

*"The crossbase solution satisfied our requirements in every respect."*

Dr. Jürgen Geßler, CEO, Porsche Design Group

## SOLUTION DESCRIPTION

Based on the crossbase standard software, a PIM and cross-media solution tailored to individual requirements was implemented for the Porsche Design Group. The product data is maintained in a clear product hierarchy and mapped in accordance with the business logic of the Porsche Product Life Cycle in the development, sales and archive phases. The products are enriched with extensive technical features, images, documents and continuous text. A comprehensive authorization concept controls access rights down to the field level.

A special feature is the product care program developed individually by crossbase for Porsche Design. By means of an individual search screen, which is closely interlocked with the organizational processes, and an individual processing screen, the approx. 30 users can quickly maintain the highly change-prone data. In addition, an intelligent Excel interface enables suppliers to be integrated into the data maintenance process. Other important administrative functions include catalog assortment management for Porsche Design and Porsche Design Driver's Selection as well as the option of versioning product features. This makes it possible to carry out corresponding updates fully automatically on a key date.

The most important maintenance function concerns the ability to display missing data user-specifically at the push of a button. Mandatory fields and product responsibilities are defined, which are evaluated via the search screen.

The system is completed by the daily operated API interfaces to Microsoft Dynamics, the MSPOS (cash register system) and the webshop (Episerver) as well as by a calculation module: With just a few calculation inputs, dependent costs, prices and contribution margins are calculated in the background. The necessary formulas and constants can be easily adapted and extended in crossbase.

### Company description

Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG [Porsche Design Group] based in Bietigheim-Bissingen is a subsidiary of Porsche AG in Stuttgart. The company's activities in Germany focus on the Porsche Design and Porsche Design Driver's Selection divisions.

### Type of company:

Trading company

### Industry:

Consumer goods

### Sales range:

approx. 20,000 products

### Sales volume:

approx. 400 million euros

### Number of employees:

-

### ERP system:

SAP

**Software type:** Standard software

**Solution type:** Individual solution

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## THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with individual product maintenance program for product managers
- Illustration of the Porsche Product Life Cycle and Business Logic
- Product data export for connection to external systems
- Calculation module
- API server

## APPLICATION MODULES USED



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Translation management



Office connection

## INDIVIDUAL MAINTENANCE INTERFACE

The screenshot shows the 'crossbase' search interface. It includes a search bar, various filters for product hierarchy (PLC, Produktgruppe, Produktkategorie, Produkt, SKU), dates (POS Launch LP, POS Launch PLH, Auslaufdatum), and other attributes. A table of results is displayed below the filters.

Produkt	Produktbezeichnung	SKU	SKU-Be	Lizenzmanager	Lieferant	Artikelstatus
SP-P8400-38	P 8400 - sunglasses (P 8488)			Thorsten Gebhardt	Rodenstock GmbH	
SP-P8400-45	P 8400 - sunglasses (P 8488)			Thorsten Gebhardt	Rodenstock GmbH	
SP-P9120	P 9120 Table Top Radio			Axel Bohmeier	Elón Corporation	
SP-P9520	P 9520 BT Headset			Axel Bohmeier	Sagem Communication	
SP-P9521-3	P 9521 Mobile Phone Accessory Pack			Axel Bohmeier	Sagem Communication	
SP-P9522-1	P 9522 Bar Phone			Axel Bohmeier	Sagem Communication	

The screenshot shows the 'crossbase' edit interface. It displays a search result for 'P1120\_Polo-Shirt' and a table of 'Produkt-Attribute'. Below this, there is a section for 'Artikel-Attribute' with a table of article details.

Produkt #	Produkt Bezeichnung	Aktiv	PM / LM	Lieferant / LP	Betreuer Operations	Q-Gate Status
SP-P1120-134	P1120_Polo-Sh...	Ja	Karin Schlicher	United Fash...	Christine So...	8
SP-P1120-6	P1120 - polo S...	Nein		Bette Spa		
SP-P3633-1	P 3633 - PD3 lg...	Ja	Thorsten Ge...	Eberl Gubbe	Joel Fromma...	
SP-P6320-7	P 6320 - TENNI...	Nein		addas-Salo...		

  

Artikel #	Artikel Bezeichnung	Aktiv	Artikelstatus	Herstellerartikelnummer	Farbe	Größe
4046901623063	PoloN/Z/P1000L...	Ja	Aktives Teil	4046901623063	ink	S
4046901623060	PoloN/Z/P1000L...	Ja	Aktives Teil	4046901623060	ink	M
4046901623077	PoloN/Z/P1000L...	Ja	Aktives Teil	4046901623077	ink	L
4046901623084	PoloN/Z/P1000L...	Ja	Aktives Teil	4046901623084	ink	XXL
4046901623091	PoloN/Z/P1000L...	Ja	Aktives Teil	4046901623091	ink	XXL
4046901623107	PoloN/Z/P1000L...	Ja	Aktives Teil	4046901623107	ltan	S
4046901623114	PoloN/Z/P1000L...	Ja	Aktives Teil	4046901623114	ltan	M
4046901623121	PoloN/Z/P1000L...	Ja	Neuzeit	4046901623121	ltan	L