

# WEYLAND

## WEYLAND RELIES ON ASIM KNOW-HOW



**Eight catalogues, 12,000 product groups, 26,000 items – asim helps Weyland find new options in information management, customer service and marketing. Reinforcement for the entire group.**

About a fourth of Weyland's entire product line is now available to customers in the form of catalogues online and offline. This is made possible by the products of the PIM specialist asim. A collaboration that has already been in place for a few years and that ensures continuous progress towards 100% automation.

On the 81,000 m<sup>2</sup> company campus in Haid, Oberösterreich, Weyland warehouses about 100,000 items. 52 company-owned lorries together with a refined logistics system ensure an average delivery time of 24 hours for Weyland customers. Those customers include, in addition to the entire

construction and lumber industry and their craftsman segments of joinery, carpentry and contractors, also numerous metalworkers and metal construction firms. Weyland also has numerous customers in the areas of locksmithing and sheet metalworking as well as the sanitary industry.

### Catalogue as important sales instrument

„For ages, catalogues have played a significant role in the presentation of our products and sales. Weyland's goal is to automate the production of these catalogues increasingly, and also to provide them to customers online. To do that, we relay on the know-how of asim,“ explains Sabine Drexler, PIM project lead at the company. She continues, „Thanks to asim, we finally have a system that allows us to export different catalogues as needed based on a single data pool. That enormously increases the benefit to our customers.“

### PIM creates new options

The specialists at asim equipped the catalogue world at Weyland with new options in two phases. First, they provided the basis for automated publication, then used multiple template extensions to implement the current level of development.

Today, Weyland is using asimSuite to produce nine catalogues, in which 11,600 product groups with 25,800 items from 500 different manufacturers are managed.

For each catalogue there are four different page templates, five product templates and two index templates in use. The catalogues are published in five price variants, and language variants are already in the planning stage. In addition to Weyland products, those of the subsidiary Carl Steiner trade- and industrial supplies are also produced with the new system – another eight catalogues.



CASE STUDY NO.

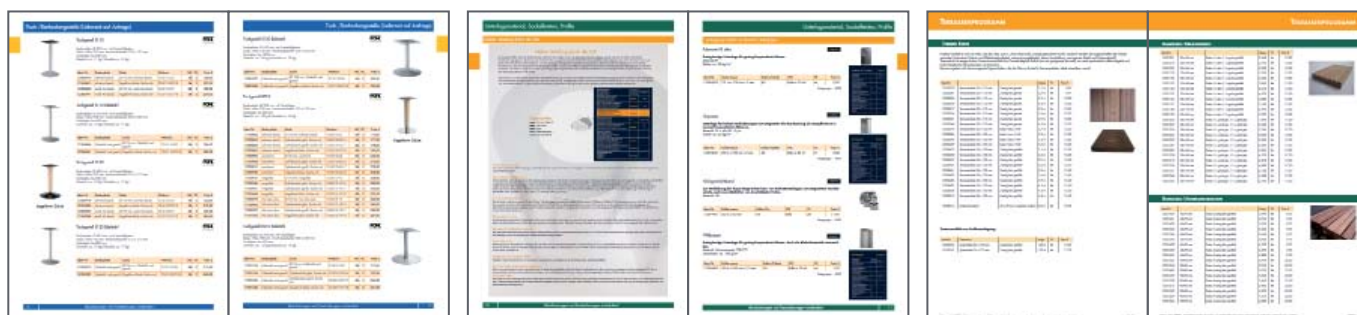
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## Numerous variation options

In addition to three language variants, it is also possible to use asimSuite to generate price and manufacturer variants. Especially manufacturer catalogues represent a new service for customers. At the press of a button, catalogues can be produced in which only the products of a specific manufacturer appear. In particular for contract negotiations, this option is very valuable for the sales force.

## Publishing made easy

„Our PIM solution is naturally based on our years of experience in the cross-media publishing arena. For Weyland’s catalogues, that means they can be exported into InDesign as print-ready data at the push of a button. Of course, the generation of PDF formats is also no problem,“ explains Hansjörg B. Gutensohn, CEO of asim GmbH. Images and graphics, by the way, are imported from the external image database OPIX integrated with the system.



Catalogue from Weyland



Wholesaler in steel, tools, machines, construction supplies, wood materials, electric equipment etc., located in Schärdingen.