



"The crossbase database model has a flexible and stringent structure. It can be used to map highly sophisticated data structures and correlations. In this way, we were able to successfully implement all the requirements for the functionality of the RAFI eCatalog."

Moritz Futterer, Product Manager, RAFI GmbH & Co. KG

SOLUTION DESCRIPTION

Based on the crossbase standard software, a PIM, MAM, CMS and cross-media solution was implemented for RAFI (Components business unit), replacing the two existing PIM and MAM systems and migrating the data accordingly.

The items are continuously imported with basic data via the SAP XML interface. In crossbase, items are classified in the product structure and technical characteristics and product relationships are maintained in addition. In order to be able to use products in the printed catalogs and in the online catalogs for specific markets, the products are referenced in marketing-specific product views for the corresponding sales channels.

By means of the integrated MAM, product photos, dimensional and 3D drawings (from the CAD system as DXF and STEP), circuit diagrams, graphics and diagrams are managed and with the graphics converter further image formats and language variants for use on the Internet and print production are automatically generated. In addition, product-independent images, documents and videos are managed, e.g. for companies and image.

RAFI

Company description

RAFI is a medium-sized group of companies with 11 companies and has been one of the world's leading providers of solutions for human-machine communication for more than 100 years. The product portfolio ranges from simple keys to electronics production and complex operating systems. The extensive standard range of electromechanical components includes pushbuttons, switches, control and signalling devices as well as short-travel pushbuttons. In addition, customer-specific components are developed and produced according to individual requirements.

Type of company:

Manufacturer

Industry:

Electrical engineering

Sales range:

over 10,000 items

Sales volume:

approx. EUR 453 million (2017)

Number of employees:

more than 2,500 worldwide

ERP system :

SAP

Type of software : Standard software

Type of solution : Individual solution

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THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with XML import interface to SAP ERP system and channel output management for controlling market/media-specific assortments
- Integrated MAM with graphics converter and standardization of workflow from CAD to Marketing
- Generation of enumeration texts from document modules and characteristics
- Automation of translation process
- CMS as platform for online catalog
- Excel and BMEcat 2005 interface to Traceparts

APPLICATION MODULES USED



<p>Basic database module</p>



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Workflow-management



Translation management



CMS / Website



Online catalog



Data export XML / Excel

DIGITAL MEDIA

