



"By using the crossbase solution we have achieved more than just enhancing the quality of our product master data. This gives us an edge over the international competition and delivers tangible added value for our customers."

Frank Zotz application Consultant, CERATIZIT S.A.

SOLUTION DESCRIPTION

Based on the crossbase standard software, a PIM, MAM and crossmedia solution tailored to individual requirements was implemented for WNT. The starting point is the interface to SAP. Via this connection, all sales items including logistical data are forwarded to the PIM system and booked regularly. The SAP data is enriched in the PIM system with extensive technical features, product relationships, images, documents, CAD data and texts and mapped in various market- and media-specific product views. This includes, for example, the main catalog (consisting of 10 partial catalogs) with over 1,900 pages and the extensive eShop "Toolingcenter". All these media are created language-specifically.

The eShop offers as a special feature a guided search, with the possibility to search based on characteristics and as a result also the display of cutting data. The complex product tables of the print catalog in the segments area are generated at high speed on the basis of an individual data logic, sometimes over several pages with automatic pagination.

The translations are efficiently controlled via crossbase.trans and SDL Trados and will be available shortly after completion of the German catalog. Over 10 language mutations are generated in the shortest possible time. Shortly before printing, the price data is automatically inserted in a price run.



Company description

CERATIZIT Deutschland GmbH (formerly WNT Deutschland GmbH) is a Europe-wide sales organization supplying small and medium-sized companies with cutting and precision tools. WNT was founded in 1987 as a model for a revolutionary sales and support concept near Kempten to respond to the technical developments in the machining industry. Since 2002 WNT belongs to the CERATIZIT group of companies and in 2018 the company renaming was completed. CERATIZIT has subsidiaries in 19 European countries.

Type of company:

Trading company

Industry:

Tools

Sales range:

over 45,000 products

Sales volume:

over 1 billion euros for the group (2016)

Number of employees:

over 9,000

ERP system:

SAP

Type of software: Standard software

Type of solution: Individual solution

Ceratizit Deutschland GmbH

D-87437 Kempten

Connected locations:

F-95300 Pontoise

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THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with SAP connection and extensive product logic (accessories, cutting points, cutting data)
- Image database
- Online catalog with eShop
- Translation workflow with TMS (SDL Trados)
- Printed sales catalogs in different country variants with price update
- Print server farm and batch production

APPLICATION MODULES USED



Product database



Media Asset Management



Text management



Channel Output Management



Translation management



Mobile Applications



Print publishing



Data export
XML / Excel

PRINTED PRODUCT CATALOG AND ONLINE CATALOG

WTX VHM-Bohrer

VHM-Tieflochbohrer, mit Kühlkanälen

- bis 30xD ohne zu entspannen
- Plüßbohrung selbsttätig
- exzellente Fluchtungsgenauigkeit
- sicherer Späneabtransport

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4 _h	4 _h	L	L ₁	L ₂	Bestell Nr.	PGI	TI
mm	mm	mm	mm	mm	EUR		
3,0	6	130	80	75	193,00	030	
3,5	6	130	80	75	198,00	035	
4,0	6	130	80	84	171,00	040	
4,5	6	130	110	103	186,00	045	
5,0	6	130	120	113	208,00	050	
5,5	6	130	140	132	226,00	055	
6,0	6	130	140	131	226,00	060	
6,5	8	210	130	130	222,00	065	
7,0	8	210	130	130	228,00	070	
8,0	8	200	130	148	237,00	080	
8,5	10	200	135	182	293,00	085	
10,0	10	200	200	212	329,00	100	
12,0	12	315	268	250	361,00	120	

Stahl
 nichtrostender Stahl
 Eisenleg.
 NE-Metalle
 Hochwarmst. Leg.

Seite 80-81

Wendeplattendrehwerkzeuge

ISOLAMP

SCLC 95°

- Ausführung: Hartmetall

ISO-Bezeichnung	4 _h	h	L	L ₁	f	D _h	Wendplatte
	mm	mm	mm	mm	mm	mm	
E10H SCLC-RL 06	6	7,6	100	5	11	CC 0602	
E10K SCLC-RL 06	10	9,5	125	7	13	CC 0602	
E120 SCLC-RL 06	12	11,5	180	10	9	CC 0602	
E16H SCLC-RL 09	16	15,0	200	16	11	CC 0973	
E20S SCLC-RL 09	20	18,5	250	16	13	CC 0973	
E27H SCLC-RL 09	25	23,0	300	16	17	CC 0973	

Erstatzteil für Bestell Nr. 70 718 000
 70 718 000 / 70 718 000 TOB 11,30 105 M2,5 x 5 2,37 116
 70 718 010 / 70 718 010 TOB 11,30 105 M2,5 x 5 2,37 116
 70 718 012 / 70 718 012 TOB 11,30 105 M2,5 x 5 2,37 116
 70 718 016 / 70 718 016 T15 11,30 102 M2,5 x 7,2 2,98 110
 70 718 020 / 70 718 020 T15 11,30 102 M2,5 x 8,0 2,89 304
 70 718 025 / 70 718 025 T15 11,30 102 M2,5 x 11 2,98 113

Seite 80-81