



*“Clarity and user-friendliness are the two maxims of the new Meusburger portal. Website, online shop and media service should be realized with one system and uniform layout. With the CMS from crossbase and the flexible dynamic functions, we were able to successfully implement these requirements.”*

Reinhard Sutterlüty, Online media, Meusburger Georg GmbH & Co KG

## SOLUTION DESCRIPTION

Based on the crossbase standard software, a PIM, MAM, CMS and crossmedia solution was implemented for Meusburger. More than 80,000 articles with prices and basic data are continuously imported via Navision’s XML interface. In crossbase the items are classified in the product structure, technical features and product relationships, e.g. set parts lists, are maintained additionally. In order to be able to use products in the printed catalogs and online shops in a market-specific way, the products are referenced in marketing-specific product views for the corresponding sales channels.

The integrated MAM is used to manage product photos, dimensional drawings, graphics and assembly photos, and the graphics converter automatically generates additional image formats. Further images, documents and videos are managed in a product-independent media structure, e.g. for companies and image. Enumerated texts are automatically generated from reusable document modules. The translation of technical terms and promotional continuous texts is carried out on the basis of the TMS interface to Trados; corrections are carried out in the country.

The multilingual print media, which consist of product pages with modular structure and editorial pages with free layout, are produced automatically and database-supported.

All online media (website, online shop and media service) are combined on the basis of crossbase’s CMS platform. The heart of the new website is the customer portal and the shop for workshop supplies. After registration and/or login the customer has access to all inquiries or orders as well as his deposited account data. The website contains an extensive career section with connection to the personnel system BMD, dynamic trade fair, news and press area. Via the media service, images and documents are distributed according to authorization.

**Company description** The Meusburger Group is the internationally leading manufacturer of standardized quality standards for tool, mould and machine construction, products for hot runner and control technology and selected items for workshop requirements. More than 17,500 customers worldwide benefit from the advantages of standardization and more than 50 years of experience in steel processing.

**Type of company:**

Manufacturer

**Industry:**

Tools, mechanical engineering

**Sales range:**

over 80,000 items

**Sales volume:**

approx. 240 million euros

**Number of employees:**

over 1,400 worldwide

**ERP system :**

Navision

**Type of software:** Standard software

**Type of solution:** Individual solution

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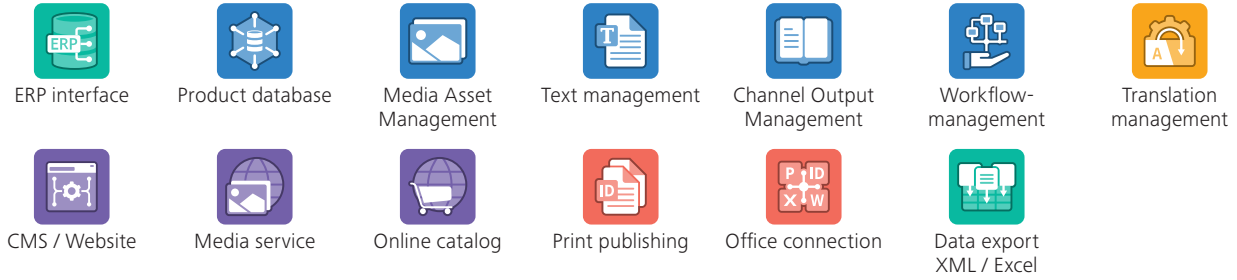
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## THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with XML import interface to the Navision ERP system and channel output management for controlling market-specific assortments and prices
- Integrated MAM with graphic converter and automation of parameterized graphics
- Generation of enumeration texts from document modules and characteristics
- Automated translation process with connection to TMS Trados
- Automated, database-supported creation of catalogs with InDesign
- Connection to Office programs (Word, PowerPoint)
- CMS as platform for website, media service and online shop

## APPLICATION MODULES USED



## DIGITAL MEDIA

**DIGITALER MESSSCHIEBER**  
MSD 10000

**PRODUKT-BESCHREIBUNG**

- Mit Schnellstartfunktion beim Schieben
- Tastensperre verhindert ungewolltes Nullstellen
- Schnelle Umschaltung mm/inch an jeder Position

**PRODUKTAUSWAHL**

Zeige	Alle	Einträge	Zeige 1 bis 2 von 2 Einträgen						
	b2	b3	Tol.	Gew. g	MB	TM	Nr.	Preis / Stück	Menge
+	16	16	+/-0.03	143	0-150	flach	MSD 10000/150/F	103,30 €	1
+	16	16	+/-0.03	145	0-150	Ø 1.5 mm	MSD 10000/150/R	103,30 €	1

**VHM SCHRAFFPRÄSER, LANG** WZF 11 248

**PRODUKT-BESCHREIBUNG**

- Hochleistungs-Präser mit ungleicher Teilung und Zentrumsschnitt
- Freigespült nach der Schneide

**MATERIAL**

VHM, TAIN Multilayer-beschichtet

Z	Ø2	Ø3	F	H	Ø1	Ø2	C	d	No.	EUR
4	5.5	6	57	13	21	0.3	6		WZF 11248/6	33,60
4	7.5	8	63	19	27	0.3	8		WZF 11248/8	50,00
4	9.2	10	72	22	32	0.3	10		WZF 11248/10	64,10
4	11.2	12	83	24	38	0.5	12		WZF 11248/12	82,10
4	15	16	92	32	44	0.5	16		WZF 11248/16	113,10
4	19	20	104	38	54	0.5	20		WZF 11248/20	181,70
4	24	25	121	45	65	0.6	25		WZF 11248/25	258,00

**VHM SCHRAFFPRÄSER, EXTRA LANG** WZF 11 258

**PRODUKT-BESCHREIBUNG**

- Hochleistungs-Präser mit ungleicher Teilung und Zentrumsschnitt
- Freigespült nach der Schneide

**MATERIAL**

VHM, TAIN Multilayer-beschichtet

Z	Ø2	Ø3	F	H	Ø1	Ø2	C	d	No.	EUR
4	5.5	6	65	18	29	0.3	6		WZF 11258/6	50,20
4	7.5	8	75	24	39	0.3	8		WZF 11258/8	67,20
4	9.2	10	80	30	40	0.3	10		WZF 11258/10	77,00
4	11.2	12	93	36	48	0.5	12		WZF 11258/12	96,40
4	15	16	108	48	60	0.5	16		WZF 11258/16	141,40
4	19	20	124	60	74	0.5	20		WZF 11258/20	234,00

**DIGITALE MESSSCHIEBER**

**DIGITALER MESSSCHIEBER** MSD 10000

**PRODUKT-BESCHREIBUNG**

- Mit Schnellstartfunktion beim Schieben
- Tastensperre verhindert ungewolltes Nullstellen
- Schnelle Umschaltung mm/inch an jeder Position

**LIEFERUMFANG**

- Kalibrierzertifikat, Batterie (CR2032) und Kunststofftui

L	b1	b2	b3	Tot.	Gew.	MB	TM	No.	EUR
235	40	16	16	+/-0.03	143 g	0-150	flach	MSD 10000/150/F	107,00
235	40	16	16	+/-0.03	145 g	0-150	Ø 1.5 mm	MSD 10000/150/R	107,00

**DIGITALER MESSSCHIEBER IP67** MSD 20000

**PRODUKT-BESCHREIBUNG**

- Durch Schutzklasse IP67 ideal für Arbeiten im Maschinenumfeld
- Schnelle Umschaltung mm/inch an jeder Position

**LIEFERUMFANG**

- Kalibrierzertifikat, Batterie (CR2032) und Kunststofftui

L	b1	b2	b3	Tot.	Gew.	MB	TM	No.	EUR
235	40	16	16	+/-0.03	146 g	0-150	flach	MSD 20000/150/F	145,00
235	40	16	16	+/-0.03	146 g	0-150	Ø 1.5 mm	MSD 20000/150/R	145,00
285	50	19	16	+/-0.03	194 g	0-200	flach	MSD 20000/200/F	231,00
285	45	19	16	+/-0.03	235 g	0-200	-	MSD 20000/200	292,00