



“By using the crossbase solution we have achieved more than just enhancing the quality of our product master data. This gives us an edge over the international competition and delivers tangible added value for our customers.”

Frank Zotz application Consultant, CERATIZIT S.A.

SOLUTION DESCRIPTION

Based on the crossbase standard software, CERATIZIT implemented a PIM, MAM and cross-media solution tailored to individual requirements as well as the machining database “eRecords”.

The starting point is the interface to SAP. Via this connection, all sales items including logistical data are passed on to the PIM system. The data shall be recorded regularly.

The SAP data is enriched in the PIM system with extensive technical features (partly according to Standard Open Base), product relationships, images, documents, CAD data and texts and mapped in various market- and media-specific product views. These include, for example, several catalogs and price lists with a total of over 1,000 pages, the extensive eShop “Techstore” and the industry CD-ROM catalogs Wintool and CIMSource, all of which are country-specific. The worldwide translation of catalogs and presentations is realized with the crossbase online tool. The translators in Russia, China, etc. work online on the database, can create a layout preview and check the makeup immediately. The solution is rounded off by the crossbase office tool, which is frequently installed in the company and allows easy access to product and marketing information and its use in Word and PowerPoint.

Company description

CERATIZIT has been a market leader in the field of high-performance cutting tools (turning, milling, grooving, drilling) for more than 90 years. The worldwide operating company with 24 production sites and a sales network with more than 50 branches is headquartered in Mamer, Luxembourg. CERATIZIT develops, produces and sells innovative hard metals and tool systems.

Type of company:

Manufacturer

Sector:

Tools

Sales range:

approx. 23,000 products

Sales volume:

over 1 billion euros (2016)

Number of employees:

over 9,000

ERP system:

SAP

Type of software:

Standard software

Type of solution : Individual solution

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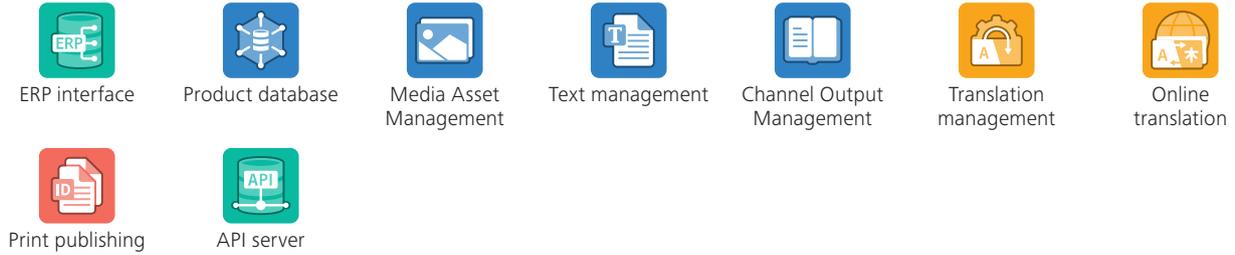
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THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with connection to the SAP system and complex product logic: spare parts, sets and workpiece- and machine-side accessories. In addition, a comprehensive variety and level database.
- Machining database with machining knowledge for cutting tests
- Image database and marketing database
- Printed sales catalogs and catalog price lists in more than 10 languages
- Online translation workflow for catalogs and presentations with layout preview via crossbase.web
- Provision of data for the eShop with connection to the SAP system
- Provision of data for the industry-specific CD-ROMs Wintool and CIMSource
- Office tool for the provision of product information in the sales department

APPLICATION MODULES USED



DIGITAL AND PRINTED MEDIA



MaxiLock D/N
CN...

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|-----|-------------------|--|-------|-------|------|----------------|
| | | | [mm] | [mm] | [mm] | [mm] |
| 07 | CNMG 190612FN-27 | | 19.06 | 19.30 | 8.36 | 1.20 |
| CF | CNMG 12040EN-CF | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-CF | | 12.70 | 12.90 | 4.76 | 0.80 |
| | CNMG 120412EN-CF | | 12.70 | 12.90 | 4.76 | 1.20 |
| F32 | CNMG 12040EN-F32 | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-F32 | | 12.70 | 12.90 | 4.76 | 0.80 |
| | CNMG 12040EN-F32 | | 12.70 | 12.90 | 4.76 | 1.20 |
| F30 | CNMG 12040EN-F30 | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-F30 | | 12.70 | 12.90 | 4.76 | 0.80 |
| TF | CNMG 09050EN-TF | | 9.52 | 9.70 | 3.18 | 0.40 |
| | CNMG 12040EN-TF | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-TF | | 12.70 | 12.90 | 4.76 | 0.80 |
| F34 | CNMG 12040EN-F34 | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-F34 | | 12.70 | 12.90 | 4.76 | 0.80 |
| | CNMG 120412EN-F34 | | 12.70 | 12.90 | 4.76 | 1.20 |
| M30 | CNMG 12040EN-M30 | | 12.70 | 12.90 | 4.76 | 0.80 |
| | CNMG 120412EN-M30 | | 12.70 | 12.90 | 4.76 | 1.20 |
| | CNMG 120412EN-M30 | | 12.70 | 12.90 | 4.76 | 1.60 |
| M34 | CNMG 12040EN-M34 | | 12.70 | 12.90 | 4.76 | 0.80 |
| | CNMG 120412EN-M34 | | 12.70 | 12.90 | 4.76 | 1.20 |
| | CNMG 120412EN-M34 | | 12.70 | 12.90 | 4.76 | 1.60 |
| 42 | CNMG 12040EN-42 | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-42 | | 12.70 | 12.90 | 4.76 | 0.80 |
| | CNMG 12040EN-42 | | 12.70 | 12.90 | 4.76 | 1.20 |
| TFD | CNMG 12040EN-TFD | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-TFD | | 12.70 | 12.90 | 4.76 | 0.80 |
| | CNMG 120412EN-TFD | | 12.70 | 12.90 | 4.76 | 1.20 |
| TMF | CNMG 12040EN-TMF | | 12.70 | 12.90 | 4.76 | 0.40 |
| | CNMG 12040EN-TMF | | 12.70 | 12.90 | 4.76 | 0.80 |

Wendeschleifen
Werkzeuge und Wendeschleifen zum Drehen

