

# PLOBERGER

## PRODUCT DATA ON ALL CHANNELS



### Ploberger optimises online product presentation with asim

Ploberger is among the leading companies in technical trading with craftsmen and industry. The traditional specialised trading company places great value in providing its customers in the area of modern systems and technology with comprehensive service. That also includes professional product catalogues, a multilingual Web shop and the latest in e-commerce. A significant contribution to the implementation of these services is asimSuite by asim.

Ploberger's tradition goes back well over 150 years. Ploberger is a company in the internationally active König Group. The company, originally operating as the König and Ploberger iron goods traders, was reorganised in 1996 and changed directions. Since that time, Ploberger is oriented

exclusively towards the needs and requirements of commercial and industrial contractors. Over 30,000 products from the areas of tools, workshop supplies, workplace safety and facilities equipment provide a comprehensive selection oriented towards the metalworking, construction, automotive, woodworking and industrial sectors.

### Users from the first minute

Ploberger have been users of asimSuite for ten years now. The company initially used the premium software package for product information management for the publication of print catalogues. These are published every two years in German, Czech, Slovakian and Hungarian. Each is a work of extensive scope. The Austrian/German catalogue runs to about 1,200 pages, while the others are about 1,000 pages in length. „The reason the sizes differ so much by country is that we list products in each catalogue that are actually available in those markets,” explains Matthias Karasek, Marketing Lead at Ploberger. „That just makes it easier for the customer.” To allow the catalogues to be produced with each set of country-specific product data, Ploberger uses the selection objects available in asimBase. Right when a product data sheet is created, these can be used to define whether and in which catalogues the information should appear. „Our goal was to keep the time required for catalogue production as low as possible. We met that goal with asim, thanks to a high automation degree of 95%,” says Karasek, not without a bit of pride. „Despite the number of pages, the process only takes four hours.”

### The Internet as important sales partner

But Ploberger doesn't just sell their products through the print catalogues. Even ten years ago, people had started to



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Excerpt from the online catalogue

present products on the Internet and offer customers a convenient online ordering option in Web shops. Today, it accounts for a large part of the yearly turnover of more than 25 million Euros. Since the company and its products focus entirely on commercial customers, the product area is blocked to private individuals.

B2B customers can register and then place orders in the Web shop. They also have information available for download such as technical data sheets, safety data sheets, exploded view drawings, operating manuals and much more. Since the introduction of asimSuite, Ploberger has also restructured the presentation of products on the Internet. They used to be maintained manually with a great deal of effort.

Now the data that is to appear on the Internet is exported from asimBase as a structured XML file using query schemas, and seamlessly fed into the Web shop. Due to this fast implementation, Ploberger customers can always retrieve the latest product information. These query schemas can also be used to select which products actually appear on the Internet. „We have a few products in the catalogue that we don't want to sell in the Web shop,“ says Karasek. This fact is stored in appropriate properties in the product descriptions and then queried when exporting the data for the Internet.

To present the products as attractively as possible, numerous pictures and graphics can be seen. These are also linked in the integrated document management system of asimBase, then automatically read out by the Web shop. This permits it to be clearly defined which picture belongs to which product.

So that companies that haven't yet registered for the Ploberger Web shop can get a thorough overview of their extensive range of products, Ploberger has also used asimFlip to implement an online catalogue. This is also available in four languages and enabled on an additional Web site.

There, potential customers can page back and forth just as they would in a printed catalogue, go from the start of the page to the end, or read something in a previous chapter. A powerful search function makes it easy to find specific items. When a customer finds a product they're really interested in, they can register in order to place corresponding orders in the Web shop.

## PIM meets sales controlling

„What we do is true single-source publishing,“ says Karasek. „We have one data source that we manage centrally and we retrieve data from it as needed for the Web shop, online or print catalog or for presentation on notebooks.“

Ploberger wants to extend this approach even more in future. For example, some officials have defined regulations that everyone must comply with who wants to participate in their sales platform. Since asimSuite leaves its users enough freedom in layout, Ploberger wants to intensify their engagement there, but they won't need to budget big development costs.

Richard Beha, responsible project lead at asim, says, „Ploberger is one of our oldest customers. This project really shows impressively how the range of application of asimSuite can grow and service successively more and more channels.“ Matthias Karasek adds: „With our product presentation on the Internet ten years ago, we were certainly one of the pioneers in this area. But that's our vision: As a traditional company to find new ways to excite our customers. asim helped us make that vision a reality.“

## FACTBOX

### PLOBERGER

- 130 employees
- More than 30,000 customers
- Group headquarters in Retz
- Yearly turnover of more than € 25 million
- Company in technical sales with tools, machines, workplace safety, etc.
- 30,000 products
- About 1200 pages/catalogue
- Four language variants
- Multilingual folders, updated for target markets quarterly or semiannually