechnik inc.

Trade: Electronics
Number employees: ca. 5.500
Internet address: www.ats.net



FLASH LIGHT

eCl@ss managed to achieve a significant reduction in spare parts stock. As a result, the capital lock-up in spare parts was considerably reduced. Because of the present transparency with regard to the spare parts, procurement managed to achieve a better requirement clustering, resulting in a significant reduction if the number of suppliers.

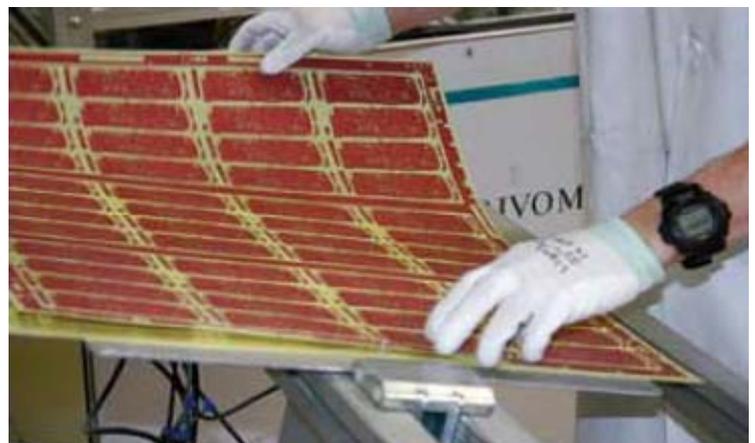
eCl@ss benefits

Following a three month lead-time, implementation of the first stage of the SPICE project was finished successfully. Processing the contents of the spare parts data, as well as final parts harmonisation is still on-going and will result in a further reduction of the spare part spectrum. At the end of the project, stock turnover for spare parts should have increased from 1.5 to a 2.5 to 2.7 level. In the meantime, stock inventory was reduced considerably. Parts that were no longer required were returned to the suppliers, sold or scrapped. As a result, the capital lock-up in spare parts was considerably reduced. Because of the present transparency with regard to the spare parts, procurement managed to achieve a better requirement clustering, resulting in a significant reduction if the number of suppliers. This also reduces the number of purchase transactions, which lowers the costs at the same time. These savings, as well as a reduction in lost production time by improved spare parts availability, will soon recover the project costs. The ROI (Return On Investment) for the SPICE-Project was consequently achieved in well under 12 months!

Already 12 Months after the end of the first project phase, the following figures had been realised:

- ▶ 37,5 % less spare parts (Reduction from 32,000 to 20,000 materials),
- ▶ 20 % less capital lock-up in spare parts (Reduction from EUR 7 Mio. to EUR 5.6 Mio.),
- ▶ 47 % less suppliers (Reduction from 1,500 to less than 800 suppliers).

Manufacture of circuit boards at AT&S



Source: AT&S Austria Technologie & Systemtechnik AG

Oerlikon Leybold Vacuum Ltd.

Trade: Vacuum industry
Number employees: ca. 1.500
Internet address: www.oerlikon.com



FLASH LIGHT

Since eCl@ss is being used along the whole supply chain, there is also multiple use scenario: higher data transparency, improved controlling, standardised communication between suppliers and customers.

eCl@ss benefits

Since eCl@ss is used along the whole supply chain, its use becomes apparent in various places:

- ▶ eCl@ss provides transparency by multiple evaluation opportunities,
- ▶ eCl@ss improves controlling: It offers reporting structures,
- ▶ eCl@ss lowers error costs on account of improved information quality.
- ▶ eCl@ss offers a uniform norm-based descriptive structure, which can be interpreted by all parties involved.
- ▶ eCl@ss is used within the group company,
- ▶ ensuring a uniform ,language' across the group preventing information interfaces.
- ▶ eCl@ss standardises the communication relayed to the supplier and customer. It reduces errors, requires less consultation and consequently speeds things up.
- ▶ eCl@ss creates revision security.

F. Reyher Nchfg. Ltd. & LP.

Trade: Technical wholesale
Number employees: ca. 450
Internet address: www.reyher.de



FLASH LIGHT

At Reyher's, eCl@ss benefits are found in meeting customer-specific requirements with regard to product date quality. This additional service, which is not automatically taken for granted by smaller competitors, supplements your own competency within the overall scope of eBusiness possibilities and as such presents an additional sales Argument.

eCl@ss benefits

At Reyher's, the benefits are not found in using eCl@ss themselves, but in meeting customer requirements ensuring that they can use eCl@ss in their own company. This additional service, which is not automatically taken for granted by smaller competitors, supplements your own competency within the overall scope of eBusiness possibilities and as such presents an additional sales Argument.

The product range of F.Reyher Nchfg. GmbH & Co. KG



Source: F. Reyher Nchfg. GmbH & Co. KG

Distrelec Schuricht Ltd.

Trade: Electrotechnology
Number employees: 1.100 in the concerntrade
"Technical Components"
Internet address: www.distrelec.de

Distrelec



FLASH LIGHT

Distrelec's highest priority is to provide customer satisfaction with regard to procurement processes; that is why, apart from an internal normative structure, they have been using eCl@ss in various versions making it available to all electronic media since 2000. With customers knowing that they have found a reliable, service-oriented and flexible partner for C-article management, turnover is also likely to increase.

eCl@ss benefits

By using eCl@ss, Distrelec Schuricht GmbH supports those responsible for content during their first step when selecting suppliers and assortment range and furthermore ensures that the standardised product information guarantees an efficient and reliable procurement process. The suppliers are benefiting from the second step. With customers knowing that they have found a reliable, service-oriented and flexible partner for C-article management, turnover is also likely to increase.

The customer has a choice between eCatalogue or paper.



Source: Distrelec Schuricht GmbH

Weidmüller Interface Ltd. & Lp.

Trade: Electrotechnology
Number employees: ca. 3.900
Internet address: www.weidmueller.com



FLASH LIGHT

A summary of the benefits offered by using eCl@ss:

- Higher data quality as a result of secure processes,
- eCl@ss classified product data are already available on market launch,
- double products are easily located,
- with regard to wholesale, product data maintenance at a later stage, is virtually no longer required.

eCl@ss benefits

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Moreover, product data of more than 34,000 articles can be exchanged with external partners in real time using eCl@ss 4, eCl@ss 5 and eCl@ss 6 classifications. At the moment, language support involves German and English, additional languages are to follow.

An internal project aimed at global and company-wide use of eCl@ss as a standard is being realised. The first result is the above mentioned process of creating standardised material data.

Product data as a basis

E-business



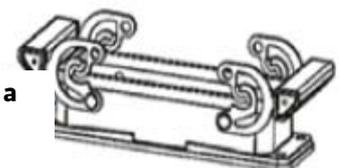
XML Catalogues - Wholesale



Print Publications (Catalogues, PI)



Product data as a basis



Source: Weidmüller Interface GmbH & Co. KG

WEMAG A.Ruland Ltd. & Lp.

Trade: Tool Trade
Number employees: 110
Internet address: www.wemag.de



FLASH LIGHT

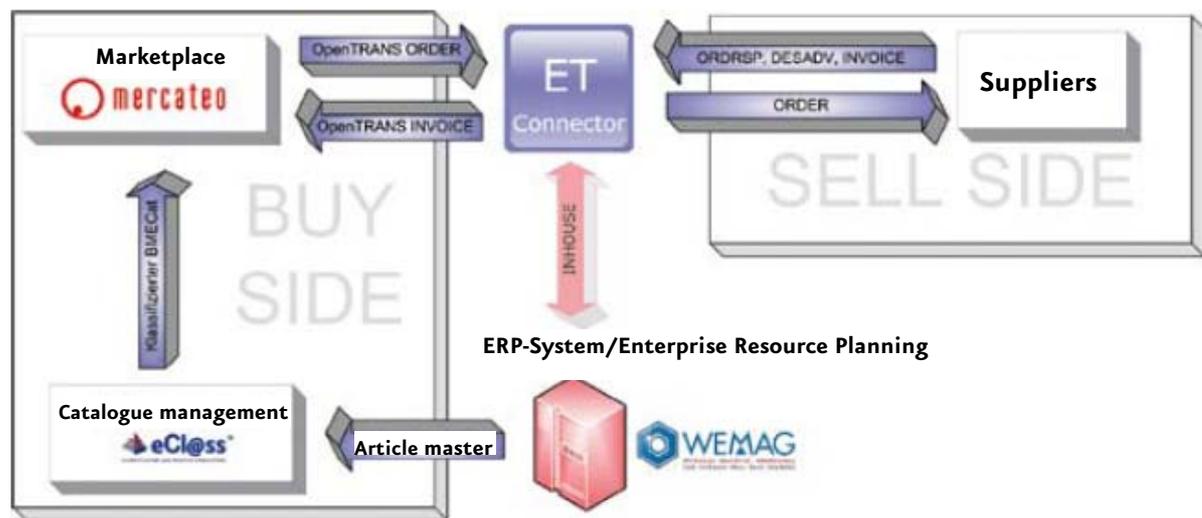
A properly classified catalogue on its own, already stands out amongst its competitors. As far as WEMAG is concerned, the decisive advantage of an electronic catalogue is substantiated by the orders it creates: These are automatically read into the enterprise resource planning (ERP) via ET-Connector. Compared to manual document entry, this processing cost optimisation gives WEMAG an additional competitive advantage.

eCl@ss benefits

1. The electronic classified catalogue stands out amongst its competitors. With MERCATEO, for instance, customers can use the advantages (find and compare) immediately.
2. As far as WEMAG is concerned, the decisive advantage of an electronic catalogue is substantiated by the orders it creates. These are automatically read into the enterprise resource planning (ERP) via ET-Connector. Compared to manual document entry, this processing cost optimisation gives WEMAG an additional competitive advantage.
1. This is where many market participants generate their turnover, but lose their margin on account of manual processes. Procurement processing costs are constantly lowered by the electronic processes used in this area.
2. In addition, WEMAG offers electronic dispatch of invoice data or delivery notifications and as such creates another competitive edge. The MERCATEO portal, for instance, acknowledges the advantage of automatic invoice checks.
3. Investment in a classification and catalogue management plus integration solutions is quite considerable, yet significantly less costly than producing and distributing paper catalogues. Looking at the overall costs, you will soon find that investments will pay for themselves in real time. The described process, when compared to the paper process, considerably reduces processing costs. In an ideal case, using the outlined scenario, nobody will ever use a piece of paper again.

4. Delivery and processing quality are improved. Manual entry errors can be avoided, automatic checks identify process errors at an early stage, paper processes hardly allow for a realisation of delivery times under 24 hours anyway. Again, another competitive advantage.
5. Once a one-off investment in an eBusiness-infrastructure has been done, it can be used as a service argument with regard to distribution by other customers.

Materials database with extended master data in accordance with eCl@ss 6.0



Source: WEMAG A.Ruland GmbH & Co. KG

Wollenschläger Ltd. & Lp.

Trade: Technology Trade
Number employees: ca. 600
Internet address: www.wollschlaeger.de



FLASH LIGHT

Wollenschläger benefits in several areas from using eCl@ss in Product-Information-Management (PIM): For instance, the available quality secured product database used in printed catalogues and online shops can simply be used to create electronic catalogues. Costs are enormously reduced by flexible data transfers from PIM.

eCl@ss benefits

The fuxx4trade GmbH uses eCl@ss for the creation of electronic catalogues, population of market spaces, procurement systems right down to ERP systems. Mapping efforts are no longer required, because manufacturers, suppliers and customers use a uniform classification within the value creation chain and as such also uniform number systems. At the same time, browsing for products by means of classified data is a lot easier. In this context, the carefully compiled synonyms and keywords in the eCl@ss classes are extremely helpful.