CARAT
AUTOMOTIVE

# PIM for the Best Data in an Online Shop

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# CARAT Company Brief

- One of the largest German trade cooperation for automotive parts wholesaling
- Full range of car, commercial vehicle and van spare parts, car accessories and workshop equipment
- 140 shareholders in the CARAT Group
- 1.8 billion euros in external sales
- 2,000 system workshops

"Development of central services for our shareholders"

# Motivation for a PIM at CARAT

**Best Product data for new online shop**

(PIM + shop were set up simultaneously)

- Data is available from many manufacturers in **standardized** form via TecDoc or DVSE:
  But: not from all of them, nor in the same quality for all product lines.
  Hence: conflict between industry standards and **individual data** in the procurement process
- Target: **single system** for the storage, preparation and provision of product data - avoidance of "data islands"
- **Increasing product data quality** for marketing and sales purposes
- Establishment of **system-controlled processes** for data maintenance

# Main Requirements for a PIM for CARAT

- Establishing a **Golden Record:** all data on a product in one system - PIM
- Maintain product data **easily and efficiently**
- Easy adoption of **industry standards** from TecDoc and DVSE (format as well as content)
- A capable system for both **vehicle-linked** and **unlinked** items
- Addition of own data and logics without having to maintain / overwrite manufacturer product data again
  - Search trees
  - Attributes
  - Texts, media
  - Indicators
- Daily updated, automated **data checks**
- PIM as central control center for the online shop
- **Individual, automated exports / data provision** for shop and shareholders

# Why the ANTEROS PIM System from INCONY?

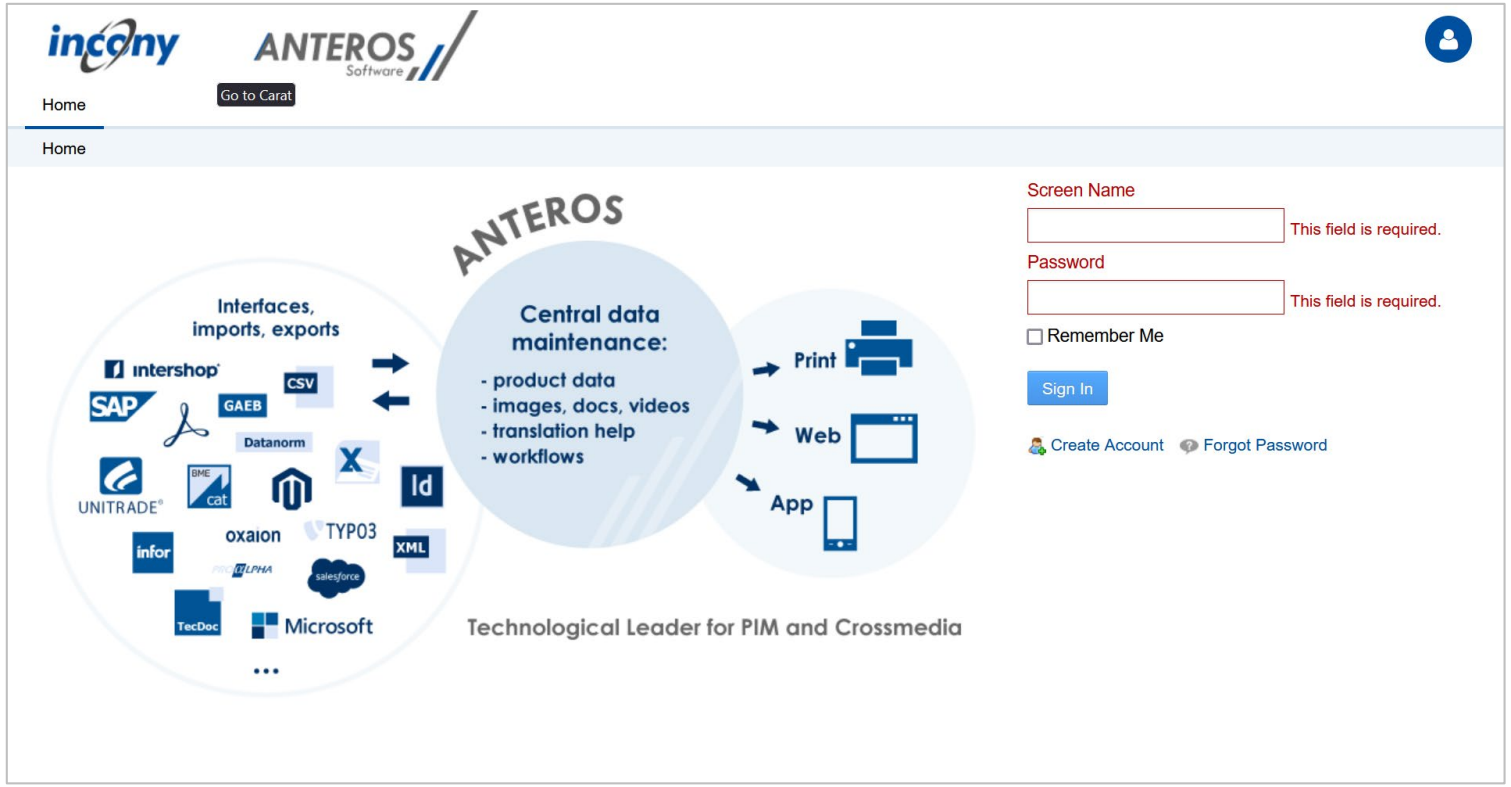
## INCONY's experience:

- ✓ Many years of experience with product data in the automotive aftermarket
- ✓ Extensive experience with industry data standards (TecDoc / TAF)
- ✓ Excellent references and positive feedback

## Scope and quality of INCONY's PIM software

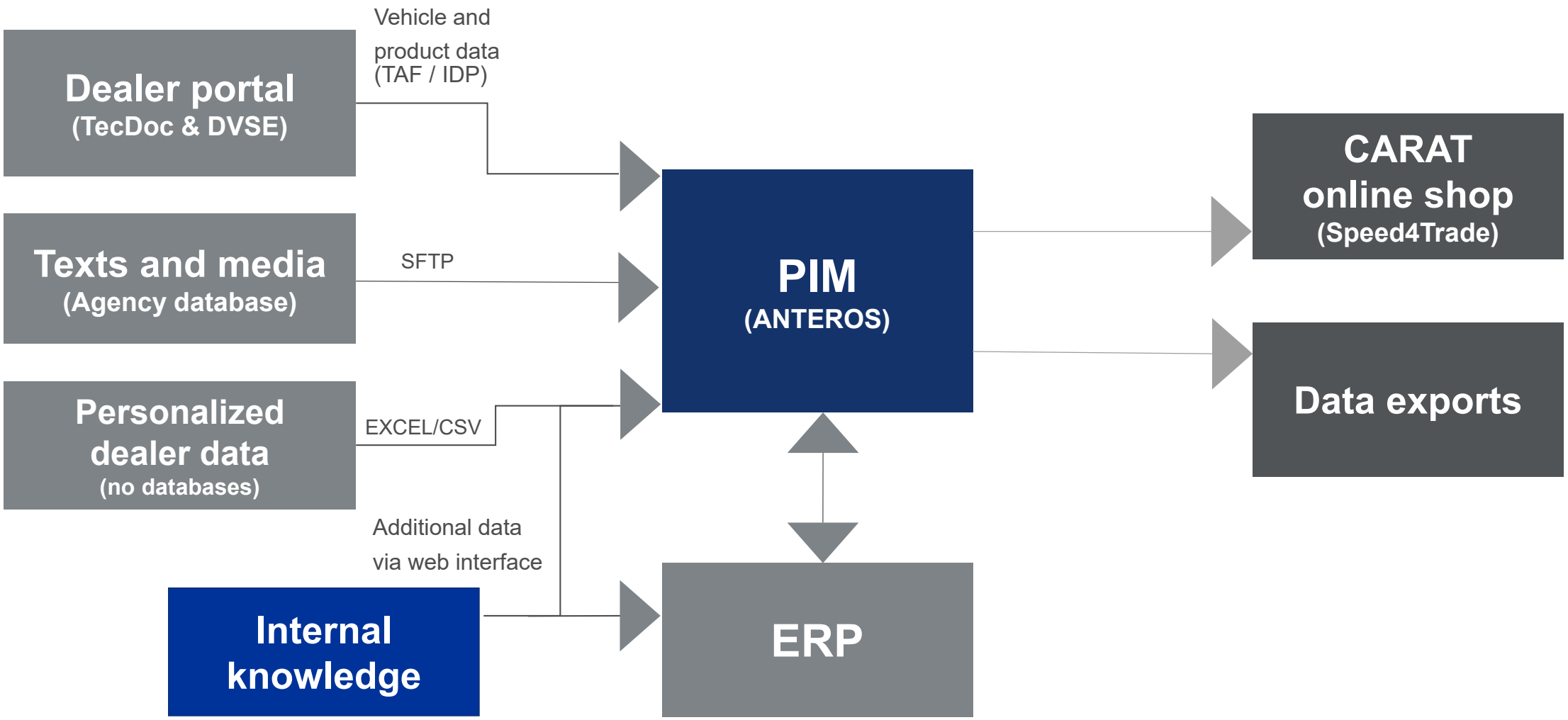
- ✓ Modern and intuitive user interface
- ✓ Extensive functions in the standard
- ✓ Data model is flexibly expandable: TecDoc plus own extensions
- ✓ System is flexibly configurable, scalable and expandable

# The ANTEROS PIM in Action at CARAT




- ✓ Access completely **web-based**, via web browser from office or home office
- ✓ **Access** via login + password
- ✓ **User roles and rights** determine which functions the user can see/use
- ✓ **Encryption** of data for data security

# The PIM at CARAT with Interfaces



# Importing Vehicle and Manufacturer Data into the PIM

- ❖ **Vehicle master data**
- ❖ **Product master data**
- ❖ **Manufacturer product data**

- TecDoc-TAF is data standard in the automotive aftermarket
- We receive TecDoc data via the dealer portals
  - TecDoc from TecAlliance
  - topmotive from DVSE
- Vehicle data + product master data are updated by TecAlliance
- Manufacturers supply product data to the dealer portals

The import is partially automated, on demand (monthly update)
Goal: updated and up-to-date on a daily basis via IDP interface

# Importing ERP / Logistics Data into the PIM

**ERP**

**PIM (ANTEROS)**

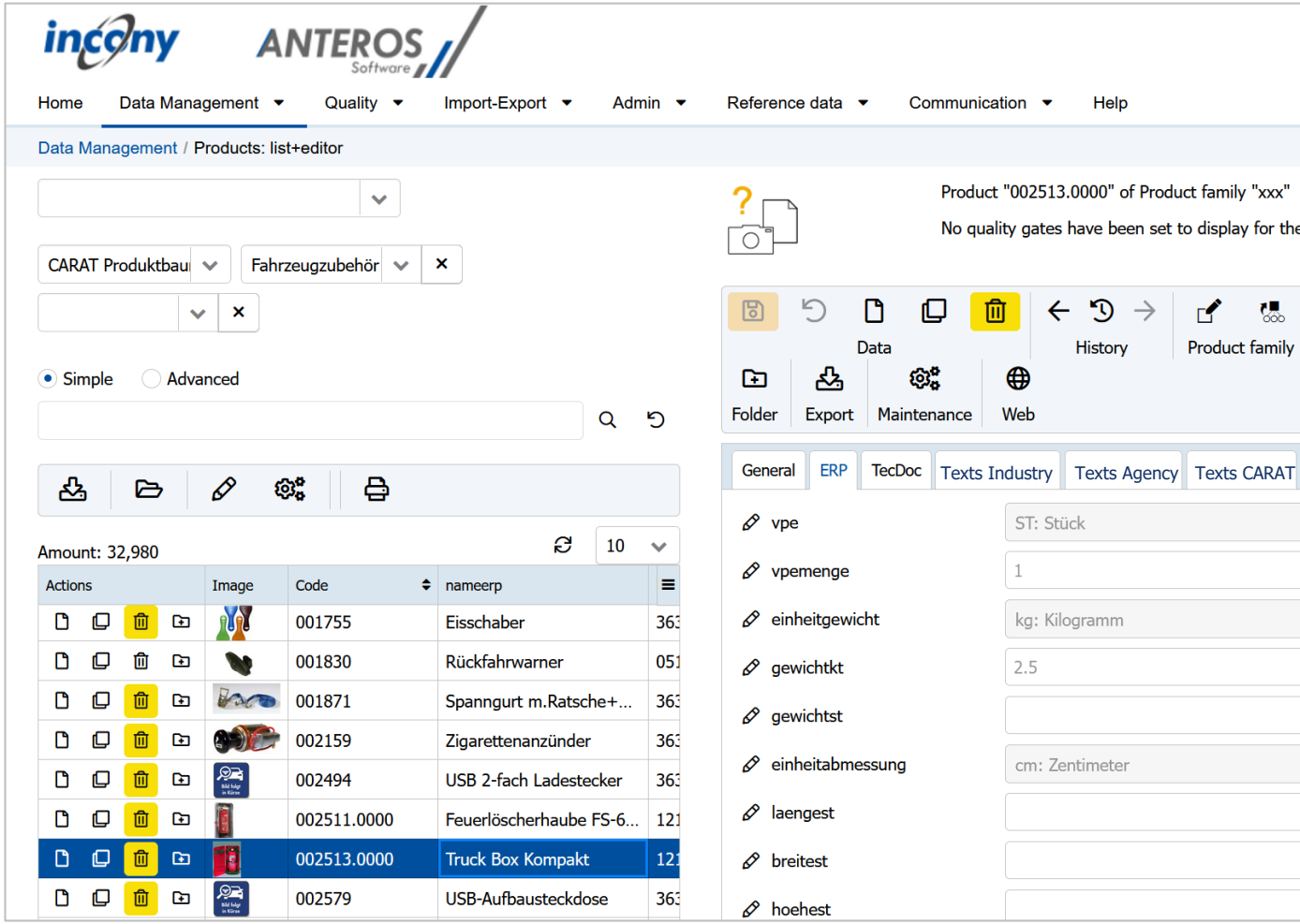
Addition of data relevant to e-commerce.

Applies to the areas of:

- Assortment control
- Article distribution
- Legal framework

ERP data cannot be changed in PIM.

## Imported logistics data



# Data Supplemented in the PIM

## Additional product data:

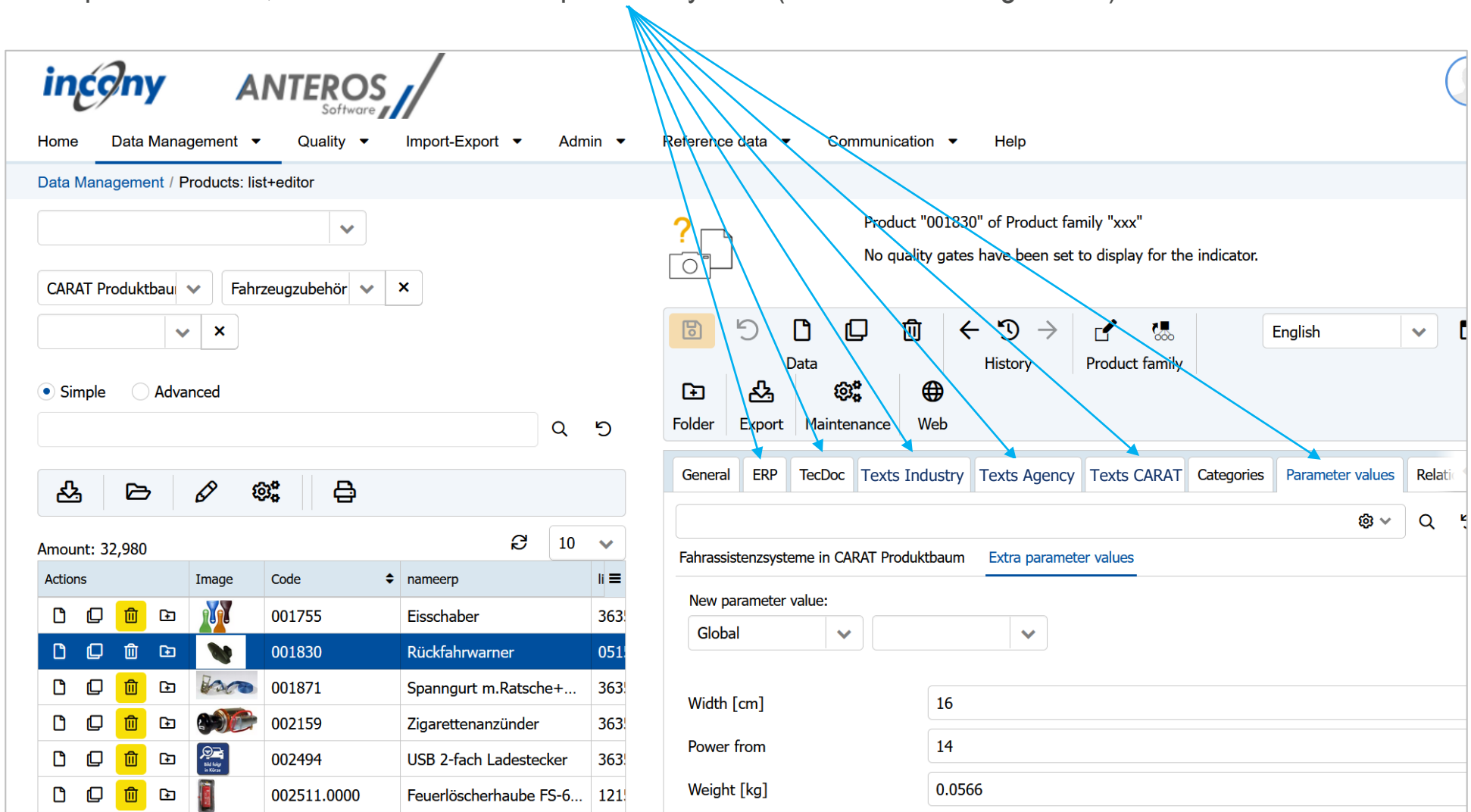
- ✓ **Texts / Synonyms:** better and longer texts for the shop, improved article finding
- ✓ **Other attributes:** for customer-friendly shop filters, e.g. instead of diameter better outer diameter
- ✓ **New data fields :** Separation and harmonization of information (e.g. supplier name vs. brand vs. product line)

## Structures optimized for the CARAT Shop

- ✓ **Own search tree**: to enable shop users to easily search for products
- ✓ **Media**: Control image quality, origin and releases
- ✓ **Workflow indicators**: Which articles and data fields should be transferred to the shop?

# Our Data Maintenance in the PIM

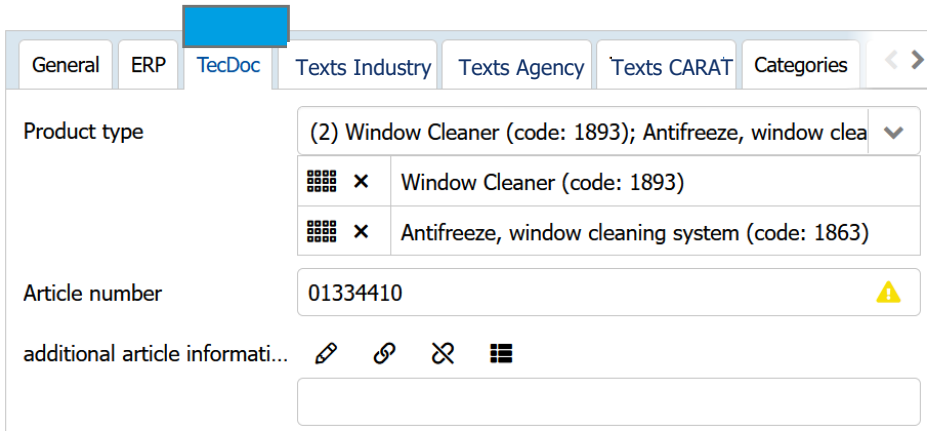
In the product editor, the data fields are separated by tabs (ANTEROS configuration):

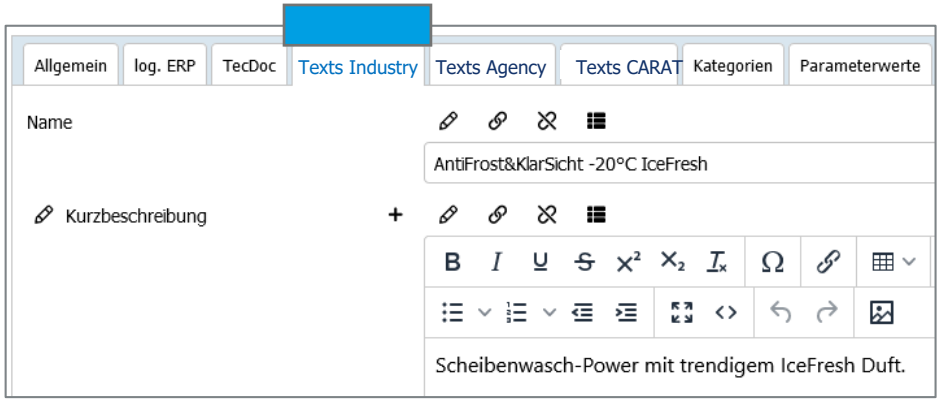


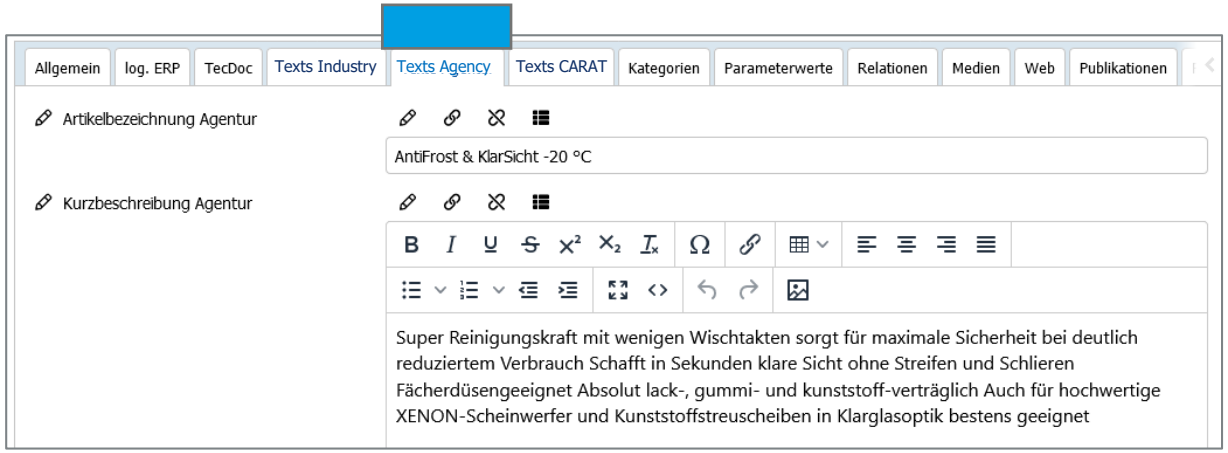
# Our Data Maintenance in the PIM

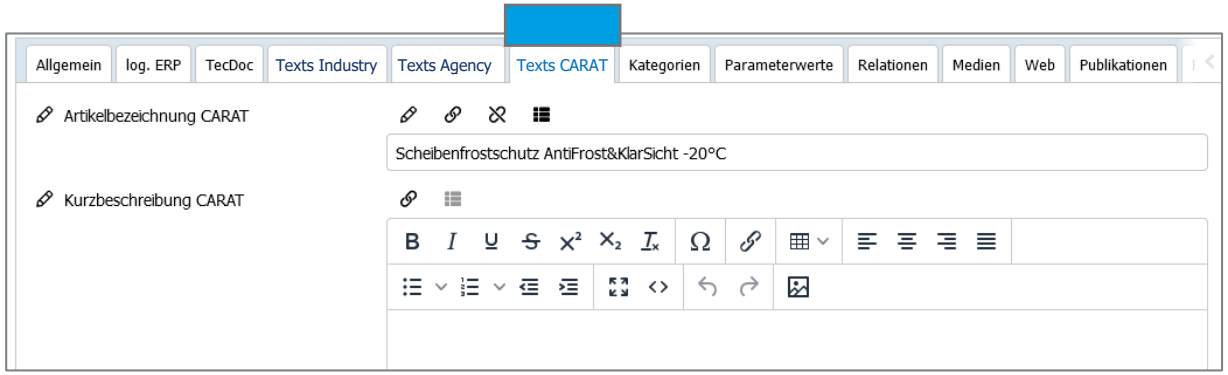
## Better texts for the online shop:

- Show imported data under TecDoc, Texts Industry and Texts Agency
- Optionally, better texts are entered under Texts CARAT



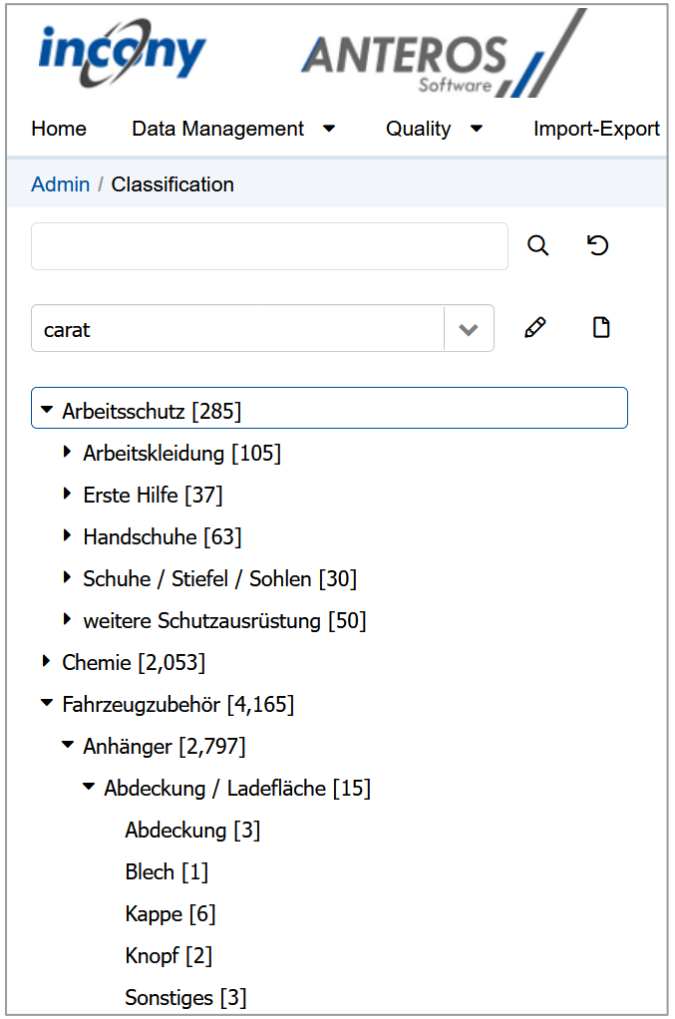



# Own Search Tree for the Shop, Maintained in PIM

## Category trees:

- In addition to the imported TecDoc search trees,
  we have built a CARAT product tree, specifically for universal parts
- CARAT product tree = search tree for the web shop, optimized for customer queries, different tree depth depending on product area
- Product trees are very easy to create in ANTEROS via the web interface, in our case by PIM administrators



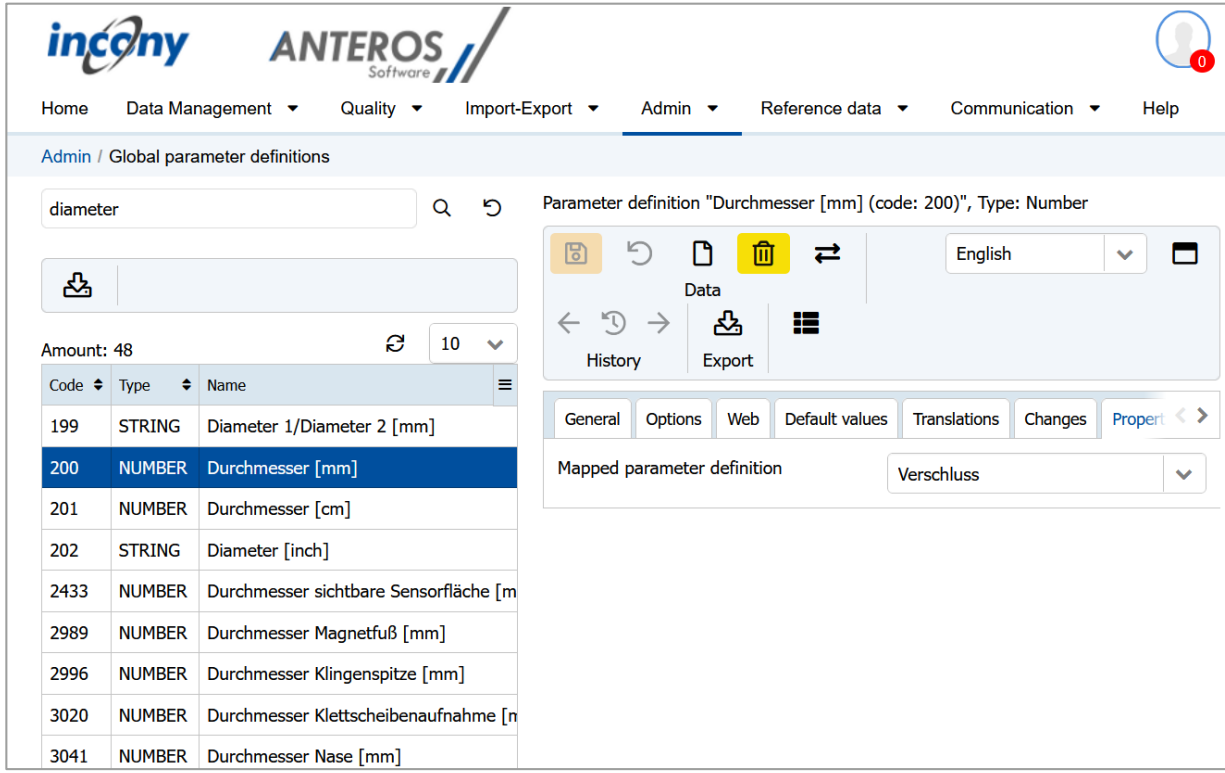
# Shop Attributes with Mapping to Manufacturer Data in PIM

## Shop attributes:

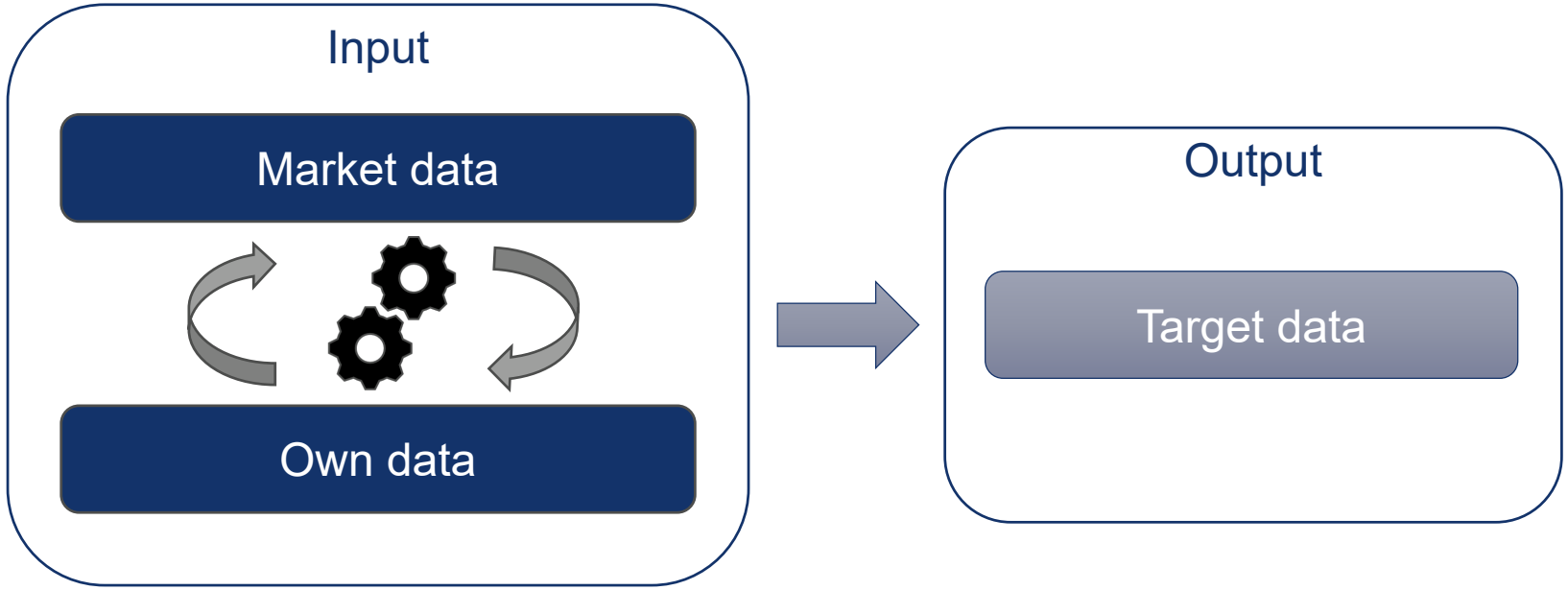
- In the web shop, the attribute names should be **clear + easy to understand** for our customers

- **Manufacturer data has TecDoc attributes**, some of which are not easy to understand:
  - Ex1: Diameter1, Diameter2, Diameter 3
  - Ex2: Diameter (DE:Durchmesser) for Fastener (DE:Verschluss) in the context of a CARAT Shop category

- Via ANTEROS extension: Create **mapping from TecDoc attributes to CARAT attributes** (**harmonization and concretization** of attributes)



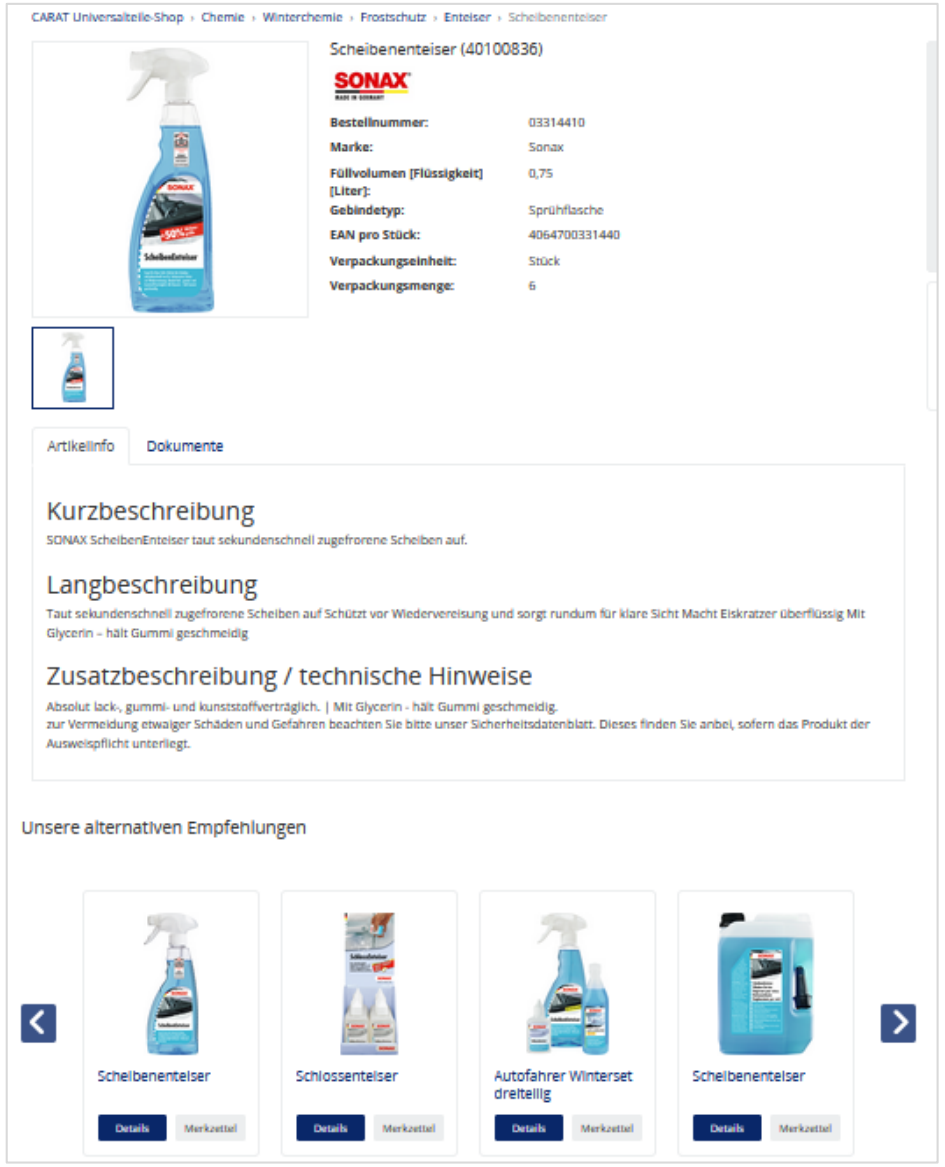
# Market Report TecDoc on CARAT Data




- Product types (generic articles)
- Product data (focus criteria, texts)
- Classification (search tree)

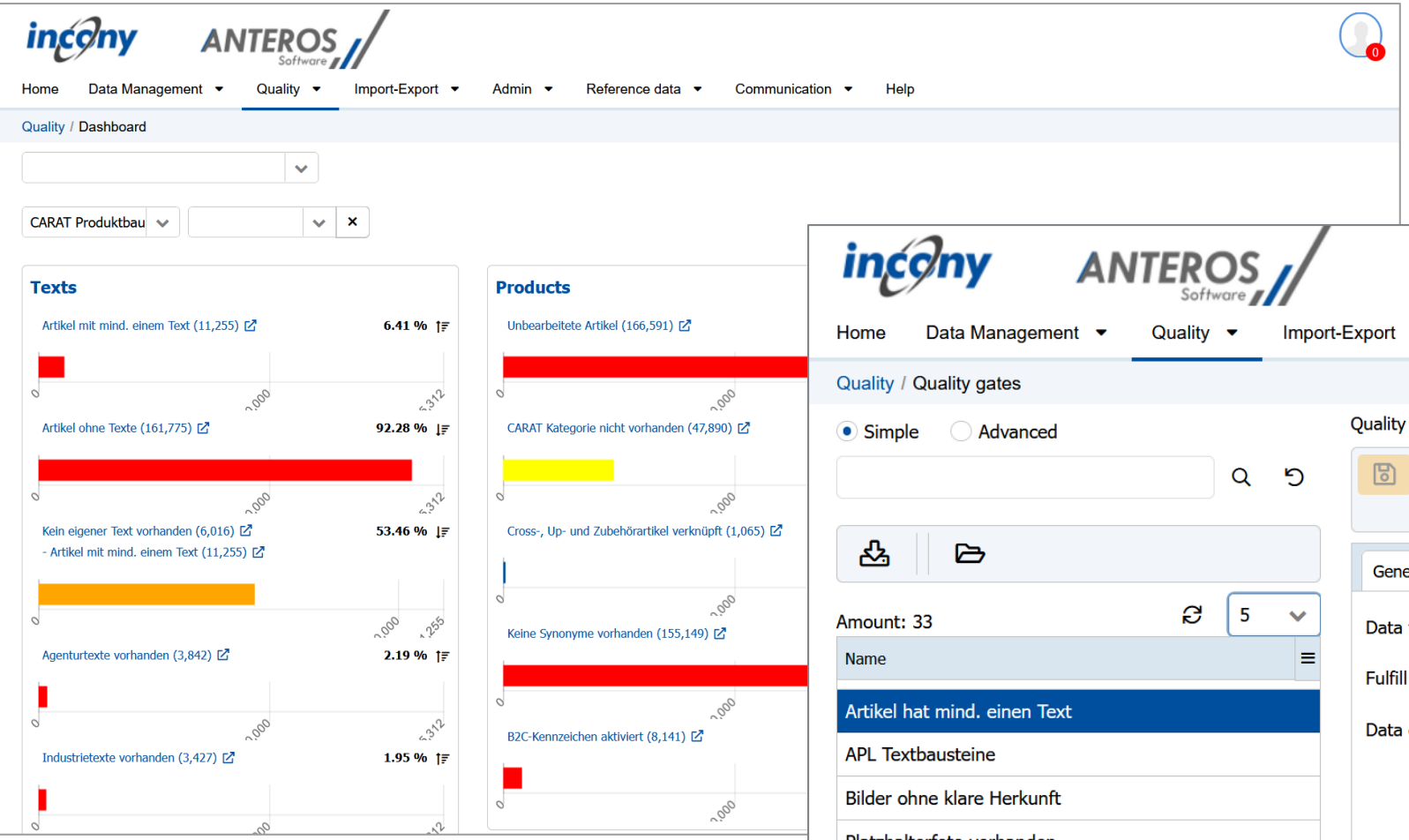
→ **Special relevance for universal articles**

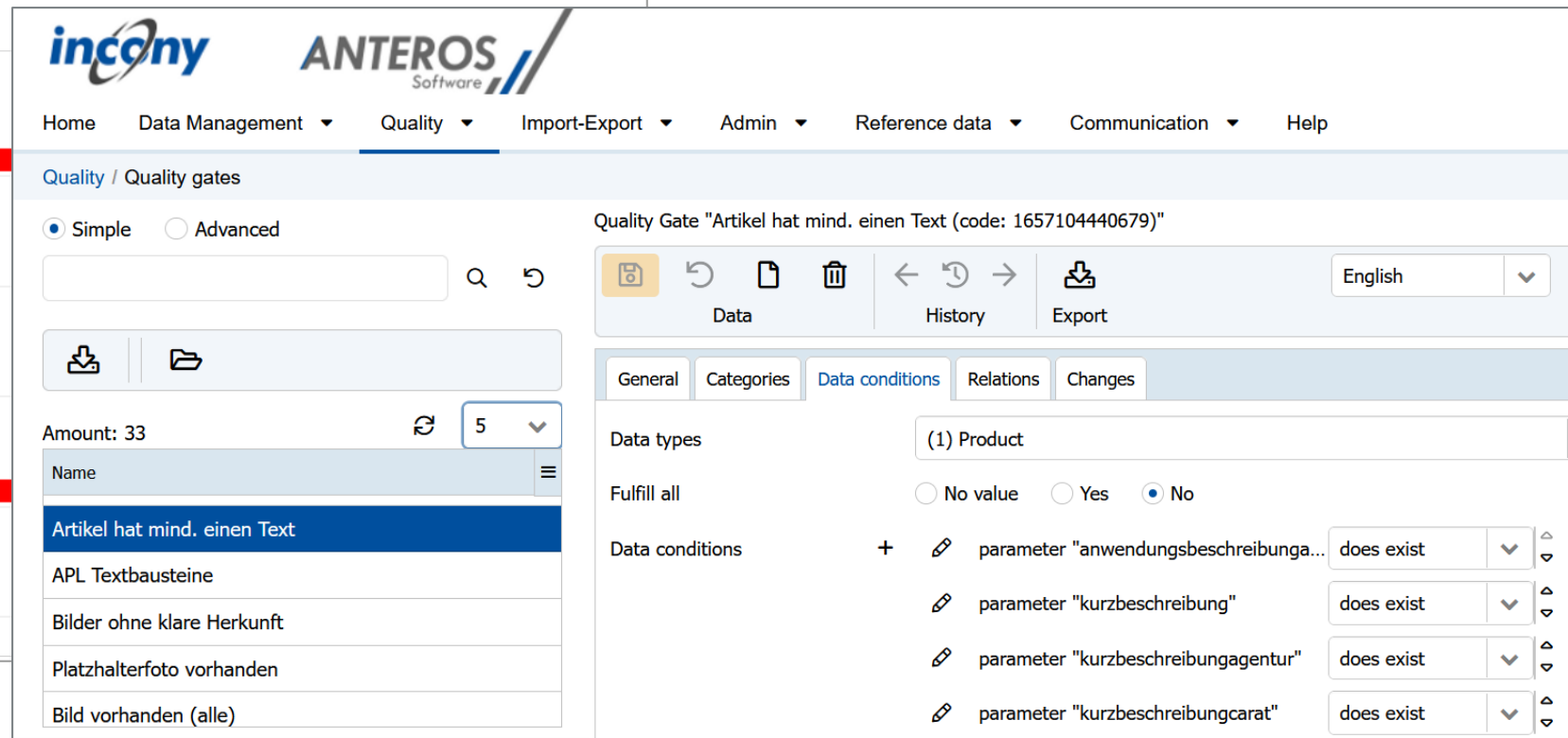
# Web shop with Search Tree, Attribute Names and Data from PIM



# Improve Data Quality

**Monitor and improve the quality of data:**
via ANTEROS dashboard and quality reports

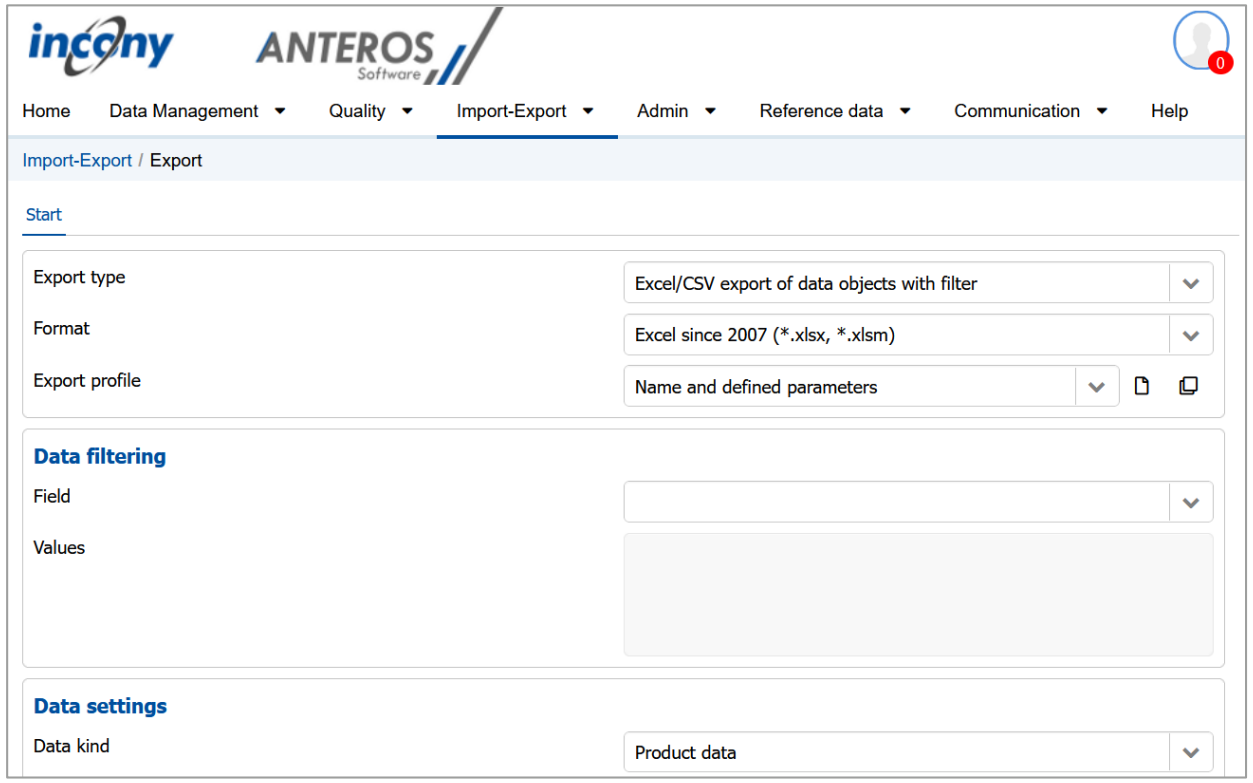


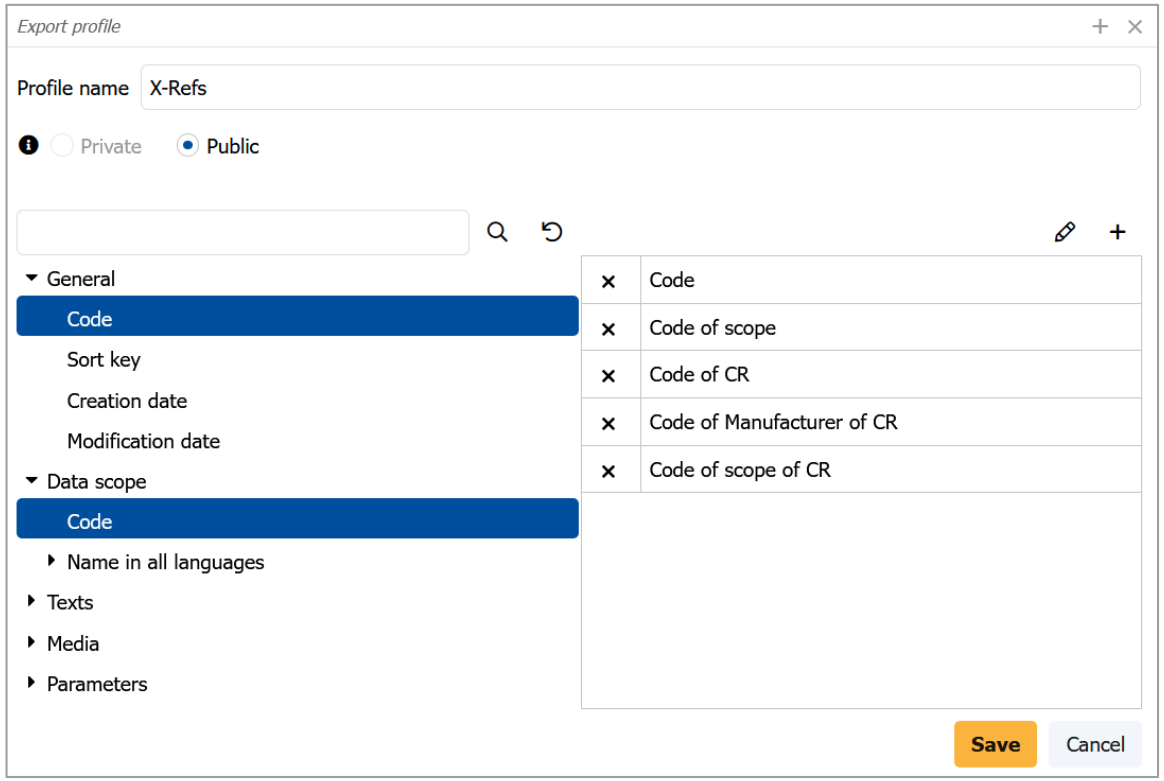



# Simple, Flexible Data Exports

**Data exports:**

With the ANTEROS export editor we can easily and flexibly define exports ourselves: just specify the desired fields and assign an export name.
Exports can be easily automated & reimported.



# Automated Processes for Import, Export, Data Checks, etc.

**Automated processes for:**

- Import various data from ERP
- Import images and TecDoc data via hotfolder
- Data transfers to the store via delta update for category tree, attribute names (after mapping), product data, images, texts, category assignment, manufacturer assignment,...
- Custom exports (data provision to shareholders)

Automation of the processes is easily done by us in ANTEROS and can be monitored via process monitor, paused, restarted,...

# Summary: Professional PIM and Competent PIM Implementation

## Data can be easily merged from existing system into ANTEROS

- Vehicle data and product master data is regularly imported in TecDoc format
- Supplier product data is regularly imported from TecDoc and Topmotive dealer portals
- Logistics data from ERP via interface
- Agency texts from the agency database

## Further data can be added easily and efficiently

- Optimized texts and own search tree for the store
- Optimized attributes: Criteria of the industry standards partly rename / combine
- ANTEROS is not limited to TecDoc master data, so we can adjust the data and master data for our web shop

# Summary: Professional PIM and Competent PIM Implementation

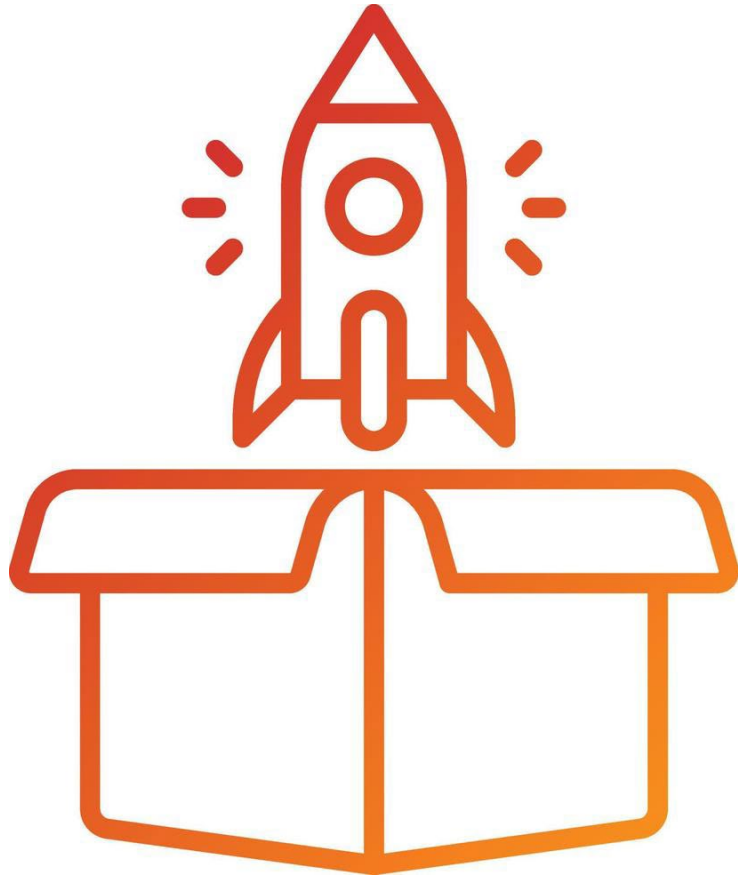
- Data quality can be improved significantly via dashboard and quality gates
- Agile project approach has resulted in fast results
- Multi-project realized within 14 months (speed, dynamics, and quality)
- ANTEROS is very flexible
- INCONY team is very competent

# Outlook CARAT PIM

**Where do we see potential:**

- Expansion of the PIM to our GS network (satellite structures)
- Use of AI (texts, attributes, images)
- Optimization and expansion of interfaces to data traders and suppliers (e.g. via BMEcat, REST APIs)
- Extension to the internal organization via a user and role concept

Process optimization



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