



"With crossbase, all information on each product is located at a central location. This guarantees that the content is up-to-date in all output channels - an essential criterion for us in the medical field."

Michael Riener, Creative Director & Manager DTP, Coltène/Whaledent AG

SOLUTION DESCRIPTION

Based on the crossbase standard software, an individual PIM and crossmedia solution was implemented for COLTENE. All items including product structure, prices and approx. 15 MARA fields per article are continuously transferred via the SAP PIM interface. For marketing-specific communication, the so-called item group, which groups item variants with the same form, plays an important role. A lot of product information is maintained in the item group and passed on to the item.

The integrated image database is used to manage product photos (packshot), application photos, illustrations, etc. and the graphics converter automatically generates additional image formats. Similarly, product texts are classified and linked to item groups and items, e.g. product description, feature text, claim text, etc. as well as media-specific texts, e.g. headings, links, title, description, etc. for the print and online channels. The translation itself is agency-based on the basis of a TMS interface (Across).

To be able to use products in the printed catalogs and on the website, these are referenced in marketing-specific product views for the corresponding sales channels. In addition, product-independent media assets are maintained via a media structure for the media center.

The aim is to produce the five segment catalogs in approx. five country-language combinations with approx. 1,000 pages and additionally several hundred brochures in approx. 10 to 20 languages with approx. 5,000 pages, database-supported and automated. The layout is flow frame oriented with height variable tables. A special feature is the print control in interaction with SAP, which is represented by a print type number. The website (Typo 3, MySQL) is directly connected to the crossbase database via the API server. The product part (online catalog) and the media center are implemented externally by the agency.



Company description

COLTENE is an international leader in the development, manufacture and distribution of dental consumables and small devices. In 1990 the Swiss Coltène AG and the American Whaledent Inc. merged. The head office is in Altstätten (Switzerland). There are state-of-the-art production facilities in Switzerland, the USA, Germany and Brazil.

Type of company:

Manufacturer

Industry:

Medicine, tools

Sales range:

over 7,000 items

Sales volume:

over 160 million euros (2016)

Number of employees:

approx. 860 worldwide

ERP system:

SAP

Type of software: Standard software

Type of solution: Individual solution

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THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with bi-directional interface to the SAP system
- Integrated image database / MAM with graphics converter
- Text management and automated translation process with interface to Across
- Channel output management for controlling market-specific assortments and prices
- Automated, database-supported creation of catalogs
- Price list production with crossbase.list
- API server with web services for connecting the website (catalog and media center) to the PIM system

APPLICATION MODULES USED



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Translation management



Print publishing



Office connection



Data export XML / Excel



API server

DIGITAL AND PRINTED MEDIA