| Information about the company | Type of company:<br>Branch of industry:<br>Sales range:<br>Sales volume:<br>Number of staff:<br>ERP system: | Manufacturer<br>Automotive industry<br>280,000 items (incl. spare parts)<br>1.33 billion Euro (2017)<br>3,245<br>SAP |
|---|---|---|
| **Contact** | KTM AG<br>A-5230 Mattighofen<br>**Tailed locations:**<br>US-44001 Amherst<br>AT-8010 Graz | Markus Gruber<br>(head of Organization &<br>Project Management)<br>Tel.: +43 7742/6000 -272<br>markus.gruber@ktm.at<br>www.ktm.com |
| **Type of software** | Standard software | |
| **Type of solution** | Custom solution | |

## KTM

### DESCRIPTION OF COMPANY

KTM AG, based in Mattighofen, Austria produces and develops race-ready offroad and street motorcycles. KTM products are distributed to more than 2,300 independent dealers and importers by over 35 sales companies. Since 1995, in addition to KTM brand vehicles, the company has also been manufacturing motorcycles under the HUSABERG brand. Since acquiring the license rights to the HUSQVARNA brand in 2013, these have been sold once again under the name "Husqvarna Motorcycles".

## SOLUTION DESCRIPTION

Based on the crossbase standard software, an individual PIM and crossmedia solution was implemented for KTM. The starting point was the data migration from an existing product database and the continuously operated interface to the ERP system. Via this connection, all sales items with the existing product data were imported into the PIM system. The products are created in the ERP system, transferred to the PIM and subsequently enriched with extensive product features (e.g. motorcycle chassis and engine, PowerParts and PowerWear features), product relationships (e.g. accessories, sets, spare parts and assembly parts), images, documents and texts and displayed in the various market- and media-specific product views. This includes various web interfaces with country-specific characteristics. Of great use is the formula-based calculation of attributes, e.g. for imperial values and concatenation of texts (including composite dimensions), as well as text generation, which generates multilingual texts from characteristics and reusable text modules, e.g. the description text or the model name.

## THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with interface to the ERP system
- Media database with two-way MAM interface (Celum)
- Text management, standardized translation process with TMS interface (Trados), generation of text from text modules using templates
- Catalog management to control market-specific catalog ranges
- Web interfaces to provide product information on bikes, PowerParts, PowerWear and spare parts for websites and dealer network, with country- and market-specific versions (KTM, KTM USA, Husqvarna)
- Excel configurator
- Product configurator: Product information and configuration data is supplied in integrated form from the crossbase PIM system
- Outlook: Rollout to subsidiaries, automation of catalog production, acrolinx integration

## APPLIED APPLICATION MODULES

Multi-lingual user interface    ERP interface    Product database    MAM    Text management    Catalog management    Workflow management

Translation management    Data export XML/Excel

SAMPLE WEBSITE