



"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. 128 million euros (2013)

Number of employees:

approx. 400 (2013)

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 features a search bar at the top left, followed by several filter sections: 'Produkt Hierarchie' (Product Hierarchy) with dropdowns for PLC, Produktgruppe, Produktkategorie, Produkt, and SKU; 'Sortment' with dropdowns for Jahr / Typ and Katalog; 'Datumsfilter' (Date Filter) with date ranges for POS Launch LP, POS Launch PLH, and Auslaufdatum; 'Fehlende Daten' (Missing Data) with a Q-Gate and 'Meine fehlenden Daten' checkbox; and 'Attribut Suche' (Attribute Search) with an 'Attribut' dropdown and a 'Wert' input field. Below the filters is a table of search results with columns: Produkt, Produktbezeichnung, SKU, SKU-Be, Lizenzmanager, Lieferant, and Artikelstatus. The table lists several products, including sunglasses and mobile phone accessories. At the bottom, there are buttons for 'Excel-Export - (xls)', 'Exportieren', 'Weiterverwendung Extern', and 'Tabellarisch bearbeiten'. A status message at the bottom left reads '157 neue Ergebnisse gefunden!'.

The screenshot shows the 'pmprospect - Bearbeiten' (Edit) interface. It is divided into two main sections: 'Suchergebnis' (Search Results) and 'Produkt-Attribute' (Product Attributes). The 'Suchergebnis' section on the left shows a tree view of search results, including 'P1120_Polo-Shirt/ZIP 1000' and 'P3633 - P103 Ighite'. The 'Produkt-Attribute' section is a table with columns: Produkt #, Produkt Bezeichnung, Aktiv, PM / LM, Lieferant / LP, Betreuer Operations, and Q-Gate Status. It lists several products, including 'P1120_Polo-Shirt' and 'P3633 - P103 Ighite'. Below this is the 'Artikel-Attribute' (Article Attributes) section, which is a table with columns: Artikel #, Artikel Bezeichnung, Aktiv, Artikelstatus, Herstellerartikelnnummer, Farbe, and Größe. It lists several articles, including '4046901623053' and '4046901623060'. At the bottom, there are buttons for 'Speichern und Schließen' and 'Abbrechen'. A dropdown menu is open over the 'Artikel-Attribute' table, showing options like 'Neu', 'Aktiv', 'Inaktiv', and 'Deaktiviert'.