



“With the crossbase software solution, all product information is maintained centrally in one place. This simplifies the production processes for the media to be created and ensures that the data source is always up-to-date.”

SOLUTION DESCRIPTION

Based on the crossbase standard software, a PIM, MAM and crossmedia individual solution with OpaccERP® interface was implemented for Ampack. Several hundred items, which are described very extensively, are transferred and updated daily by the ERP system via the XML interface including assignment to the product hierarchy. This includes all PIM-relevant commercial master data, item status and prices.

Technical and marketing-oriented product information is added in the data maintenance process. The inheritance concept is used because a lot of information, e.g. properties, accessories, texts and illustrations, can be maintained directly on the product and is valid for all item variants. It is important to be able to maintain the properties in the context of the test standards with nominal value and tolerances. These values can then be automatically linked to a standard text using a formula.

The integrated MAM is used to manage and link product photos, application photos, pictograms, signets and graphics as well as various document types. The graphics converter can be used to automatically convert source files into specified target formats. To keep the effort for text maintenance as minimal as possible, texts are generated automatically from assigned document modules. Similar formulations are standardized in order to achieve a high level of reusability. To be able to use items as standard items in printed catalogs and online catalogs, these are referenced in marketing-specific product views for the corresponding sales channels.

The goal is to produce all print media, especially the catalog, database-supported and automated with Adobe InDesign. For the website, especially the online catalog, data shall be provided via API interface. This concerns the navigation structure, the item list with the product information and the above-mentioned relationships. In addition, the information for use in MS Office is to be made available internally for all employees.



Company description

Ampack, based in Rorschach (Switzerland), is a leading provider of integrated solutions for protecting the building envelope against steam, air, wind, water, noise and emissions. With locations in Germany, Austria, France and Italy, the products are distributed throughout Europe.

Type of company:

Manufacturer

Industry:

Construction elements, building supplier

Sales range:

approx. 120 items

Sales volume:

n. a.

Number of employees:

n. a.

ERP system :

OpaccERP®

Type of software: Standard software

Type of solution: Individual solution

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THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with XML import interface to OpaccERP® system
- Integrated image database / MAM with graphics converter
- Text management, generation of enumeration texts from document modules
- Channel output management for controlling market-specific online and print media
- Automated, database-supported print production of catalogs
- Provision of data via API for website (TYPO3)

APPLICATION MODULES USED



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Workflow-management



Translation management



Print publishing



Office connection



Data export XML / Excel