

# HÄFELE

## ALWAYS INNOVATIVE CATALOGUES



### Häfele relies on the information management solutions of asim

Häfele GmbH & Co KG belongs to the worldwide leading producers of furniture and construction fittings as well as electronic closing systems. For marketing of its products the Swabian family operated company from Nagold utilizes informative catalogues for over three generations. With its innovative product presentation and documentation Häfele always sets the benchmark.

Today Häfele offers over 10.000 new articles a year in various markets and more than 150 countries. For the generation, maintenance and management of the extensive product data and information, the data bank based information management solution of asim is put into use.

The system is being utilized company-wide, therefore 24 affiliated companies of Häfele should be capable to work independently with asim and to generate target-group-specific catalogues.

### Customer friendly catalogues: Competitive advantage and challenge

Product catalogues like "The Big Häfele" which in the sector is being called "the dictionary of the fittings technology" respectfully has always been an integral part of the marketing strategies of Häfele. Today those extensive print catalogues are being flanked by the electronic order system easy link. Together, both create customer proximity. However a complex process logistic is associated with it – "The Big Häfele" is being presented with a product range of roughly 25.000 articles in approximately 4.500 catalogue pages in the categories furniture fittings and construction fittings and is designed appealingly: in print form as well as online. Further catalogues and online shops for the respective national markets are being added. The translations are being made in up to 30 languages, including Japanese and Chinese, whereas some of the catalogues are translated each in up to 15 languages.

A variety of technical information respective of product features has to be generated, managed as well as updated continuously. In total there are nearly 1.200 feature definitions. Of those 10 to 40 each are being used simultaneously and depending on the product, the range reaches from surface to aperture angle to forend width. All this product information must be guaranteed world wide to be offered in a consistent form.



CASE STUDY NO.

# 13

## asim solves Herculean tasks with PIM

Since 2003 Häfele counts on data bank based product information management (PIM). Background for the introduction of a PIM-system was to simplify the data maintenance and the processes for the generation of the catalogues as well as the content of the online shops. At that point outsourced catalogue generation, with which a service contractor was assigned, should have been brought back into the company. In this manner Häfele wanted to avoid the doubled data maintenance that was caused by the data exchange with external parties.

With the asimSuite, product information is being collected, maintained and managed one time only in a standardized data bank. asim acts therefore as a central data supplier for Häfele's "dictionary of the fittings technology" as well as for the online shop. The reason Häfele has decided for the data bank based solution of asimSuite lies primarily in the adaptability of the PIM-system.

Andreas Drexhage, catalogue service manager at Häfele, concludes: "On the one hand the great flexibility in information management and the media neutral data storage was important. In this way we can use all data in various output formats as well as for our print catalogues and for our webshops. On the other hand the diverse possibilities for expansion convinced us. Finally, the company wide use as well as the international use of the system has been planned from the very beginning. Since we have our product information available in up to 30 languages, the possibility of integration of a translation solution had to be available."

Furthermore asim already supports the various communication formats – including the format BMEcat, which is used in the field of electronic catalogue management and utilized by Häfele.

## Company wide rollout

In addition to the product information asimSuite also serves as a central data pool for texts, photos and drawings. Today roughly 150.000 product photos and drawings are being managed with the information management solution at Häfele. The direct connection to the web-shop system Enfinity by Intershop Communications AG and to Adobe FrameMaker, the layout program utilized for catalogue production, simplify the work of updating considerably.

Since changes have to be made only in the data bank, the consistency and currentness of the information in use is guaranteed at all times.



In parallel the company wide rollout is in full motion at Häfele. For example the affiliated company in Japan is already working with the asimSuite. They create their print and online catalogues from the data pool totally independently of the headquarters in Germany. Those are then tuned for the Japanese Market in the area of product portfolio and presentation.

13 of the 14 affiliated companies, which will be generating their catalogues autonomously, are already working with the system. In October 2010 the connection of the affiliate company in Argentina will take place – yearly two to three more companies will be connected to the information system.

## To enhance optimizing potentials for translations

The international orientation of Häfele requires the information translation into many target languages. To work more efficiently in the future, the middle-class enterprise is planning the use of a suitable language technology. Through the direct connection to the PIM-system translation processes should become automated or partially automated and the data handling should therefore be simplified further. That should positively affect the updating processes in the various languages and lead to prompt releases.

**HÄFELE**

A renowned partner for furniture and constructional fittings with headquarters in Nagold.