

Information about the company	Type of company: Branch of industry: Sales range: Sales volume: Number of staff: ERP system:	Retail company Consumer goods 20,000 products approx. 400 million Euro n.a. SAP
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Type of software	Standard software	
Type of solution	Custom solution	

PORSCHE DESIGN GROUP
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.

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 range 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 rounded off by the daily operated interfaces to SAP and the cash register system as well as by a calculation module: With a few calculation entries, dependent costs, prices and contribution margins are calculated in the background. The necessary formulas and constants can be easily adapted and extended in crossbase.

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

APPLIED APPLICATION MODULES


ERP interface



Product database



MAM



Text management



Catalog management



Translation management



Office connection

