



“With the crossbase software solution, all product information is maintained centrally in one place. This simplifies the production processes for the media to be created and ensures that the data source is always up-to-date.”

SOLUTION DESCRIPTION

Based on the crossbase standard software, a PIM, MAM and crossmedia solution tailored to individual requirements was implemented for ZIEHL-ABEGG. The starting point is the interface to proALPHA and to the measurement data system. Via this connection, all sales items with product features, images and texts are imported into the PIM system. The proALPHA data is then enriched in the PIM system with extensive product features, product relationships, images, documents and texts and mapped into the various market- and media-specific product views. These include in particular the printed, multilingual and partly country-specific main catalogs, e.g. the catalog “Centrifugal fans” with more than 350 pages in German and English.

The catalog consists of product pages with complex tables (design tables, matrix tables and dimension tables) as well as editorial pages with extensive technical information. Worth mentioning are the page cross references, they point to the accessories and are automatically expanded, as well as the product description texts, which are automatically generated from the technical features.

Ziehl-Abegg also uses the Office data sheet with a special function for characteristic curve diagrams.

A MAM system is used for internal use, here all kinds of image data and documents are managed in a MAM structure and made available to users via an intranet site.



Company Description

Products from the southern German company ZIEHL-ABEGG SE set standards worldwide for reliability, efficiency and energy savings. The company, founded in Berlin in 1910, is a quality and technology leader in the field of air, control and drive technology. The wide range of applications is reflected in the fields of application: ZIEHL-ABEGG motors move state-of-the-art computer tomographs around the globe as well as complex elevator systems. And in many areas where air has to be moved, products from ZIEHL-ABEGG do their job.

Type of company:

Manufacturer

Industry:

Electrical engineering, mechanical engineering

Sales range:

approx. 20,000 products

Sales volume:

approx. 540 million euros (2017)

Number of employees :

approx. 3.900

ERP system:

proALPHA

Software type: standard software

Solution type: individual solution

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THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with extensive product features and product relationships
- Extensive promotional texts, including generated texts from text templates
- Translation workflow with TMS (Araya)
- MAM image database
- Printed sales catalogs in various country variants
- Automated data sheets in Word with over 20 pages

APPLICATION MODULES USED



Multilingual user interface



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Workflow-management



Translation management



Media service



Print publishing



Office connection

PRINTED MEDIA

