ANTEROS

Our Customers‘ Detailed Project Reports and Experiences

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Realize Projects with Experts

Our ANTEROS software is used by many companies of varying sizes in diverse industries such as automotive, fashion, sanitary, electrical, and many more. The following chapters will present reports made by some of our customers on their experiences with ANTEROS projects. In addition to the ANTEROS software, our services that can make your PIM, print or web project a success will also be covered.

Everything from a Single Source

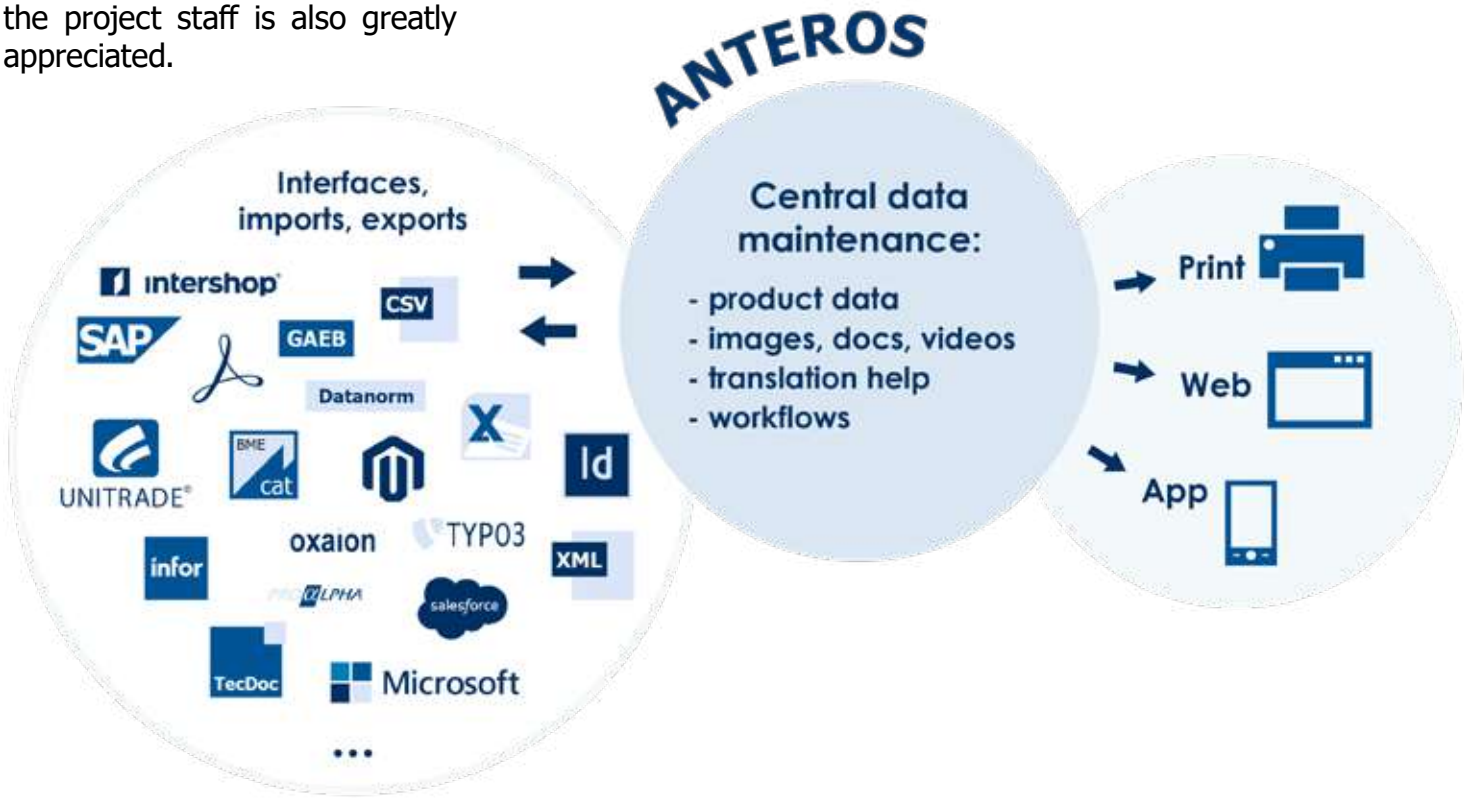
INCONY is not only the provider of the technology-leading PIM and cross-media system ANTEROS, but is also one of the few PIM providers to offer the associated services.
Customers appreciate the fact that INCONY offers software and services such as design and configuration - all from a single source. The high level of competence demonstrated by the project staff is also greatly appreciated.

A Wide Range of Services

INCONY provides a wide range of services for projects. These include consulting and design, configuration, integration of existing systems, data preparation, design, software customization, as well as support, maintenance and hosting.

An Agile Approach

For faster and more targeted results, we operate in an agile manner: project sprints of approximately 4 weeks are defined in which your selected requirements are implemented, before you can review and release any changes.



Praise from Customer Surveys

Independent customer surveys have confirmed our high level of employee competence, quick understanding of customer requirements and reliable support in projects.

Advantages of ANTEROS

Fast Time-to-Market

Functional, ready-to-use PIM system that only needs fine tuning and not, as with competitors, a framework that has to be built up at great expense.

Up to 90% of Time Saved

Highly efficient product data maintenance thanks to functions such as inheritance, product families, default values, calculation rules, object and relationship types.

Up to 90% in Cost Savings

Save costs with efficient data maintenance, many fully integrated modules, and 100% automatic generation of catalogs, price lists, data sheets, and labels.

Multiple Languages with Little Effort

Efficiently maintain translations in any foreign language and keep them up-to-date with intelligent translation management.

Fully Up-to-Date

Product information on the web and in print documents is always up-to-date, as data is maintained centrally and no longer spread across several "islands".

Intuitive Usability

The usability of our software was tested in the Siemens Usability Lab with eye tracking glasses.

High Quality Data

Targeted testing and improvement of data thanks to clear, dedicated test reports in the dashboard.

Data Transfer and Connection to Other Systems

Transfer and integration of data via various imports, exports and interfaces in order to transfer data from other systems into the PIM or to export it for partners and customers.

Personalized Customizations

Features, layout and design can be adjusted to meet your requirements.

TECE is a manufacturer of sanitary products. Their products are distributed to the trade via a 3-tier distribution channel through specialized wholesalers. TECE uses the ANTEROS PIM system for structured maintenance of product data, images, videos and documents as well as for efficient translation. Additionally, their web catalog is built with ANTEROS, the price lists are automated with the ANTEROS print engine and multiple exports have been implemented for various dealers.

Quick Implementation

Once the ERP system had been linked, the master data was transferred to the ANTEROS PIM system and the TECE team added marketing texts, images and certain key data in ANTEROS.

After only 3 months, the PIM system including the ERP connection was set up, data for the German price list was entered, and the price list for printing was already being automatically output. This astonished the TECE team, as they had heard from other companies with PIM systems of significantly longer implementation times.

Export Framework

In addition to XML, CSV and Excel format exports, TECE also needed other export formats for customers and partners. The ANTEROS export framework includes standard formats such as BMEcat and Arge. TECE can use publications to specify which data should be included in the export.

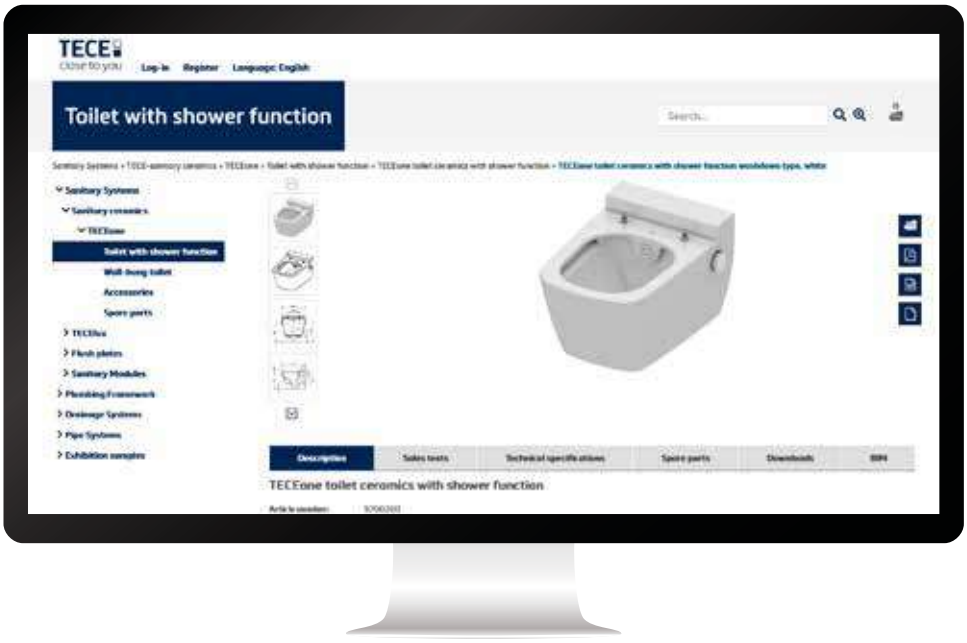
Dealers who only request certain product properties can use the export profile editor to define their own export in terms of required columns via web forms.

Efficient Translations

Within a short period of time TECE realized the benefits of the ANTEROS translation management. They could use it to integrate the languages other than German that were relevant to them into the system and create exports, price lists and online catalogs.

Here, TECE benefits from the translation support integrated in the PIM which only shows the texts that need to be translated in the dictionary, allowing for more focused and efficient translation.

TECE has dedicated specific ANTEROS users for this purpose, these users only have access to the texts that need translating and are also only allowed to make changes in the languages that they have authorization to change. The web form highlights which part of the text has changed since the last translation. Furthermore, translations can be exported and imported as Excel files or integrated with a translation memory system via an interface.



TECE
PIM with Exports and Innovative Print Engine

"In just two years, we have built the PIM system, automated price lists for several countries with ANTEROS, and exported data for Arge and Datanorm, and built the web catalog. ANTEROS is very easy to use. INCONY's partnership and customer orientation have impressed me throughout."
Holger Kleine-Tebbe, TECE

Control Print Generation via Excel

When creating price lists for different countries and dealers, TECE quickly realized that their product range can vary from country to country and from dealer to dealer, and sometimes even vary in terms of timing as a result of special offers. Fulfilling this dynamic, whereby almost every customer receives a unique price list, was extremely important to TECE's sales department.

The ideal solution for TECE was to control print generation with an Excel file containing relevant items with item numbers and other customer-specific data such as price group or price. To achieve this, INCONY expanded ANTEROS.print to include an Excel control system. This now allows the sales staff to generate price lists not only for a complete country assortment or a publication, but they can also generate a custom list at any time using an Excel file.

At TECE, additional data such as sales price, discount group and product status can also be specified in the Excel file.

During print generation, the ANTEROS and Excel data are combined. If a parameter is set both in ANTEROS and in the Excel file, the data from Excel is used only for this print generation. However, this data is not written to the PIM as it is solely an individual customer price. However, the sales person can save their Excel file in ANTEROS and of course also archive the generated customer price list.

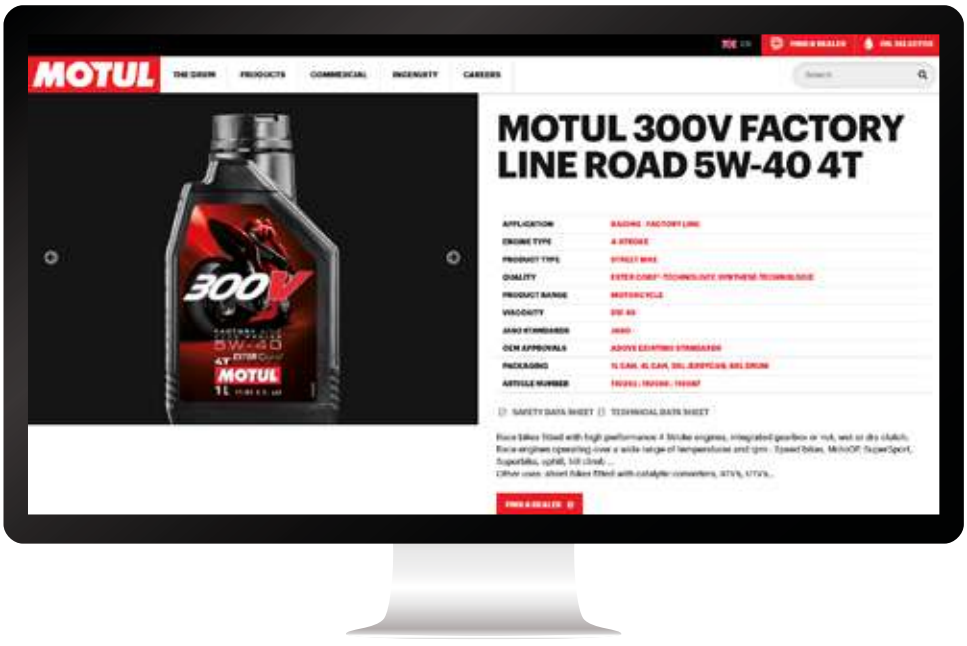
Online Catalog with Exports and BIM Data

TECE has created an online catalog with ANTEROS.web, which is deeply integrated into the TECE website. This allows customers and interested parties to browse the TECE range and view characteristic data and drawings for each product. Moreover, they can selectively export data for products, namely for tender texts in various formats and, after logging in, also BIM data with CAD in various CAD formats.

Motul is a company synonymous with expertise in the lubrication industry and has locations all over the world.
The company uses ANTEROS to maintain product data worldwide, export data for dealers as well as maintain their own web shop and automatically create catalogs and data sheets. Dealers can easily access images, documents and videos via the media portal.

How ANTEROS is Used

Motul uses ANTEROS as a central data hub for product data and images. ERP master data from SAP and safety data from Quick FDS are imported into ANTEROS via interfaces. During data maintenance, employees benefit from an integrated media and translation database. ANTEROS interfaces are used to transfer data to the CMS for Motul websites, to Intershop for the Motul webshop, and in Excel and TecDoc format for dealer exports. Furthermore, Motul can use ANTEROS for fully integrated and automatic generation of print catalogs and data sheets.



Worldwide Data Maintenance

As a global company, Motul needs to maintain a clear structure in its product data in order to keep track of large product volumes.

Therefore, data maintenance has been clearly differentiated between global and local products. Global or corporate products are maintained at the headquarters in Paris, while market-specific products are managed locally in the corresponding business units.

User Roles, Rights

PIM-Admin

The administrator of the system is not only responsible for the user administration, but also for the maintenance of the master data structure.

Corporate and BU users

Corporate users in the Corporate Headquarters can create content for globally distributed products in the master language and define technical data for the products, including manufacturers, approvals and technical standards. Users in the Business Unit can only edit the products that belong to their country's assortment.

Translator

The standalone role of the translator allows for flexible text translations. The rights of the translator can be restricted to specified languages.

Restriction of rights

In addition to assigning user roles, the editing rights of individual users can be further restricted with ANTEROS. These rules are transferred from SAP to ANTEROS via an interface.

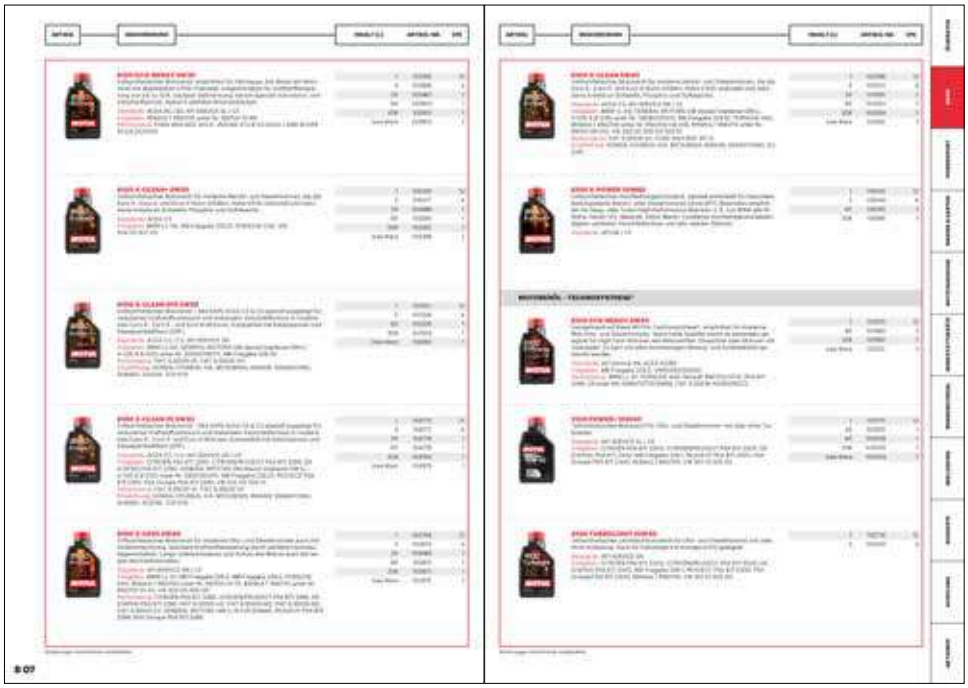
Motul
Distributed Work by International Teams

"With the PIM technology leader ANTEROS, we can easily maintain our complex product data across numerous countries in a well-structured manner. The responsibilities of the employees are clearly regulated via user roles, rights and workflows. We save a lot of time thanks to ANTEROS and at the same time have significantly increased data quality and reduced our complaint rate."
Mark Grunert, Motul

Marketing and Technical Data

Employees in ANTEROS maintain marketing texts and images as marketing data, they group products into categories and enter unique selling points.

For technical data, the separation of the two brands MOTUL and MOTULTECH is particularly important. In addition, relations are used to define exactly which product is approved for which vehicle by which manufacturer. For this purpose, separate object types for manufacturers, vehicles and releases as well as relations and parameters have been defined in ANTEROS.



Workflows for Processes

Motul uses workflows to systematize some processes and let ANTEROS control them. To this end, individual work steps are defined in workflow states and transitions, whereby authorizations and actions can be specifically controlled. In ANTEROS, workflows can be created independently in a graphical editor and taken into account in the dashboard or the editors to control the processes.

Media Portal

Motul has built a media portal with ANTEROS.mp, in which employees and even authorized customers and partners can access files. Here, the function that allows images to be downloaded in multiple formats is particularly noteworthy. Files from third-party systems are also integrated.

Motul benefits from the ANTEROS media portal as users can conveniently search for files via the category tree without Motul having to specifically sort images or documents into the categories. ANTEROS uses the information from the products that are assigned to the files for this purpose and can search implicitly using this knowledge.

MC-Bauchemie is one of the leading international manufacturers of chemical construction products and techniques.
The group of companies uses ANTEROS to maintain its complex technical product data. Employees enter different data in a workflow-controlled manner and, once the data has been checked and approved, data sheets are then automatically generated and transferred to MC-Bauchemie's websites.

Project Implementation

Early in the project, MC-Bauchemie seized the opportunity to try ANTEROS in a proof-of-concept for a few weeks.

15 employees participated in this proof-of-concept test and the results were extremely positive: the broad PIM functions of ANTEROS allowed for an efficient maintenance of their highly complex product data. Furthermore, they were impressed by the 100% automatic print generation, as well as by INCONY AG's in-depth experience with data from the engineering and construction industry and how quickly INCONY understood their requirements.

Structured Data Maintenance

MC-Bauchemie can maintain their product data clearly and easily in multiple tabs in the ANTEROS editor. They can create selection lists themselves in order to ensure uniform spelling of texts and values, thus avoiding incorrect entries and ultimately incorrect data. To maintain the nested characteristic data of their products, the employees of MC-Bauchemie use structured parameters, which combine a number of properties. These can in turn be nested again when dealing with highly complex parameters.

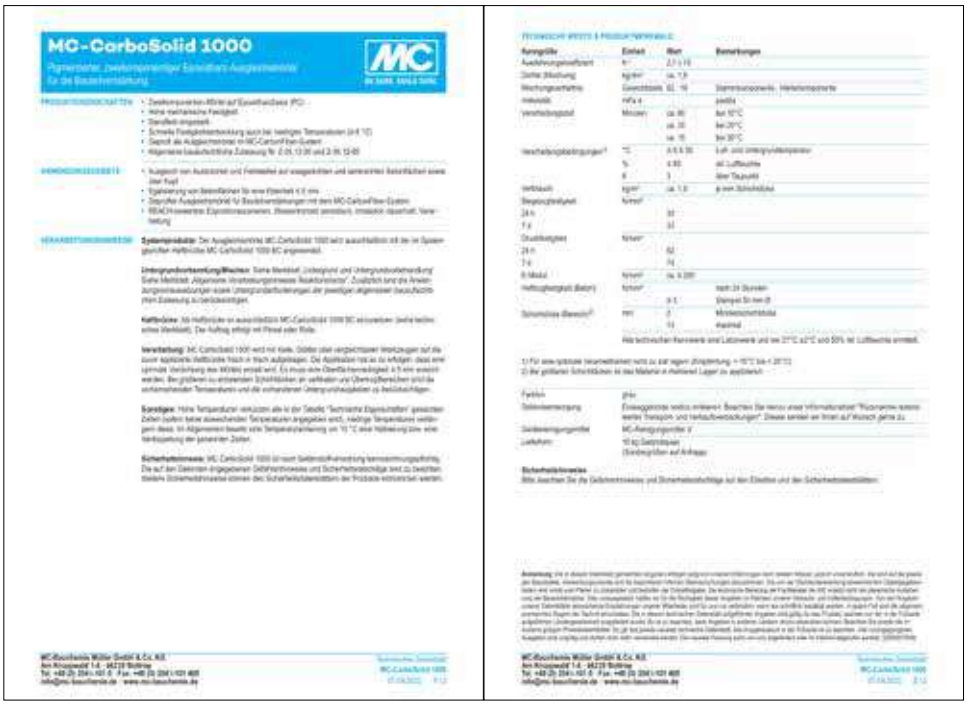
Efficient Data Maintenance

For both number and text parameters, MC-Bauchemie uses the calculated parameter function from the ANTEROS PIM system.

For example, the parameter "Storage" is composed of fixed texts and numerical values according to rules. These rules include the parameters minimum and maximum storage temperature, the storage time as well as an optionally maintained additional text. The calculation rules save MC-Bauchemie considerable time in data maintenance, as the values are automatically calculated in the products and also updated with each change in the basic parameters.

Country Specification

Given that MC-Bauchemie operates internationally, country-specific product ranges are maintained in ANTEROS and separate publications are used for the individual country companies. These publications can be used to determine whether a product is relevant for a particular country or not, ranging from entire categories to individual products.



MC-Bauchemie
Workflow Control of PIM Processes

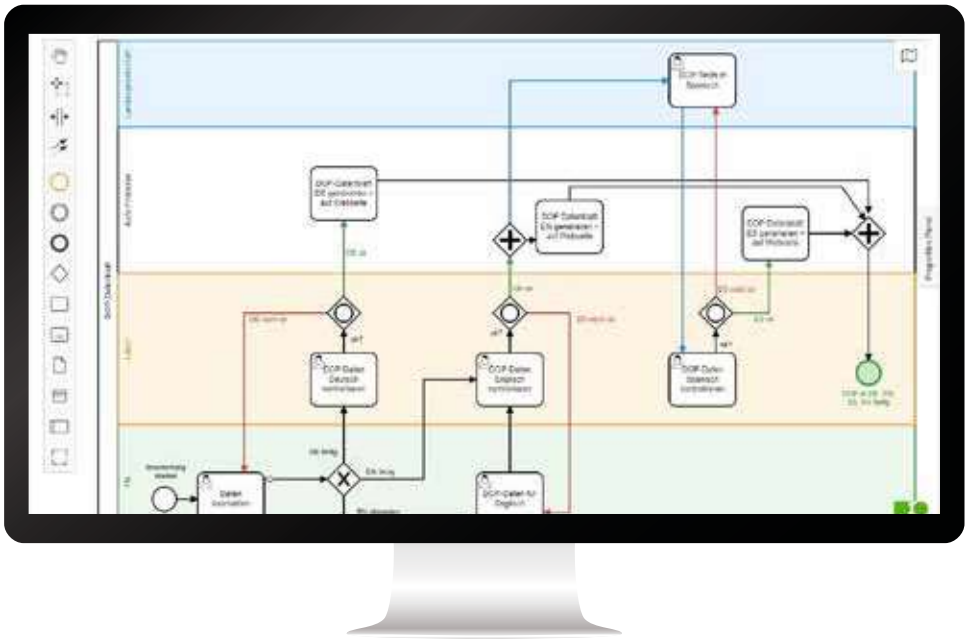
"We can find all of our information in one place, which was not possible until now, everybody had their own filing system. With ANTEROS we have managed to keep all information about our products in one system. The service, the consulting and the project management made it possible for us to perfectly implement the system in our company."
Sven Steppa, MC-Bauchemie

100% Automated Data Sheets

MC-Bauchemie has automated several types of data sheets with ANTEROS, including the declarations of performance and technical data sheets.

Some aspects were configured in ANTEROS for the declarations of performance in order to optimize the data maintenance for these. For example, there is now a new tab "DOP" in the product editor in which employees maintain specific data for the DOP declaration of performance. There is also a new "Standard" data type, which MC-Bauchemie uses to create its own standard objects and describe the respective standard via parameters such as compressive strength or fire behavior. These standard objects can be set in relation to the products in order to determine which standards the product fulfills. This saves MC-Bauchemie the time of having to repeatedly specify the standard parameters in each product.

The actual print generation of the data sheets is 100% automated. Assigning a product to the country specification determines whether the respective data sheet exists for the country.



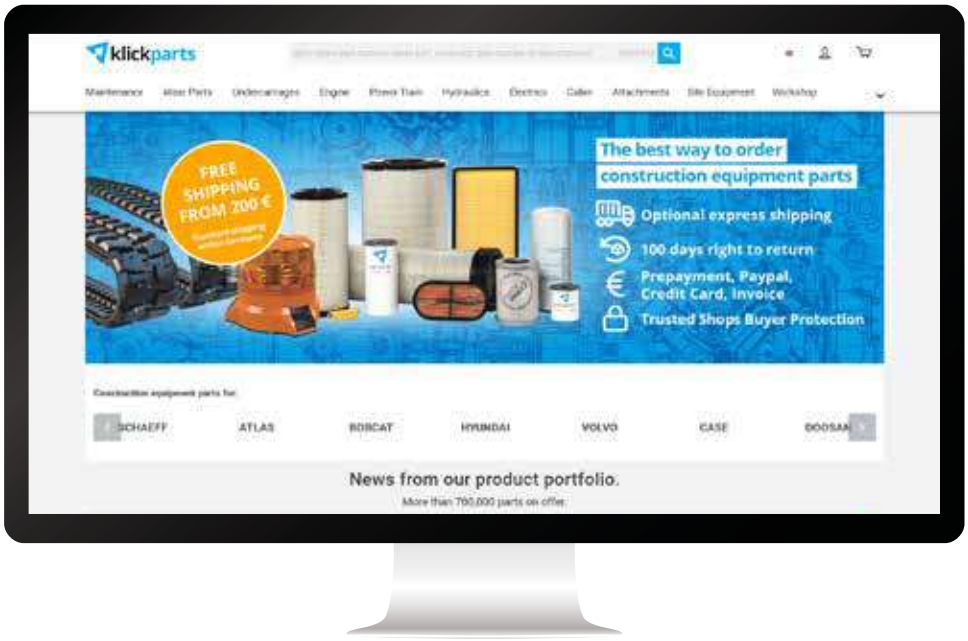
Workflows Control Maintenance & Print

For the declarations of performance, it was very important for MC-Bauchemie to check and approve the data. Before release, the data sheets are therefore watermarked "draft" and only after approval in the respective language can the data sheet be released without a watermark and with an automatically generated version number and automatically copied to MC-Bauchemie's websites. These processes are controlled via an ANTEROS workflow. To do this, a process flow with tasks, roles and rights has been defined in the graphical workflow editor (see screenshot above). A checklist can also be attached to the tasks, thanks to the workflow editor being integrated in ANTEROS. During a process transition, the checklist ensures that completed steps are marked as such in the PIM system before it proceeds to the next step. The full integration in ANTEROS also makes it possible an employee to display the workflow tasks that they are responsible for in the dashboard. This ensures that each participant always has an overview of their remaining tasks.

Klickparts operates an online store for construction machinery spare parts, construction site equipment and workshop supplies.
The ANTEROS PIM system is used to efficiently maintain hundreds of thousands of spare parts. The system not only maintains the spare part number, name and price, but also other key data and, above all, the assignment to the appropriate construction machines and to article numbers of similarly constructed parts.

Impressed by ANTEROS

ANTEROS' flexible data model is already used by many automotive suppliers via the automotive standard TecDoc. Klickparts also needed a similarly complex data model to manage exactly which part belongs to which construction machine, from which manufacturer and which alternative parts from other manufacturers can also be used for this application - the so-called cross references.



Impressed by the INCONY Team

Klickparts was positively impressed not only by INCONY's competence, but also by how well they understood their requirements and by how quickly the project was executed. Within just one day, the first test environment with the provided product data was installed and imported. Klickparts was amazed that they could independently perform configurations on the ANTEROS PIM software with their own IT staff and without the intervention of external consultants.

Import and Input of Product Data

Klickparts uses two separate ANTEROS systems. The ANTEROS test system is used as a pure preparation system, in which the incoming supplier data is prepared and cleaned. Subsequently, all "polished" data is transferred to the production system, in which all product data for the store is maintained and from which all ERP-relevant master data for SAP is exported.

Connection to the ERP System SAP

The data relevant for SAP is managed in a separate tab named "ERP" in the ANTEROS product editor. The configuration of the tab including all fields was created by a Klickparts employee themselves. For this purpose, selected parameters for the new editor tab were configured via online masks. Data changes as well as new article data are regularly transferred to the SAP system via an interface using iDoc.

Klickparts
Maintain Parts for Construction Machinery

"The INCONY team showed an excellent understanding of our specific data requirements. What won us over about the ANTEROS PIM software was not only the flexible data model and the functions for efficient data maintenance and setting various data relationships, but that we were able to implement interfaces and some configurations independently if we wanted to."
Marko Wötzel, Klickparts

INTERN Tab

Similar to the ERP tab, the INTERN tab for Klickparts also had to be configured. This is where internal product management comments on product data, such as translation notes and hints, are stored.

Relations to Construction Machines

The flexible data model of ANTEROS made it possible for Klickparts to configure its own data types for construction machinery manufacturers and models, with which Klickparts can maintain various data on the construction machinery in separate objects.

This way it is sufficient to connect the many spare parts to the construction machine models by relation. This allows a structured display of many details about construction machines in the web store, without having to repeatedly enter these details for the spare parts.

Incidentally, Klickparts only has to create the relation from the spare part to its construction machine models in ANTEROS. The backward direction, i.e. from the construction machine to the spare part, is automatically set or deleted by the system.

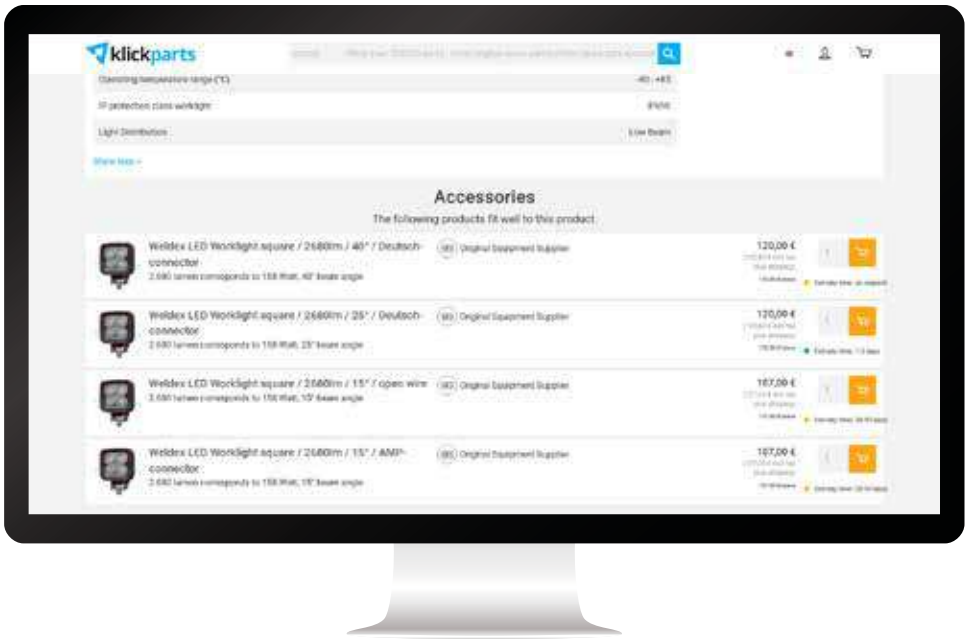
Cross References

Besides the relations of spare parts to construction machinery models, Klickparts extensively uses ANTEROS cross references to link products of identical construction. This way, the original part numbers of the construction machinery manufacturers are stored on the identical parts of other manufacturers. With the help of the cross references, customers can specify the original part number in the online store and receive the parts from different suppliers in different quality and price levels.

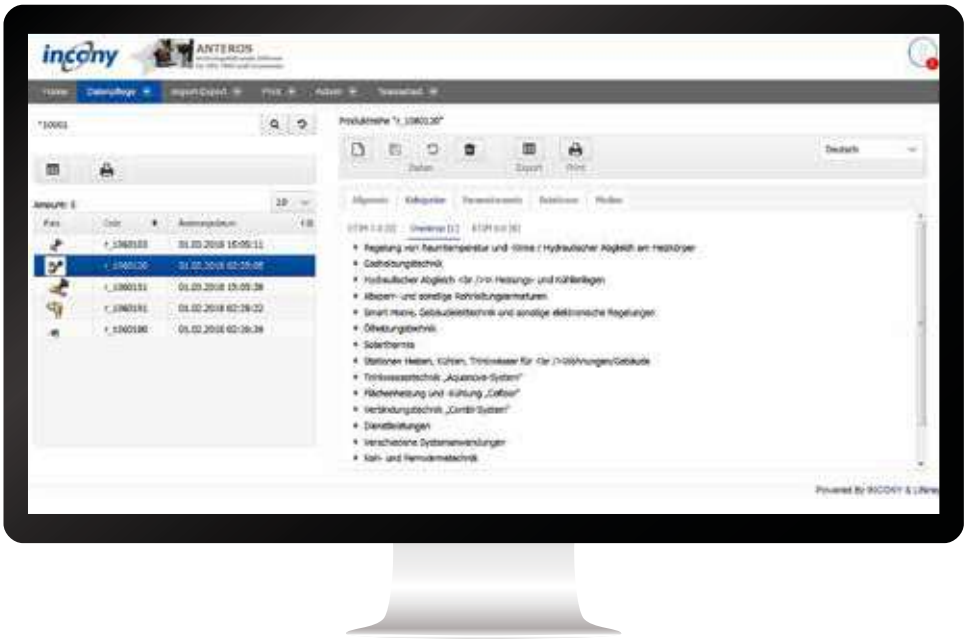
Store Interface

The REST interface allows other systems to be deeply integrated into ANTEROS. Klickparts used this interface to connect their OXID store and display PIM data in the store via API. Thus, the store can display products, construction equipment manufacturers and models, parameters and media assets from the PIM always with the most up-to-date data.

Changes in ANTEROS are automatically imported into the store once every minute via this API.



Oventrop develops, produces and distributes various products in the field of indoor climate, hydraulics, drinking water, stations and smart home.
Oventrop uses ANTEROS for central data maintenance of its products in 24 languages. Interfaces are used to transfer data from the ERP and to output it for dealer portals. In addition, the print catalog is automatically generated with ANTEROS.



Interface to the ERP System

An automatic interface to Oventrop's ERP system regularly imports the current master data, such as prices and article numbers, into ANTEROS in XML format. In the "hot catalog phase", this import can also be started manually, so that, depending on the need, an import could also be carried out every hour.

Efficient Data Maintenance in the PIM

Different maintenance views

Oventrop values the different data maintenance layouts of ANTEROS: sometimes the categories are in the foreground in tree format, sometimes there is the quick search and editors on one page - each task has its own optimized maintenance layout. Employees can select the layout that suits their screen resolution and their task from this selection.

Lists can be edited in a flexible way

The lists in ANTEROS can be individualized according to each user's taste. Each user can decide for themselves which columns of the list are relevant to them at that moment and then only display those columns. This reduces the amount of data displayed and the time needed to search for specific data. Moreover, the lists can be sorted not only by a single column, but by multiple columns at the same time, and some of them can be re-sorted by simple drag-and-drop.

Efficient Translation in 24 Languages

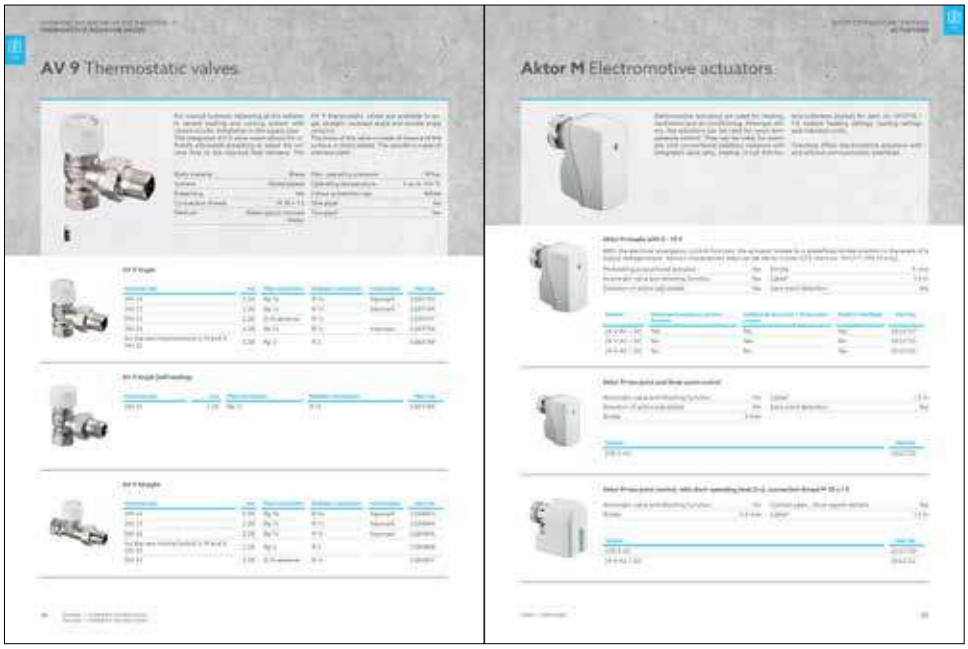
Oventrop makes use of the ANTEROS translation module to keep the product data for 24 languages up to date. This allows the translators from the respective countries to efficiently enter the texts, either directly in the ANTEROS web masks or in exported Excel tables. It is very important that they only see the texts that are new or have been changed in the master language German and do not have to pick out the texts relevant for translation for themselves from the almost 80,000 texts. The modified content is highlighted in color to show what has changed in the text since the last translation.

Oventrop
Maintenance, Exports and Print Generation

"We can manage our data in ANTEROS very efficiently for our wide range of products in 24 languages. Our ERP Infor is connected via XML interface and we export data in Arge and BMEcat format for our dealers using standard ANTEROS exports. Our over 1000-page print catalog is generated 100% automatically from ANTEROS, despite its complex layout."
Roland Kreutzmann, Oventrop

Dealer Exports and Interfaces

Oventrop uses the product data from the PIM system for different purposes:
The ANTEROS standard provides exports of dealer-relevant file formats, such as ARGE New Media, BMEcat and the ETIM classification. Alongside the exports, Oventrop also uses an interface to its website to display the current PIM product data there via web service.



Media Portal for Internal Employees

The ANTEROS media portal provides Oventrop's sales staff with easy access to their product photos, drawings and documents. For example, they can easily search for the images for a customer presentation and download the relevant images in different formats.

Automatically Generate a 1000-Page Catalog

As a result of the highly diverse product range from solar thermal systems to fresh water treatment systems and heating valves, Oventrop's print catalog has also had a mixed structure for many years. The products are structured in groups, product variants with their characteristics are displayed in tables and the technical characteristics in the table columns vary greatly between the product groups.

Nevertheless, the INCONY team succeeded in generating this catalog 100% automatically using the technology-leading print engine from ANTEROS. The automatic generation is not only limited to the product pages, but also product overviews and article number directories are automatically generated with the print engine with the currently valid page numbers.

Brinkmann Pumps offers a wide range of coolant pumps.
The company maintains product data and images in ANTEROS and translates texts into four different languages. That data is transferred to the company's own website. Additionally, technical catalogs are generated 100% automatically with ANTEROS.

Benefits of the Project

Efficient product data maintenance

Before introducing ANTEROS, Brinkmann Pumps used three different editorial systems, one for Europe, one for the USA and one for Japan. As a result, all data had to be changed three times for each change. ANTEROS on the other hand manages all languages and maintains the web and print presentation in a single system.

Layout flexibility for catalogs

In the past, the layout for specific catalog pages had to be hard-coded in the editorial system each time. With ANTEROS, a different layout can now be used for each print generation as needed.

Flexible print generation

ANTEROS allows Brinkmann Pumps to generate their complex print catalogs 100% automatically, even for the Japanese market. Product data sheets and customer-specific catalogs can also be generated on demand.

Time / cost savings

Brinkmann Pumps' old editorial system did not allow for the creation of print-ready files. With ANTEROS, print-ready PDFs are now created at the push of a button, saving Brinkmann Pumps the processing time and cost of a print shop.

Complex Data Model

To help Brinkmann Pumps maintain their product data more efficiently, the data model in ANTEROS has been configured to allow pumps and their motors to be maintained as separate objects. This makes it possible to specifically link pumps only to motor objects and to set relationship attributes between a specific pump and a motor. This allows the employees of Brinkmann Pumps to efficiently specify in the PIM that a motor matches several different pumps and to link the motor dimensions with categories in the relation attribute "motor configuration".

XML Interface to the Web Catalog

Brinkmann Pumps works with a Typo3 service provider for their web catalog, who specified a specific XML format for the transfer of the PIM data. This specification was implemented by the INCONY team using an XML export. Thus, all relevant data is now transferred from ANTEROS to the Typo3 system every night and is displayed on the websites.

Brinkmann Pumps
PIM and Print for Complex Product Data

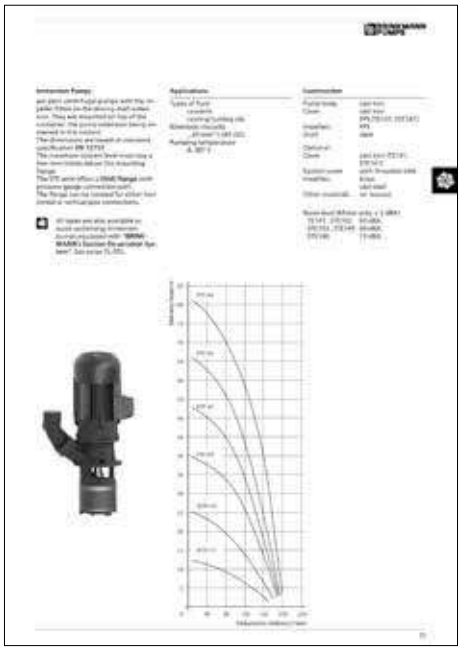
"With ANTEROS we can efficiently maintain our extremely complex products and fully automate the tricky pump catalogs. We had excellent cooperation and were able to implement the project to automate our catalog with 180 pages in 5 languages in only 2.5 months."
Dr. Abou Dayé, Brinkmann Pumps

Automatic Parameter Calculation

As an internationally active company, Brinkmann Pumps is often faced with the problem that different measurement units are used in different regions. Therefore, parameters in ANTEROS can automatically be converted via calculation rules.

Publication Assignment

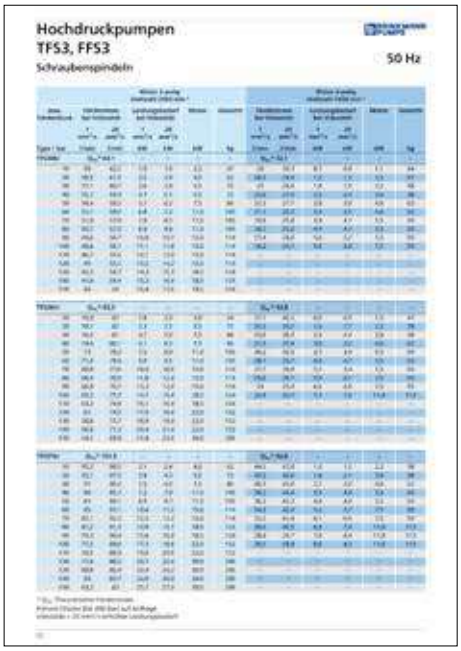
Brinkmann uses the ANTEROS publications to indicate which publication is relevant for each product family, category, engine configuration and for each engine. A distinction is made between print and web catalogs and per region.



Coolant Pump Catalog

In the main catalog, each pump family is printed on a double page with photo, drawings, characteristic curves and technical data. Product tables combine the pump variants with their characteristic data directly with the information of the matching motors.

The characteristic curves for the pumps show labels on the x- and y-axis, which means that these drawings are actually language-dependent. However, Brinkmann Pumps only has to maintain each characteristic curve once. The axis labels are generated in the respective language by the ANTEROS print engine.



Screwdriver Catalog

In this catalog, pumps are combined with their associated motors in pivot tables. For this purpose, the pump and motor objects, which are maintained separately in the PIM, as well as the relations between them are evaluated.

The complexity of this pivot table increases further because it was important to Brinkmann to split the motors into two independent tables, depending on whether they are Brinkmann's own motors or not.

Mitutoyo is a leading supplier of length and measurement technology with 80 subsidiaries in over 40 countries.
The company maintains over 60,000 products in ANTEROS with images, documents and videos in 14 languages. In addition to a print catalog and dealer exports, Mitutoyo has implemented its online stores with ANTEROS and deeply integrated them with SAP.

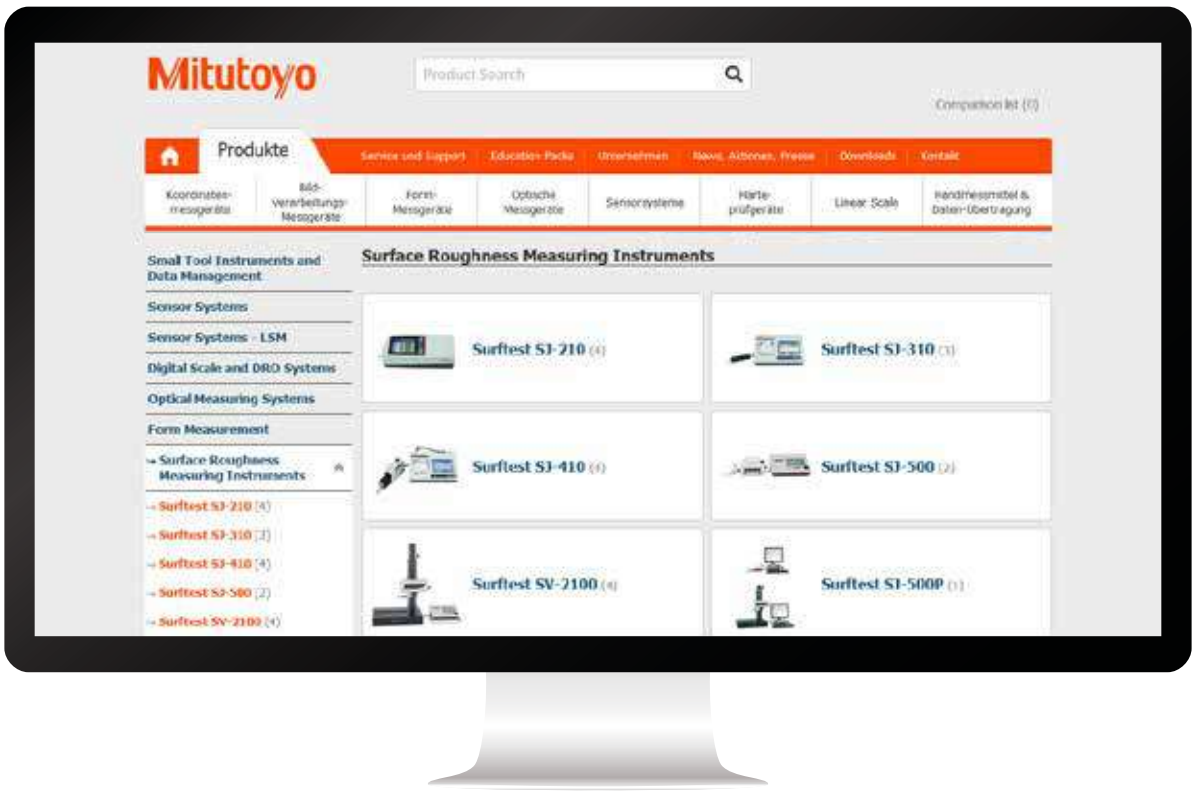
Product Data as the Basis of Online Stores

Product data maintenance at Mitutoyo is rather extensive due to the over 60,000 products and numerous technical characteristics. Almost 1,000 product families and 1,500 parameter definitions have been created for 14 languages. Mitutoyo also puts great emphasis on the aspect of cross-selling in its web stores. For this purpose, many different product relationships were defined to represent links such as consumables and special accessories.

Online Stores in Europe and Great Britain

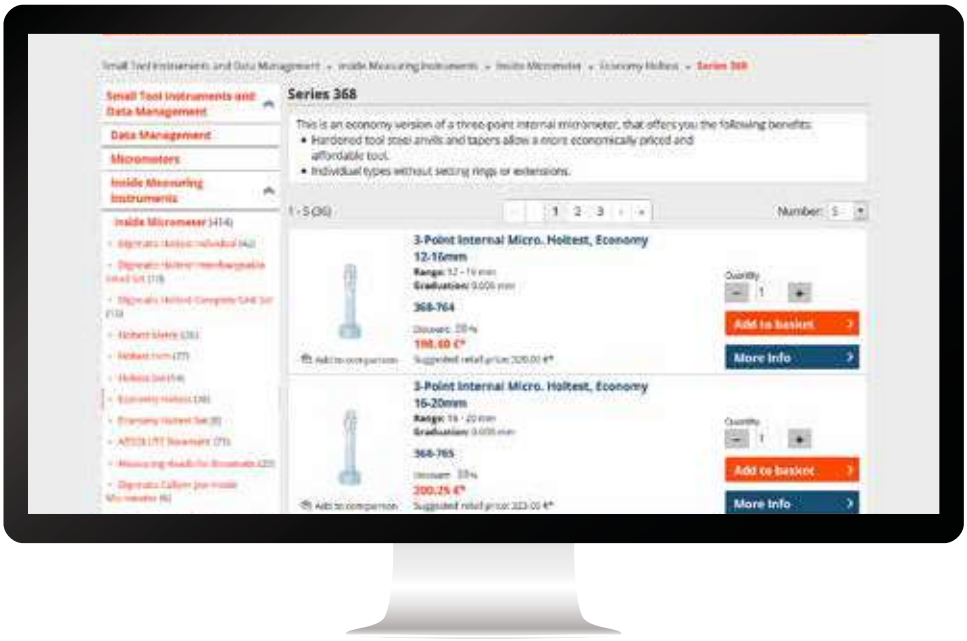
Mitutoyo has its own B2B web stores in all European countries based on ANTEROS. Mitutoyo's dealers log in with their user name and password and see their customer-specific prices, all orders placed, and can even download images and product data in various formats specifically for their own sales.

While in almost all countries the store can be used without a login and then the products are displayed without prices and ordering functions making it impossible for end customers to buy, the British web store is the exception: Since there was a Magento store in the past, ANTEROS needed to offer a B2C store as well, in which end customers could order at list prices. When comparing the two stores, it became clear that ANTEROS is much faster than Magento, despite Magento optimizations.



Mitutoyo
Multilingual Online Stores with SAP Integration

"Our ANTEROS online stores are extremely fast. They are deeply integrated with SAP to directly display customer prices, availabilities, delivery times or order overviews and automatically cut order options depending on payment behavior. The quality and flexibility of the ANTEROS software are outstanding, service and flexibility from the INCONY team are superb."
Markus Bauer, Mitutoyo Europe



Online Store Product Display

To give a good overview, Mitutoyo lists the most important information of a product at the top of the product display. The more detailed technical data is divided thematically into different expandable sections. Additionally, the product-specific parameters are divided into "Specifications" and "Dimensions", with the dimensions illustrated by suitable drawings. In addition to drawings, an ANTEROS-controlled online store provides the option of downloading brochures, instructions or software relating to the product.

Login with Customer Data from SAP

ANTEROS imports relevant customer data, such as customer number, invoice and delivery address, from Mitutoyo's SAP system via an interface for each registered user.

Order History

The ANTEROS order history shows all orders from all users at the company, even those that were not placed via the online store, but via other order channels. This data also comes via an interface from SAP.

Types of Orders

Order by shopping cart

This is the traditional way of placing an order. The customer is shown a personal customer price, which is determined with the help of the customer and corresponding article number from SAP.

Partial orders

The store shows the availability of the products in the shopping cart. If products have different delivery times, then, for example, the Italian online store has an integrated function for partial orders.

Order via Quickorder

If a customer already knows the part number for their order, the Quickorder is the best way to create an order list very quickly.

Order via Excel upload

If a customer places an order in their ERP system and it has no connection to Mitutoyo's SAP system, an order export can be started via Excel in the ERP system and the resulting file can then be uploaded to the online store. A combination of Excel upload and ordering via shopping cart is also supported.

Tietjen is a family-run company dealing with compressed air brake systems and various spare parts for agriculture.
Tietjen maintains its product data in the ANTEROS PIM system and assigns spare parts to the compressed air systems and to relevant vehicles. The online store is also implemented with ANTEROS, allowing customers to conveniently order parts directly from an exploded view and automatically extracting the basis for this from Tietjen's CAD system.

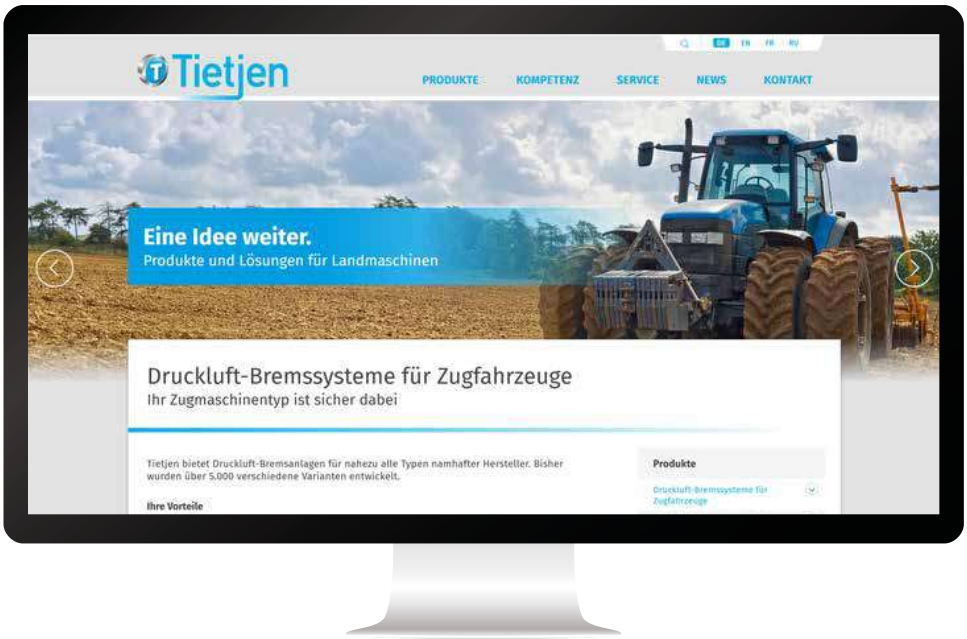
Motivation for the Online Store

The online store allows Tietjen to offer its customers 24/7 sales, while saving on working time and costs themselves. The shop is a B2B store in which customers can use all store functions after logging in and have access to all data. The store is also available for visitors who are not logged in, but they have access to less data and functions. Therefore, only logged-in users can see prices, access spare parts and exploded views, and place orders.

Functions of the Online Store

The online store implemented with ANTEROS offers a variety of product searches. On the one hand, the classic search field can be used for searches by article/ serial number or keyword. In addition, the user can also find the appropriate compressed air systems and their spare parts step by step using vehicle details such as manufacturer, model and vehicle. Finally, search results can be reduced by category.
The results of a search are then displayed in a list with name, part number and important parameters. In this list, the customer has the option to purchase the selected product directly via one-click ordering, or to add it to a product comparison, in which differences are highlighted in color. The search results can be further restricted by parameter filters. The associated product details can be opened by clicking on them. Here, everyone can see the overview data, while logged-in users are additionally shown the price and assemblies for the spare parts.

The list of assemblies allows you to go directly to the spare parts for this assembly. On the next page you can see the spare parts list as well as the exploded view of the assembly with all parts included. The exploded view is made interactive by a special function of ANTEROS. spare. Additionally, you can use a navigation function to get to other assemblies and their drawing plus spare parts list.



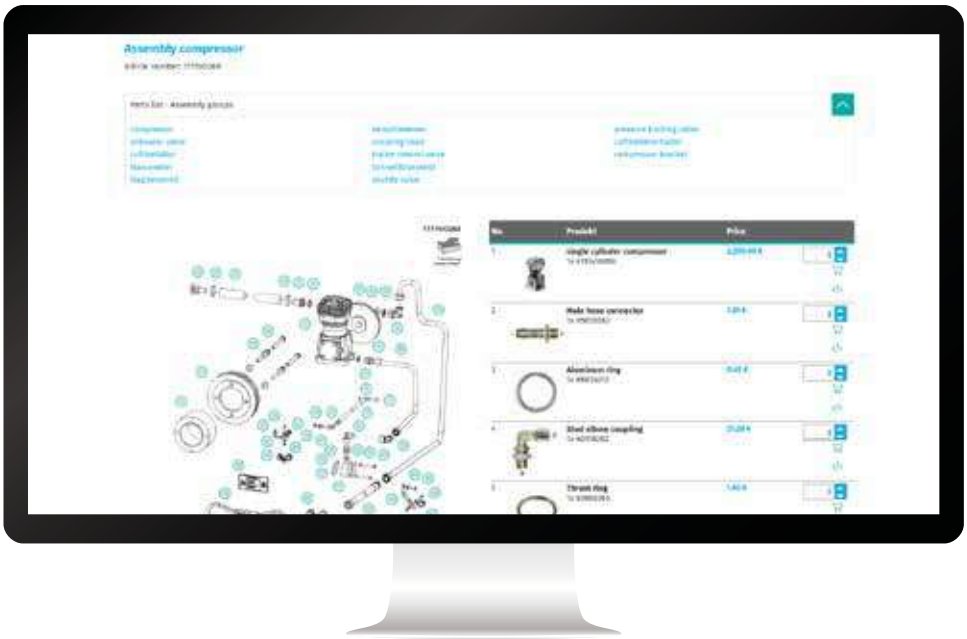
Tietjen
Spare Part Shop with Hotspot Generation

"The ANTEROS online store not only offers our customers good search and ordering options, but it also makes our wide range of products even more transparent, we expect more sales and still save time and costs. Thanks to the central data maintenance in ANTEROS, we only have to maintain product data for our print catalog and the online store once. Our cooperation with INCONY AG since 2008 has been just great and we only have positive things to say about the employees."
Hauke Tietjen, Tietjen

Automatically Derive Hotspots from the CAD

The ANTEROS store function for ordering parts from an exploded view is very user-friendly. But in order for the exploded views to become interactive, the parts in each drawing must be marked via hotspots and linked to article data.
Tietjen did not want to set all these hotspots manually, given that Tietjen has over 4,000 shop-relevant exploded drawings, each with 30-100 parts. Therefore, INCONY implemented an interface to Tietjen's CAD system SolidWorks to automatically generate the hotspots.

To do this, the exploded view is exported from the CAD system together with metadata about the parts it contains, such as coordinates, position number and part number, and transferred to the ANTEROS hotspot generator. This provides each part position number in the drawing with an interactive area and links it to the part number. The hotspot generator then imports drawings, parts data and links into ANTEROS. After that, online store users can order parts from the drawing by simply clicking on them.



Transfer Spare Part Data from the ERP

Tietjen has several thousand spare parts available. Their data, such as article number, name and price, is already stored in the proAlpha ERP system. Assignments of spare parts to assemblies and of assemblies to air brake systems are also stored here. These master data and relations are imported from ANTEROS via an interface at regular intervals.

Easy Maintenance of Data

Overall, Tietjen can maintain data very efficiently in the ANTEROS PIM system, especially through links between products and their vehicles via various object types and relations. Tietjen benefits from significant time savings, as all data is only maintained once, but can be used multiple times for the store and the print catalog without any effort.

Hella develops and manufactures components and systems for lighting technology and electronics as well as complete vehicle modules, air conditioning systems and vehicle electrical systems for the automotive industry.
Since ANTEROS had already been used for catalog generation for many years, it was the logical step to also use ANTEROS for the Hella online stores.

ANTEROS at Hella

Hella has been using the ANTEROS cross-media software since 2003. Initially, print catalogs were generated with ANTEROS.print in the various divisions. For some time now, online stores have also been set up in Hella's various national subsidiaries. ANTEROS has not only a direct connection to SAP for Hella, but also transfers vehicle and article data in TecDoc format from the DMM.

Convenient Searches

In Hella's online stores, customers can comfortably search for products using various search options: via product categories, vehicles (from manufacturer to model to vehicle), various identification numbers, parameters and with keywords.

These searches can also be combined with each other. In addition, the online store saves a history for the customer that includes the vehicles that have already been searched for.

Product Comparison

If the customer wants to compare similar products, an ANTEROS online store offers a function to do so. For this purpose, the online store user can put the relevant products in a comparison folder and use it to specifically compare the characteristics of the products. The products that have been put together are displayed in different columns and their criteria are displayed as rows. In order to recognize the differences between the products more quickly, criteria with differing values are highlighted.

Hella
Online Stores Connected to TecDoc and SAP

"I was very impressed with the development time of the international online stores. The system integration in just 3 months worked very well. The feedback from the national companies is almost too good, now all countries want to have an online store like this, which also gives an image boost to the company. The number of incoming orders is growing significantly."
Rainer Holthaus, Hella

Order

Since the Hella online stores can only be used by authorized, registered dealers and garages, they are not only shown the list price for the products, but their customer-specific price.

After the customer has found relevant products after searching and, if necessary, comparing, they can place these products in a shopping cart. The availability of this product is displayed in the shopping cart.

While many of these functions are also common in typical online stores like Amazon, the shopping cart import is uncommon there, though it is important for Hella dealers and garages: they can load products into the shopping cart via Excel and then prepare orders extremely quickly.

Furthermore, shopping baskets can be saved so that repeat orders can be placed quickly, and previous orders can be displayed in an overview. In addition, the dealer can choose from several delivery addresses in the online store, which are already stored in Hella's SAP system, and does not have to enter the addresses themselves.

Function Interface via Web Services

ANTEROS transfers the customer number and a list of article numbers to SAP and receives the customer prices and availabilities of these articles and displays them in the shopping basket or other product lists. Subsequently, the shopping basket, the shipping method and the delivery address are transferred from ANTEROS to SAP together with the order.

Hella Employees Also Use the Online Store

By the way, manufacturers and garages can still contact Hella sales staff by phone. In this case, the ANTEROS online store makes it possible for Hella to act on behalf of a customer in the web store and thus place an order for them.

Schwaiger develops, produces and sells products for reception and distribution technology for radio, television and data.
Schwaiger uses ANTEROS for its PIM system and for print generation of catalogs and data sheets. Furthermore, this electrical manufacturer provides its partners and employees with an easy way to quickly find and download product images and documents via the ANTEROS media portal.

Use of ANTEROS at Schwaiger

At Schwaiger, ANTEROS is used in all areas of data maintenance and output. This means that data sheets and print catalogs can be generated in an optimized manner at the push of a button and the online store can always be kept up to date via connector. Schwaiger also uses the ANTEROS media portal because the departments were spending more and more time searching out product images for partners, distributors, publishers, etc. and converting them into the desired formats.

Registration and Access to the Portal

After a one-time registration, authorized partners and employees have access to the images and documents released for them on the portal. This allows them to search for media at any time and download it in various formats.

User Administration for the Media Portal

Users in the media portal are managed in ANTEROS in exactly the same way as product data and media, keeping data maintenance in one central location.

Therefore, Schwaiger employees can specifically create new users for the media portal and assign their access rights. Moreover, if required, access can also be blocked for certain users and later unblocked again, or users can be assigned rights for specific product categories only.

Schwaiger
Media Portal for Efficient Image Searches

"With the ANTEROS media portal, sales and partners can independently search for and download images with just a few clicks. To do this, the images do not have to be specially tagged with categories or item numbers; ANTEROS draws this data from our PIM product data. This saves us a lot of work and we can selectively specify who should see which images."
Jana Schenker, Schwaiger

Variations of the Image Search

As is common in online stores, the media portal also allows users to narrow down their search step by step using a category tree, moving from the main categories to subcategories and so on. The user can directly see the images or documents that are assigned to the respective clicked category. It should be emphasized that Schwaiger does not have to sort the images or documents into the search trees separately, but that the assignment is already known to ANTEROS via Schwaiger's PIM data. This saves Schwaiger an immense amount of time.

Users can also use the media portal to search for media by keyword or product attributes such as item number or EAN / Gtin and then get a list of all the images that belong to the query.

The ANTEROS-based media portal also offers the option of limiting the list of images using various filters, such as image type or resolution.

Simple Download

If a user wants to download an image from the portal, different file sizes are available for this download, to ensure that every user requirement can be met. The choices are named in such a way that they can be understood even by a non-graphic designer. It should be emphasized here that the files are saved with the article number and additional EAN code when downloaded.

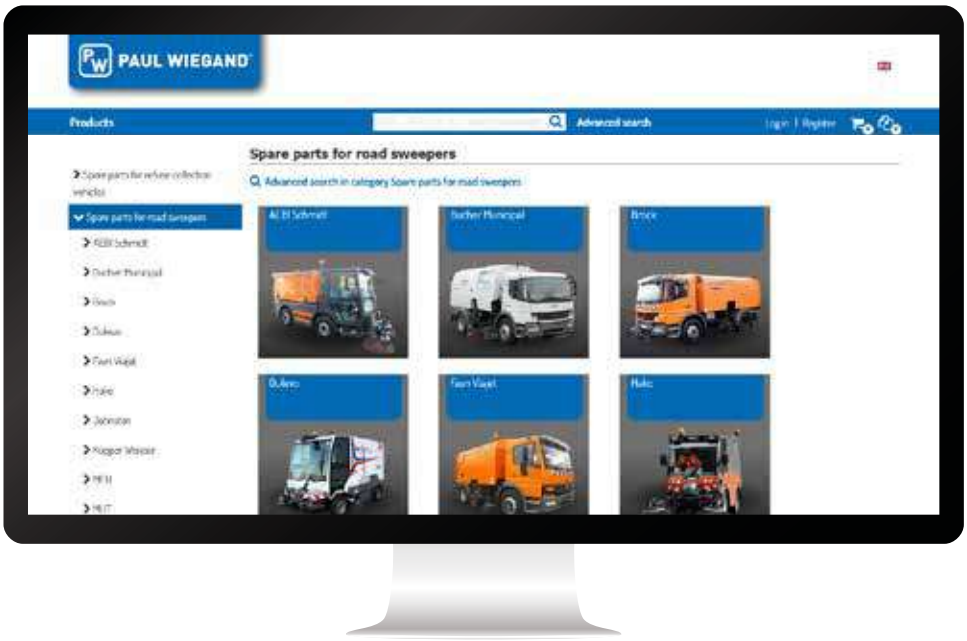
Collection Folder

Clicking on the collection folder allows the user to add multiple images to the folder one after the other and download them later as a bundle. The collection folder displays the contained media in a clear manner and includes all important details. Media can also be removed from the folder and the number of media in the folder is displayed on the media portal interface.

Paul Wiegand is well known as a prominent spare parts specialist for waste disposal vehicles and sweepers.
The company uses ANTEROS as a store system with integrated PIM to efficiently maintain their many spare parts with data and images as well as the assignment of the spare parts to the vehicles.

ANTEROS at Paul Wiegand

The amount of products Paul Wiegand has to offer keeps growing over time, resulting in their current range of more than 75,000 products. To avoid having to re-maintain existing product master data from the ERP system in the PIM, an interface to the ERP system LS-Biz had to be implemented. Data which is updated nightly is transferred via this interface. Paul Wiegand uses the ANTEROS.pim module for central data maintenance, ANTEROS.print for print catalogs and ANTEROS.web for the online store.



Functions and Components

The main navigation in Paul Wiegand's online store consists of a category tree, which allows store users to first narrow down the type of vehicle and then further refine the spare part types, gradually reducing the number of parts displayed accordingly. If the user knows exactly which specific part they need, they can enter the part numbers, comparison numbers or keywords corresponding to the spare parts they are looking for in the search field.

When a search is performed, the most relevant products are compiled in a list. Each item in this list is displayed with key information such as a photo, a brief description, the customer price and availability. Additionally, the user has the option to add a product to the product comparison or immediately place an order via one-click ordering.

Product Detail Page

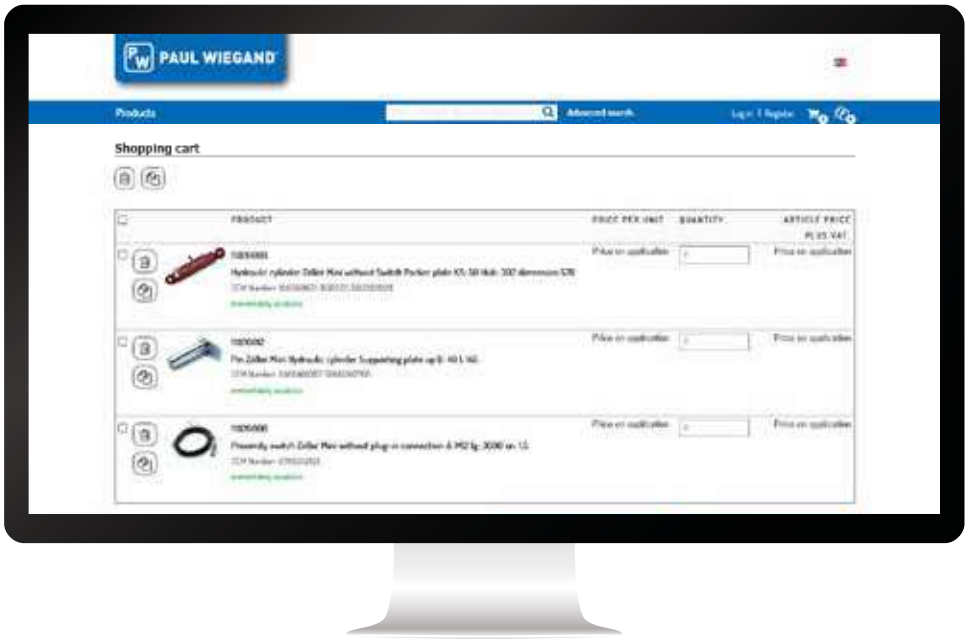
On the detail page for the product, the product image, the price and the availability are displayed first. Each product picture of Paul Wiegand is tagged with a PW watermark, which is automatically generated by ANTEROS.mam. Next to the product picture, a 360° image is presented, showing the product from all sides. In addition, additional information maintained in the PIM related to the product is displayed, such as comparison numbers of identical parts from other suppliers and a breakdown of the vehicles in which the listed product would fit. In addition, data sheets, documents and drawings are provided for download and any related items are listed.

Paul Wiegand
Online Store with PIM and ERP Integration

"With the help of INCONY AG, their friendly, committed and competent employees and the well thought-out store module in ANTEROS, we were able to implement a future-proof online store that is highly appreciated by our customers. This store saves our customers time when placing orders thanks to convenient search functions, cross-selling options, up-to-date customer prices and availability."
Sebastian Ruhl, Paul Wiegand

Shopping Cart

If visitors to the online store do not log in, they can only make inquiries via the shopping cart and, consequently, no prices are displayed. Logged in users can decide whether they want to place an order or make an inquiry from the shopping cart. Additionally, a customer's unique price is listed, which is retrieved from the ERP system via an interface.



Order

Once the user starts the order process in the shopping cart, a quotation number is automatically generated in the ERP via the interface and then displayed in the store. This quote number is unique across all orders and ensures a provisional order is placed in the ERP containing information about the items in the customers' shopping cart along with data on the customers themselves.

In the second step, the buyer is shown their billing address and delivery addresses taken from their user profile.

The delivery address selected determines, via the country, which VAT and shipping costs will be charged for the order.

In the next step, the shipping and payment methods can be selected. The shipping method options displayed depend on the country and the weight of the delivery, given that Paul Wiegand has to hire a shipper if the order exceeds a certain weight. In addition, Paul Wiegand can also define a fixed, specific shipping and/or payment method per customer in the customer profile.

Order History

To ensure a clear overview, the customer can find a list of all purchases made in the past in their order history. Here the online store offers the possibility to filter by a date range and to place repeat orders.

Analysis of Accesses

With the ANTEROS online store, Paul Wiegand receives diverse access information about the visitors to their store. For example, they can find out the country and device from which the online store was visited, or how often a certain keyword or item number was searched for.

Continental is one of the largest automotive suppliers and produces driving safety technologies, components for vehicle dynamics, system solutions related to the powertrain as well as information management and intelligent transport systems. The company has been maintaining its product data in TecDoc format for many years and uses this data in ANTEROS to generate catalogs 100% automatically without additional data maintenance.

TecDoc Data with ANTEROS

TecDoc is a data standard in the automotive supplier industry and was created by a merger of numerous manufacturers. Manufacturing companies such as Continental enter their product data in this data structure. The standard TecDoc import is used to regularly import both Continental's product data and the industry's vehicle data into ANTEROS. Continental enriches this imported data in ANTEROS with further data and content, such as abbreviations and icons for parameter values, images in print format or product documents.

Everything is automated in the Print Catalog

Cover front and back

The front page (cover) of Continental's various catalogs is generated automatically. To do this, Continental maintains the relevant elements, such as certain images or main texts, directly in ANTEROS in different languages. The texts used here are automatically written into the dictionary by ANTEROS to speed up the translation process.

In addition, ANTEROS even dynamically calculates the spine thickness of a catalog based on the paper thickness entered. A catalog item number can be entered each time for the spine in the print generation screen. In addition, a separate logo and QR code are stored in each individual publication, which also differ by brand and country, among other things.

Introduction

The introduction differs from catalog to catalog, as it provides a general explanation and description of the specific product groups featured in the catalog. These descriptions are not specified by TecDoc, but are created and maintained independently by Continental in ANTEROS.

Continental
Automatic Print Generation with TecDoc

"We can now generate entire catalogs, as well as novelty or target group catalogs, at the touch of a button. The catalogs are generated 100% automatically and even include the cover with changing spine width, directories and automatically condensed vehicle product pages. The ANTEROS software is brilliant and the INCONY team is extremely competent and flexible regarding customer requests."
Stefan Blum, Continental Aftermarket

Interface for Print Generation

The automatic print generation by ANTEROS features a large number of setting and filter options. In addition, a simplified interface for print generation with limited setting options has been created. With ANTEROS, it is now possible for Continental to generate not only complete catalogs at the push of a button, but also excerpts for individual brand, new product and target group catalogs.

Vehicle applications

Even complex vehicle application pages are created fully automatically with custom layout and summarization rules. Here, the products are divided according to vehicle manufacturers, structured with sub-chapters on models and displayed for the appropriate vehicles. A clear presentation of the data is essential to ensure that the products can be identified quickly and reliably. In order to save space despite the volume of data, a high level of data compression is performed by the print engine.

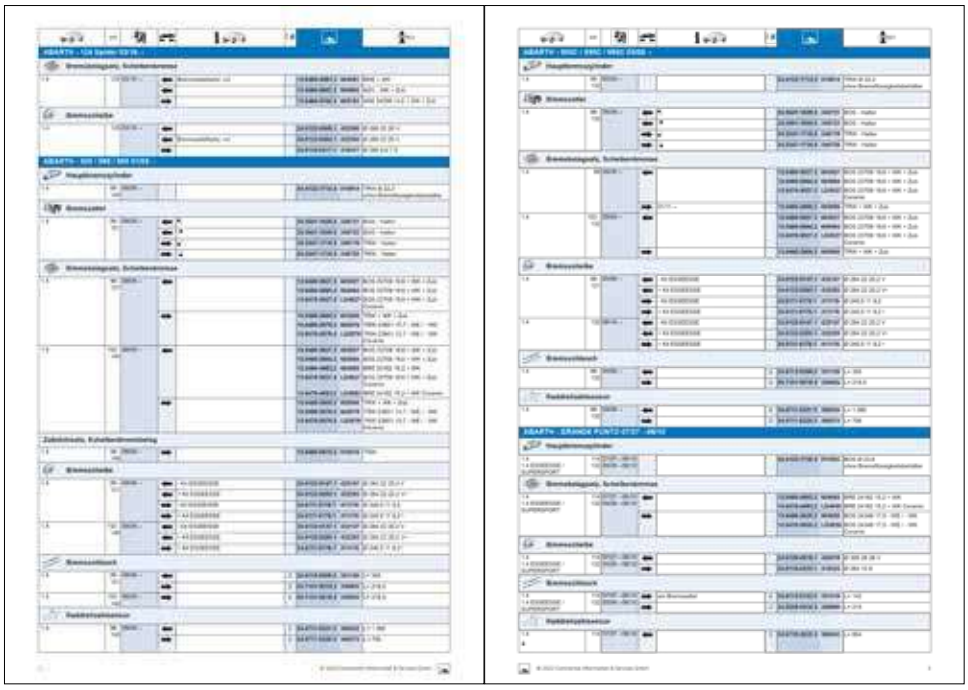
Article overview

The article overview brings all relevant data together. Here, product data from TecDoc meets product photos from the ANTEROS image database and the pictograms from the corresponding generic article.

Pictograms and abbreviations

TecDoc criteria is often defined using text, such as "year of manufacture from", or "installation side left". If these texts were printed in the catalog, a separate catalog would be needed for each language.

To save costs here, Continental uses icons and language-independent abbreviations in the catalog. To do this, they can specifically map TecDoc designations or values to icons or abbreviations in the ANTEROS symbol editor. In addition, the ANTEROS print engine generates an explanation page for the abbreviations and pictograms in each catalog, listing the respective full text for the abbreviations and icons in the catalog's respective language.



OBETA is electrical wholesaler with an assortment of over a million items in total and over 35,000 items available in stock.
The complete catalog as well as catalog extracts for large construction sites are 100% generated with ANTEROS. The product data and images are maintained in OBETA's integrated ANTEROS.pim. In addition to print, all data is also exported to the online store.

What OBETA Uses the ANTEROS Software for

OBETA uses ANTEROS on the one hand for the central and efficient maintenance of its product data and images (PIM, MAM). On the other hand, the product data is regularly transferred to the online store via an interface and the catalog is generated 100% automatically with the print engine of ANTEROS. Meanwhile, scanner lists with an excerpt of certain products can be generated throughout the year at the push of a button.

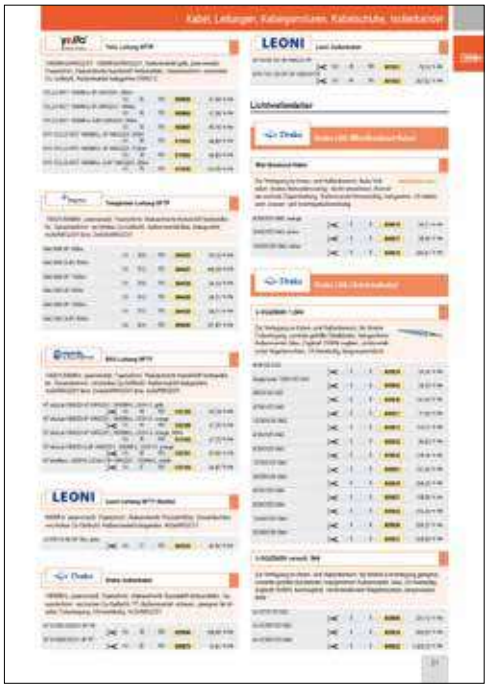
OBETA used to create its catalog with a template-based InDesign plug-in and after switching to ANTEROS saved a lot of time: At that time the catalog creation took 6 months with a lot of post-processing in InDesign. Now the catalog creation with ANTEROS only requires data maintenance and careful data checks before printing the catalog. Since the data maintenance is also kept up to date for the store, the finishing phase only takes a few days.

Appealing first page of chapters

Each chapter starts with a table of contents that is generated fully automatically.
To help customers distinguish the chapters more clearly, OBETA works with chapter colors. Each chapter has a different color. The color is set for the background of the chapter index and can be set by OBETA in ANTEROS in the category itself and can be changed at any time.

Change Online Colors and Columns

The chapter color also appears on the product pages, as background color for tabs and main headings, with 30% color opacity for subchapters and with 10% opacity for text fields. In addition, OBETA can choose the number of columns for each chapter in the ANTEROS category tree to be either 2 or 3 columns. OBETA staff can also easily change this at any time via ANTEROS web forms.



OBETA
Automatic Print Generation with ANTEROS

"We have been able to massively reduce time and personnel expenditure thanks to ANTEROS. Nevertheless, we have noticeably improved the quality of our print catalog and dramatically reduced the error rate. ANTEROS offers simple, intuitive data maintenance, which is why product management now does this task alone and no longer interferes with marketing. This division of tasks significantly minimizes risk for OBETA."
David Pfender, OBETA

Column Stretching

For OBETA, it is important that the content in the catalog is not only flush at the top, but also at the bottom, if possible. In the past, this required moving data in InDesign. In ANTEROS, this can be done automatically. The print engine uses two generation passes for this: In the first, the data is set in the columns according to fixed spacing, and in the second pass it is then stretched proportionally to maximum spacing, so that in most cases the content is flush both top and bottom.

Intersperse ads

OBETA can use web forms to specify whether or not to wrap to a new column before a product family. If the column preceding a wrapped product family is mostly empty or if there are still large gaps at the bottom after column stretching, ANTEROS can automatically select and place suitable information in the according empty space from a predetermined pool. In the past, this work had to be done manually.

Automatically Generated Directories

With ANTEROS the manufacturer directory is generated fully automatically without the need to enter additional data. On product pages OBETA specifies which manufacturer is relevant for each category or product and the appropriate logo is then placed there. While the ANTEROS print engine generates the product pages, it stores the corresponding page numbers for the manufacturer directory and then displays this information at the end of the catalog grouped by manufacturer with the associated logo. Using the temporarily stored data of the product family page numbers, an alphabetical product directory is also generated fully automatically and placed at the end of the catalog.

Rapid Technic is a leading manufacturer of sustainable implement carriers and attachments for agriculture, horticulture and municipalities.
Rapid has automated its price lists with the ANTEROS print engine. The employees maintain the product data and images in the integrated PIM.

Initial Situation

Every year, a detailed price list in German and French, as well as a quadrilingual export price book, is produced for the specialized trade in Germany and abroad. Previously, Rapid had to design these manually with great effort using InDesign. For this reason, those in charge at Rapid Technic AG were looking for a PIM software that would help to massively reduce this personnel and financial effort. Moreover, they wanted to be able to operate an online store with the same system in the future.

Data Management Before ANTEROS

The data was previously maintained on the following systems: ERP (SAP), various Excel spreadsheets, PowerPoint and InDesign for price list creation, and photos were kept in various directories.

Data Management With ANTEROS

SAP was to remain the leading system for the maintenance of product master data. The data important for price list creation, such as article number, name, short description, price and weight, is transferred to the ANTEROS PIM software via the CSV interface. Other data relevant for the catalog (technical data, detailed product descriptions, photos, etc.) was imported once from various existing Office files and is henceforth maintained in ANTEROS. With this product data, the Rapid price lists and other standardized print documents are generated fully automatically thanks to ANTEROS.

Implementation

During a two-day training course, the marketing team of Rapid Technic AG was intensively trained in the ANTEROS PIM software. Prior to this, the necessary system structures had already been created in ANTEROS and existing data such as article masters, prices, product parameters and translations had been imported from SAP into the database. By clearly structuring the products into categories and product families, the foundation was laid for creating the new Rapid print catalog, with the same structure also being used for a future online store.

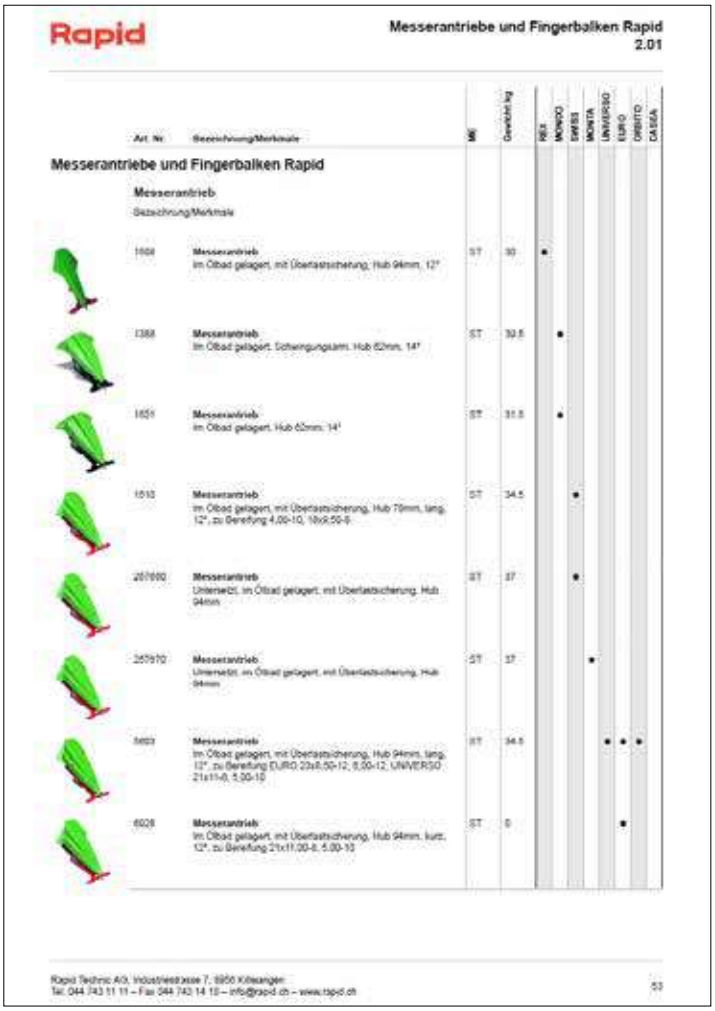
Rapid
PIM and Print with ANTEROS

"Our price lists have become even more engaging and yet we save 220 hours annually. We are thrilled with the product and services of INCONY and their Swiss partner PPA, as they provide us with fast, competent and friendly support when needed."
Lukas Zumstieg, Rapid Technic AG

Print Rules instead of InDesign

To create a catalog in the desired design at the push of a button, the basic layout must first be defined using ANTEROS print rules. To achieve this, the systematics of the basic layout were devised in workshops and then configured by the INCONY programmers to suit the customer's specific requirements.

At Rapid Technic AG, there are two basic layout types. In the first part of the catalog, the basic equipment (single-axis equipment carriers) is listed with matching options. All accessories are listed in the second part of the catalog. By means of a dot matrix, it is clear at first glance to which main unit the listed accessory fits. To ensure that the dots appear with the correct main unit, the corresponding accessory is set in relation to this main unit in the ANTEROS PIM system, whereby a product can also be linked to several main units. This relation building enables the Rapid managers to create catalogs extremely flexibly and without the need for programmers.



Create Catalogs at Short Notice

With ANTEROS, Rapid can produce new catalogs at short notice in the event of price changes, additions to the product range, additional languages or even customer-specific catalogs by itself quickly and with little effort. For example, the price list can be generated in several languages at the push of a button and without any graphics software such as InDesign.

Online Store and Apps

In a later phase, an online store will also be implemented using the same, well-structured product data. The provision of an app, for example for ordering spare parts, has also been discussed. Rapid Technic AG only has to maintain its product data once and can process it automatically for print, web and app.

The TMD Friction Group is the world's leading manufacturer of brake pads for the automotive and brake industry.
The company has implemented both its print catalog and its web catalog with extensive search functions based on its TecDoc data.

Print Automation in Just 4 Months

The catalog automation project with INCONY took only four months from the concept phase to printing over six catalogs and three different brands.

After the concept phase, INCONY imported the raw TecDoc data into the ANTEROS catalog software. At this stage, partially formatted output of the data was already possible for quality control.

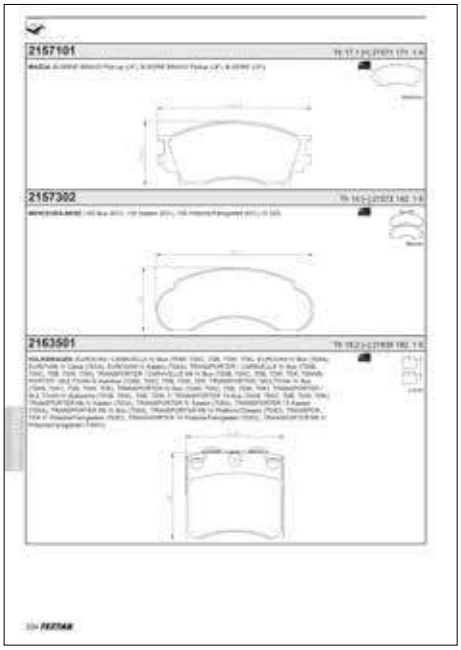
Rules specified to TMD Friction's wishes in terms of summarization and print layout were then defined - with variants depending on both the brand and the target market. In order to save space and improve reading speed, symbols and text abbreviations were to be displayed instead of the TecDoc characteristic data written out as before, which is implemented in ANTEROS with rules during print generation.

Data Aggregation of the Vehicle Product Pages

A key challenge was to prepare the product and application data - i.e., the relationship between the product and the vehicles that go with it - in a way that made sense for the various uses. With the uncondensed data of the online catalog, there would be over 10,000 catalog pages per catalog. Since catalogs above a certain spine thickness can no longer be bound without problems, the number of pages should not be higher than in the previous manually typeset catalogs. The compression of the vehicles was the key function here.

Create Catalogs with Minimal Effort

Follow-up editions of the catalogs are limited to only updating the data. These are exported weekly from Tec- Doc-DMM or PMD and imported fully automatically into the catalog system by TMD Friction. An up-to-date catalog can thus be produced at any time. In addition to being passed on to customers, regular catalog extracts are also used for internal quality control of the data.



Print and Web Catalogs Based on TecDoc Data

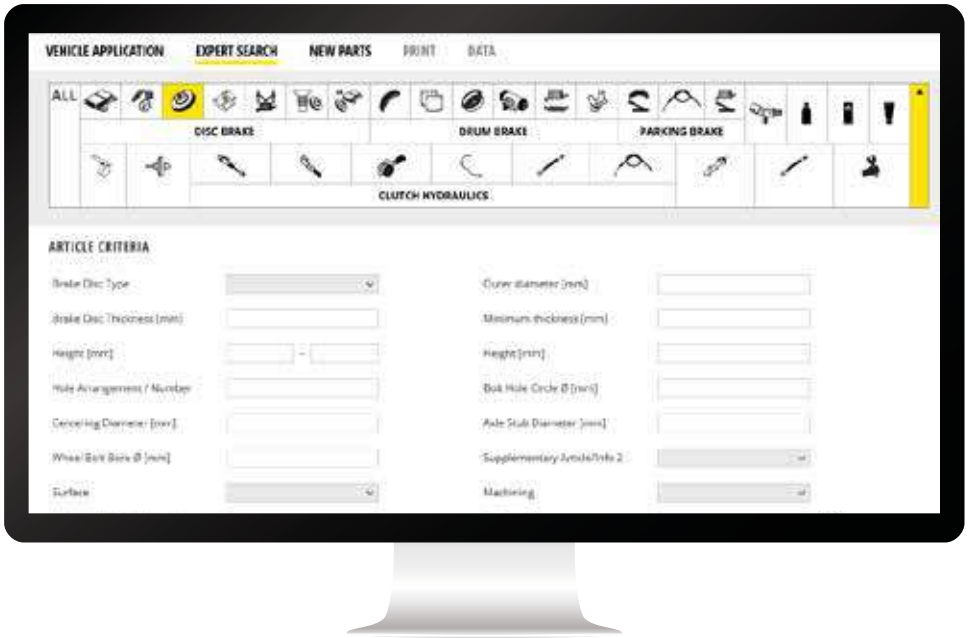
"INCONY has impressed us with flexible software, professional product engineering, very high commitment, technical competence and excellent service."
Daniel Tiemann, TMD Friction

Dealer Catalogs

TMD Friction can easily produce individual catalogs for individual dealers. To do this, a variation of the printing rules was created. The placement of the dealer logo, specific colors, a modified grid or the display of specific article numbers is possible.

Automated Catalogs for Commercial Vehicles

Following the passenger car catalogs, TMD Friction has automated catalogs for commercial vehicles with ANTEROS. In addition to chapters for commercial vehicle manufacturers, buses and axles, a chapter for brake systems is also generated. For this purpose, the relevant products were grouped by TecDoc plus types. In addition, the special features of the various repair stages for drum brake linings were taken into account. These products are presented with dimensions, parts lists and proportional drawings.



Catalog Excerpts on Demand

TMD Friction also makes the system used to create the complete catalogs available to selected customers via a web interface. With limited functions, catalog extracts can be created there with just a few clicks.

Fast Catalog Generation

Measured against the complexity of the data, the time required for catalog generation including compression is extremely low and several times shorter than with template-based print systems: it takes less than 2 hours to create the Textar catalog, which contains more than 2,000 pages, and a few minutes for catalog excerpts.

Web Catalog with Targeted Search

TMD Friction chose to use ANTEROS.web because it allows much more flexible queries than the usual online catalog systems, which are based on the part number and vehicle searches familiar from TecDoc. The expert search is particularly helpful in the area of commercial vehicles and in cases where information about the vehicle is incomplete: this allows the free combination of properties of the product, vehicle, brake system or assembly.

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