



*"We were able to successfully merge our two existing systems into crossbase. With this modern tool we can deliver media-compatible output for all channels and are ready for future requirements."*

Kurt Wohlgenannt, CIO, Authorized Signatory, Schmidt's Handelsgesellschaft mbH

## SOLUTION DESCRIPTION

Schmidt's Handelsgesellschaft mbH emerged from the companies Schmidt's Erben and Weyland/Steiner. Since both companies worked with different PIM systems, it was decided to introduce a new common PIM system and implement it with crossbase.

The focus during the conception was on the possibility to enter data quickly and easily. This is a particular challenge, as several thousand articles per supplier often have to be updated and compared in the dealer area.

Currently, more than 200,000 articles are imported from the ERP system to the crossbase solution via the XML interface where they are being structured, enriched with additional content and prepared for print and online output.

Most product information is maintained at master product level. For this reason, the inheritance concept is used. This "inherits" defined content to the subordinate levels and thus minimizes the maintenance effort. In addition, some of the data maintained in crossbase is returned to the ERP system via the API interface, so that the data is always identical.

Another important criterion was print media production. This should be done quickly and easily. This has been achieved with the crossbase solution, despite a sophisticated layout in which, for example, the positioning of images should be mirrored depending on the page (left or right side). In addition to the regularly produced catalogs and brochures, special customer catalogs with individual volumes and special prices are produced for larger customers.

The company is currently evaluating and implementing a new shop system. This is then supplied with data via API server and delta services to Shopify from crossbase. In the meantime, the crossbase solution already delivers the content for the Weyland/Steiner shop - also via API servers.



### Type of company:

The company founded by Josef Schmidt in 1887 in Bludenz (Austria) is one of the oldest and most successful companies in the hardware wholesale trade in Europe. It is a full-range supplier of construction, civil engineering products, fittings, tools, machines, factory equipment, chemical and technical products, work clothing, fastening technology and garden and power tools. SCHMIDT'S employs around 720 people at 14 Austrian locations and is 100% family-owned.

### Company type:

#### Trade Industry:

Tools/construction elements/construction suppliers

#### Sales range:

Over 210,000 products

#### Sales volume:

approx. 173 million euros (2018)

#### Number of employees:

approx. 720 at 14 locations

#### ERP system :

UNITRADE

#### Type of software : Standard software

#### Type of solution: Standard solution

### SCHMIDT'S Handelsgesellschaft mbH A-6706 Bürs

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## THE INDIVIDUAL SOLUTION COMPONENTS

- Bidirectional running interface from ERP to PIM, via API server and XML import
- PIM with integrated product and image database
- Printed sales catalogs and customer catalogs with price update via merchandise management
- Data provision for online shop via API server with JSON/REST interface
- Excel Configurator for Data Provisioning
- Data integration of supplier data
- Data provision for trading partners via BMEcat

## APPLICATION MODULES USED



Data import



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Print publishing



Data import configurator



Data export XML / Excel



API server

## PRINTED MEDIA

**SCHMIDT'S**
**HANDELSKATALOG | Tiefbau**

**Plasson-Anschlussverschraubung Nr. 7020**  
+ mit Außengewinde

Best.-Nr.	DA mm	DA Zoll	ME	PE	Preis EUR
1065 9632	20	1/2	SKL	1	6,70
1065 9649	25	3/4	SKL	1	8,70
1065 9656	32	1	SKL	1	11,80
1065 9663	40	1.1/4	SKL	1	19,60
1065 9670	50	1.1/2	SKL	1	26,45
1065 9687	63	2	SKL	1	35,90

**Plasson-Anschlussverschraubung Nr. 7030**  
+ mit Innengewinde

Best.-Nr.	DA mm	DA Zoll	ME	PE	Preis EUR
1065 9684	20	1/2	SKL	1	6,70
1065 9693	25	3/4	SKL	1	8,70
1065 9700	32	1	SKL	1	11,80
1065 9717	40	1.1/4	SKL	1	19,60
1065 9724	50	1.1/2	SKL	1	26,45
1065 9731	63	2	SKL	1	35,90

**Plasson-T-Stück Nr. 7040**  
+ 90 Grad, egal  
+ trinkwasserzugleich nach DINORM 8 5014

Best.-Nr.	DA mm	ME	PE	Preis EUR
1065 9755	20 x 20 x 20	SKL	1	14,20
1065 9762	25 x 25 x 25	SKL	1	19,60
1065 9779	32 x 32 x 32	SKL	1	26,45
1065 9786	40 x 40 x 40	SKL	1	48,05
1065 9793	50 x 50 x 50	SKL	1	66,60
1065 9809	63 x 63 x 63	SKL	1	85,35

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**MASCHINEN | Kreisägeblätter**
**SCHMIDT'S**

DIN 84/ISO 1207, Zylinderschrauben mit Schütz, Niro A4

VPE	500	500	500 ->55 200	500 ->45 200	200	100 ->80 50
d	5,5	7	8,5	10	13	16
k	2	2,6	3,3	5	6	

Gewinde-Ø mm	3	4	5	6	8	10
Länge	Best.-Nr.	Best.-Nr.	Best.-Nr.	Best.-Nr.	Best.-Nr.	Best.-Nr.
3	30933439					
4	3078865	30933811				
5	30838000					
6	30084155		30206243			
10		30933774			30220096	
12	30717725		30256439			
14		30400863				
16		30819275	30199439			
18	30178458	30933781				
20	30026261				30257993	30753016
22				30546493		
25	3078858	30537408	30199446			30752023
28	30845602	30933798				
30		30191280	30114098	30428348	30618411	30262591
35		30933804				
40			30206212			30015238
45		30933828	30206229	30249738		30869925
50					30240759	30753030
55			30206236			
80		30249745				30079021
100			30199422			

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