crossbase

KTM

"The flexible implementation of the configurator solution with crossbase allowed us to make maximum use of synergies and avoid duplicate data management. The existing XML interface made it possible to export the configurator data, which shortened our development time considerably."
Gernot Leitner, Application Consultant, KTM AG

SOLUTION DESCRIPTION

Based on the crossbase standard software, an individual PIM and crossmedia solution was implemented for KTM. The starting point was the data migration from an existing product database and the continuously operated interface to the ERP system. Via this connection, all sales items with the existing product data were imported into the PIM system. The products are created in the ERP system, transferred to the PIM and subsequently enriched with extensive product features (e.g. motorcycle chassis and engine, PowerParts and PowerWear features), product relationships (e.g. accessories, sets, spare parts and assembly parts), images, documents and texts and displayed in the various market- and media-specific product views. This includes various web interfaces in API with delta services and extensive content in country-specific design.

The formula-based calculation of attributes, e.g. for imperial values and concatenation of texts (e.g. composite dimensions), as well as text generation, which generates multilingual texts from characteristics and reusable text modules, e.g. the description text or the model name, is very useful.

Company description
KTM AG, based in Mattighofen, produces and develops offroad and street motorcycles suitable for racing. KTM products are sold to over 2,300 independent dealers and importers in over 35 sales companies worldwide. Since 1995, the company has been developing and producing vehicles of the "KTM" brand as well as vehicles of the "HUSABERG" brand, which will be marketed again under the name "HUSQVARNA Motorcycles"..

Company type:
Manufacturer
Industry:
Automotive industry
Sales range:
approx. 280,000 items (incl. spare parts)
Sales volume:
approx. 1.33 billion euros (2017)
Number of employees:
approx. 3,245
ERP system:
SAP

Software type: Standard software
Solution type: Individual solution

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THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with interface to ERP system
- Media database with bidirectional MAM interface (Celum)
- Text management, standardized translation process with TMS interface (Trados), generation of texts from text modules using text templates
- Channel output management for controlling market-specific assortments
- Web interfaces to provide product information on Bikes, PowerParts, PowerWear and SpareParts for websites and Dealernet in country- and brand-specific versions (KTM, KTM USA, Husqvarna)
- Excel configurator
- Product configurator with product and configuration data from the crossbase PIM system
- Outlook: Rollout to subsidiaries, automation of catalog production, acrolinx integration

APPLICATION MODULES USED

Multilingual user interface

ERP interface

Product database

Media Asset Management

Text management

Channel Output Management

Workflow-management

Translation management

Data export XML / Excel

EXAMPLE WEBSITE