

# 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?

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## **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





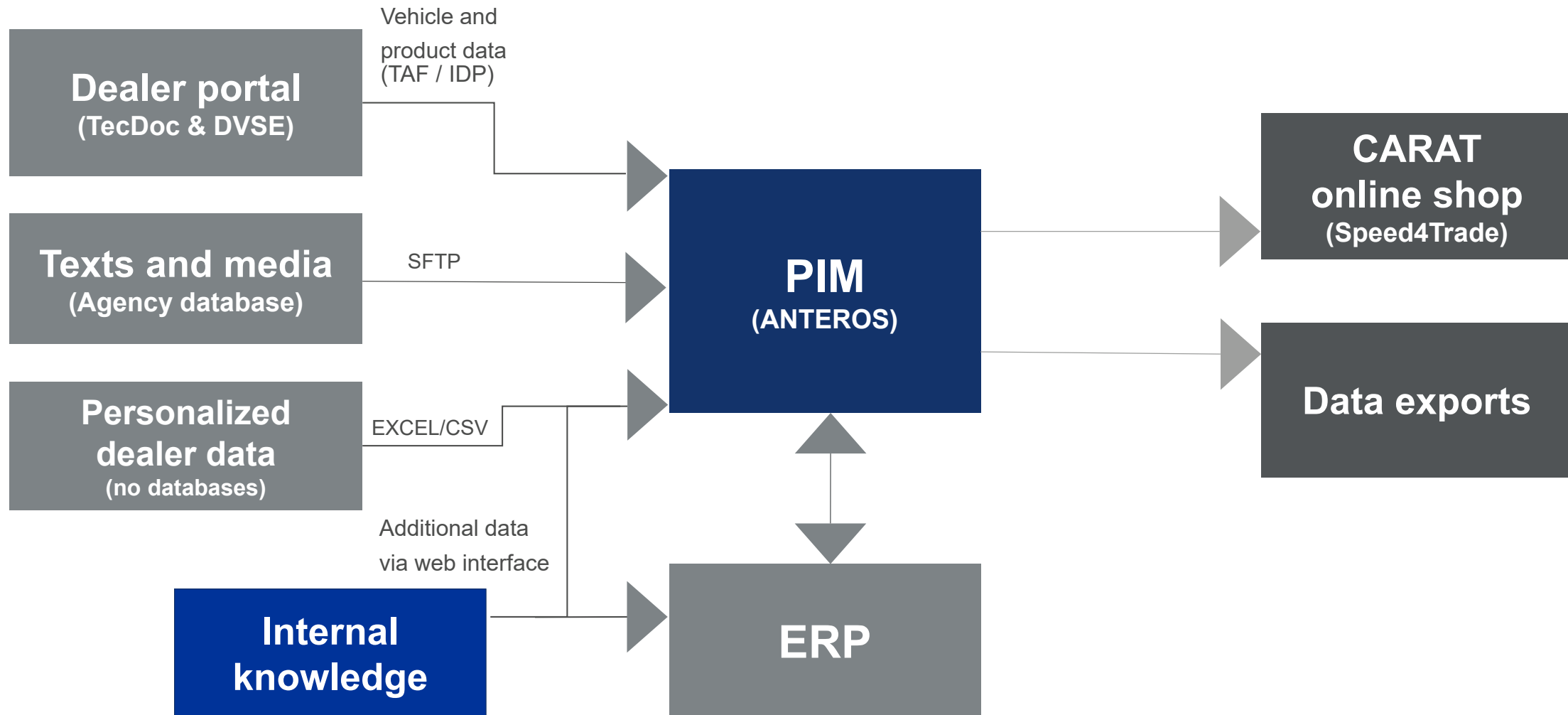
# The ANTEROS PIM in Action at CARAT



- ✓ 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



topmotive

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



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

**incony ANTEROS Software**

Home Data Management Quality Import-Export Admin Reference data Communication Help

Data Management / Products: list+editor

Product "002513.0000" of Product family "xxx"

No quality gates have been set to display for the

Simple Advanced

Amount: 32,980

Actions	Image	Code	nameerp	
		001755	Eisschaber	363
		001830	Rückfahrwarner	051
		001871	Spanngurt m.Ratsche+...	363
		002159	Zigarettenanzünder	363
		002494	USB 2-fach Ladestecker	363
		002511.0000	Feuerlöscherhaube FS-6...	121
		002513.0000	Truck Box Kompakt	121
		002579	USB-Aufbausteckdose	363

General ERP TecDoc Texts Industry Texts Agency Texts CARAT

vpe ST: Stück

vpemenge 1

einheitgewicht kg: Kilogramm

gewichtkt 2.5

gewichtst

einheitabmessung cm: Zentimeter

laengest

breitest

hoehest



## Data Supplemented in the PIM

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### **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):

The screenshot displays the ANTEROS Software interface for product data management. The top navigation bar includes links for Home, Data Management, Quality, Import-Export, Admin, Reference data, Communication, and Help. The main content area is titled 'Data Management / Products: list+editor'. It features a search bar, a dropdown menu for 'CARAT Produktbau', and a 'Fahrzeugzubehör' filter. Below these are radio buttons for 'Simple' and 'Advanced' views, and a search icon. A table lists products with columns for Actions, Image, Code, nameerp, and li. The product '001830 Rückfahrwarner' is highlighted. To the right, a sidebar shows tabs for General, ERP, TecDoc, Texts Industry, Texts Agency, Texts CARAT, Categories, and Parameter values. The 'Parameter values' tab is active, showing a 'New parameter value' section with a 'Global' dropdown and a text input field. Below this are input fields for 'Width [cm]' (16), 'Power from' (14), and 'Weight [kg]' (0.0566). Blue arrows point from the text 'In the product editor, the data fields are separated by tabs (ANTEROS configuration):' to the various tabs in the sidebar.

Product "001830" of Product family "xxx"  
No quality gates have been set to display for the indicator.

General ERP TecDoc Texts Industry Texts Agency Texts CARAT Categories **Parameter values** Relati...

Fahrassistenzsysteme in CARAT Produktbaum [Extra parameter values](#)

New parameter value:  
Global

Width [cm] 16

Power from 14

Weight [kg] 0.0566

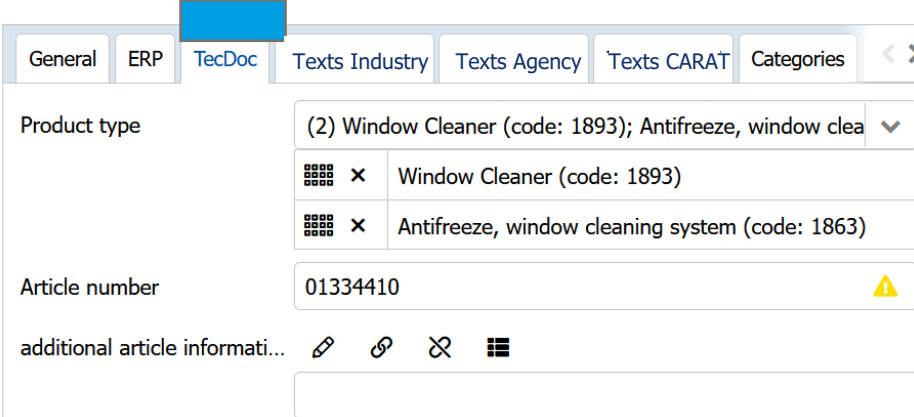
Actions	Image	Code	nameerp	li
		001755	Eisschaber	363
		001830	Rückfahrwarner	051
		001871	Spanngurt m.Ratsche+...	363
		002159	Zigarettenanzünder	363
		002494	USB 2-fach Ladestecker	363
		002511.0000	Feuerlöscherhaube FS-6...	121



# 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



General ERP **TecDoc** Texts Industry Texts Agency Texts CARAT Categories

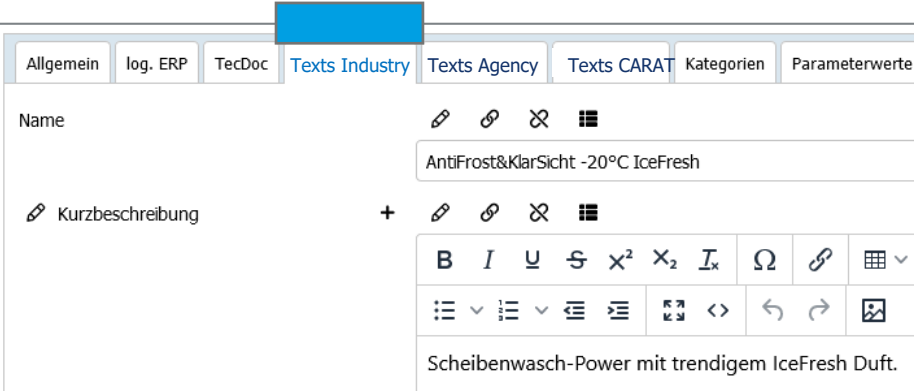
Product type (2) Window Cleaner (code: 1893); Antifreeze, window clea

Window Cleaner (code: 1893)

Antifreeze, window cleaning system (code: 1863)

Article number 01334410

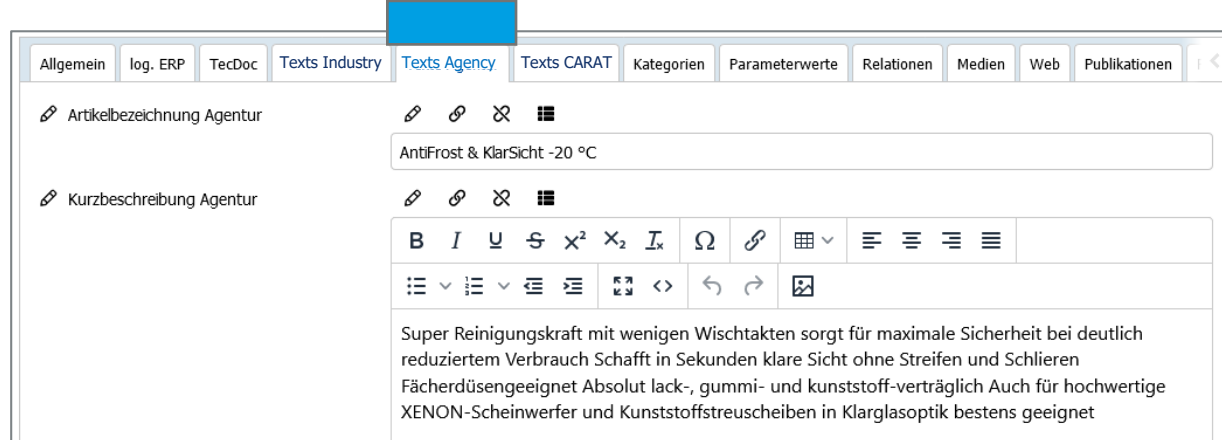
additional article informati...



Allgemein log. ERP TecDoc **Texts Industry** Texts Agency Texts CARAT Kategorien Parameterwerte

Name AntiFrost&KlarSicht -20°C IceFresh

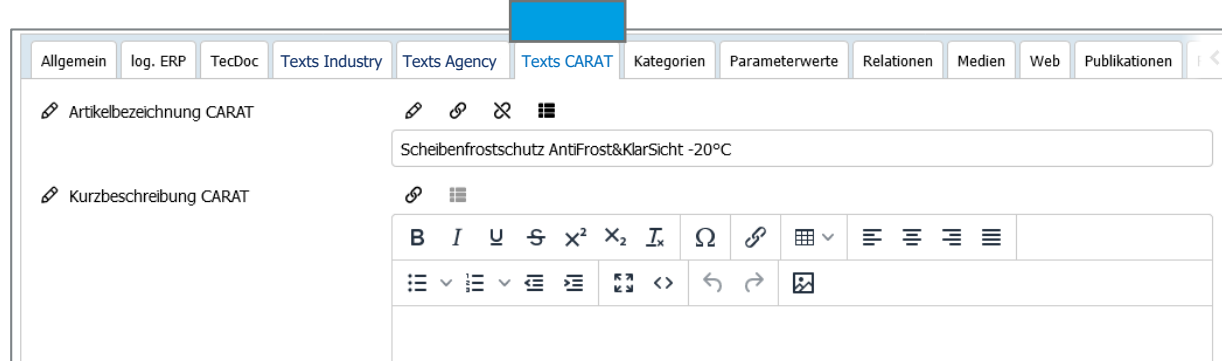
Kurzbeschreibung + Scheibenwasch-Power mit trendigem IceFresh Duft.



Allgemein log. ERP TecDoc Texts Industry **Texts Agency** Texts CARAT Kategorien Parameterwerte Relationen Medien Web Publikationen

Artikelbezeichnung Agentur AntiFrost & KlarSicht -20 °C

Kurzbeschreibung Agentur Super Reinigungskraft mit wenigen Wischtakten sorgt für maximale Sicherheit bei deutlich reduziertem Verbrauch. Schafft in Sekunden klare Sicht ohne Streifen und Schlieren. Fächerdüsengeeignet. Absolut lack-, gummi- und kunststoff-verträglich. Auch für hochwertige XENON-Scheinwerfer und Kunststoffstreuscheiben in Klarglasoptik bestens geeignet.



Allgemein log. ERP TecDoc Texts Industry Texts Agency **Texts CARAT** Kategorien Parameterwerte Relationen Medien Web Publikationen

Artikelbezeichnung CARAT Scheibenfrostschutz AntiFrost&KlarSicht -20°C

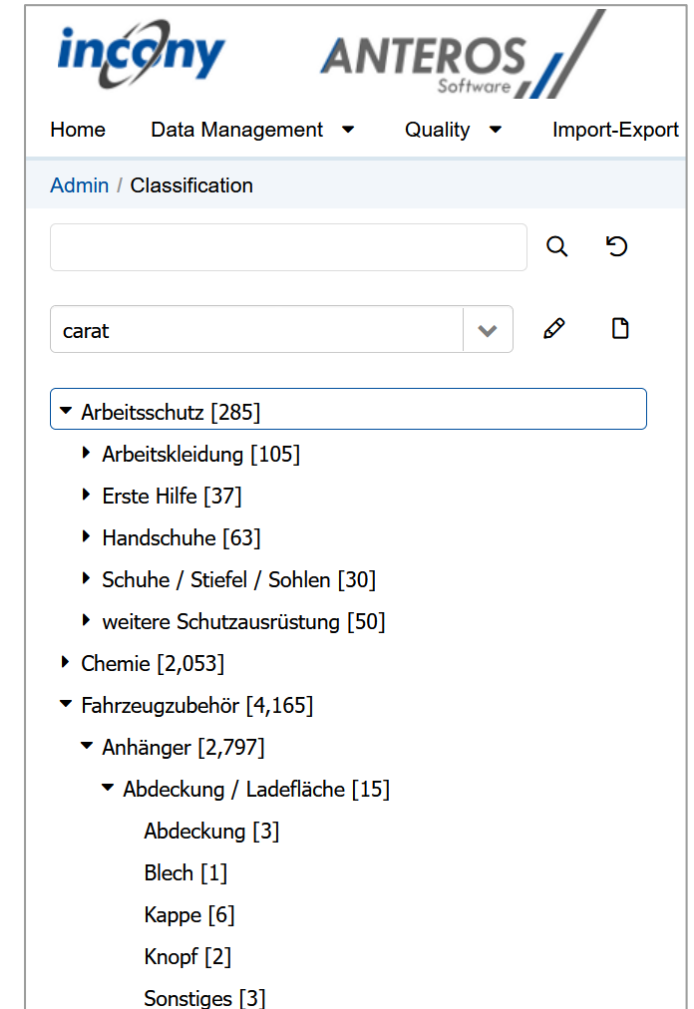
Kurzbeschreibung CARAT



# 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

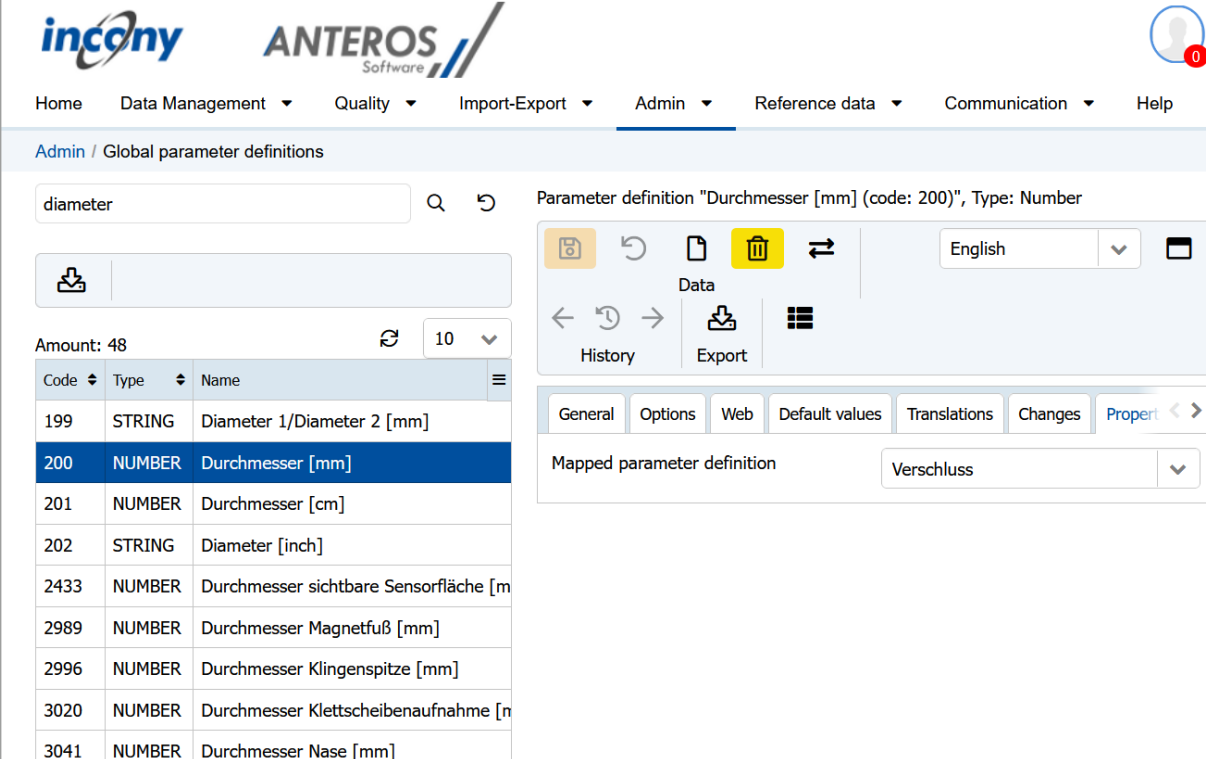




# Shop Attributes with Mapping to Manufacturer Data in PIM

## 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)

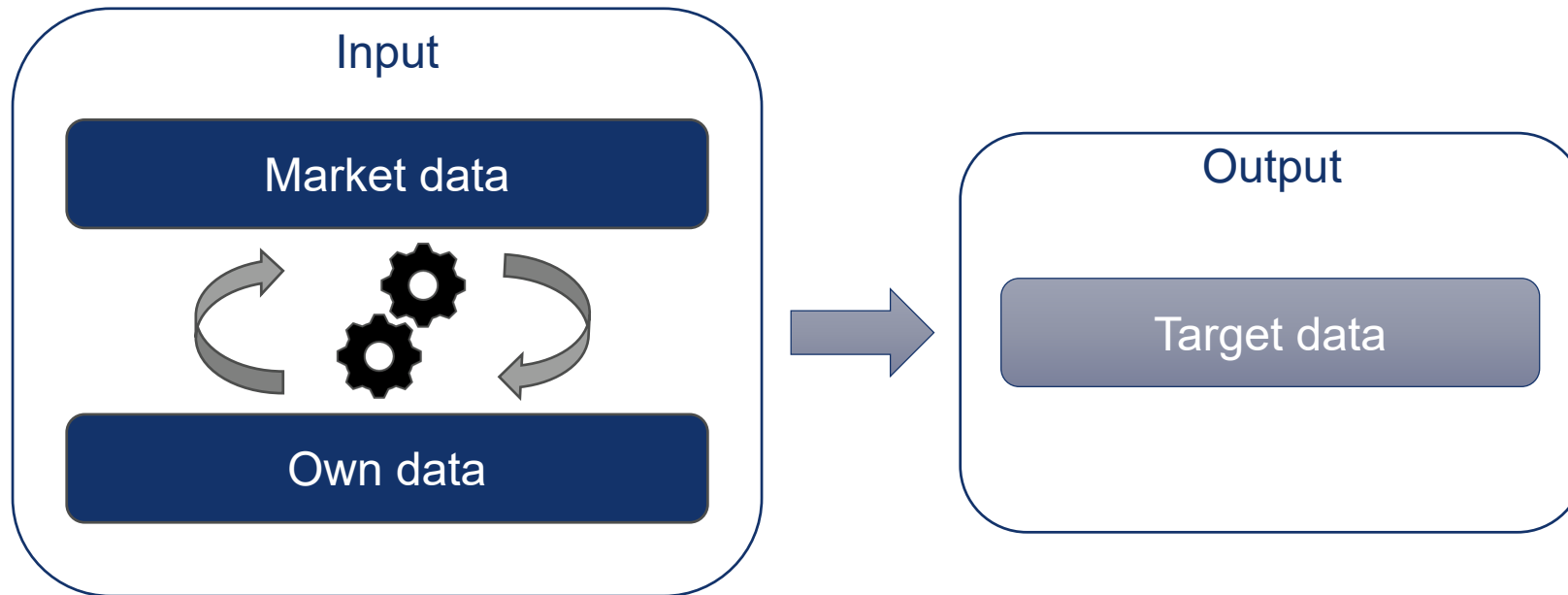


The screenshot shows the ANTEROS Software interface. The top navigation bar includes links for Home, Data Management, Quality, Import-Export, Admin, Reference data, Communication, and Help. The main content area is titled 'Admin / Global parameter definitions'. A search bar contains the word 'diameter'. Below the search bar is a table listing parameter definitions. The table has columns for Code, Type, and Name. The row with Code 200 and Type NUMBER is highlighted, showing the Name 'Durchmesser [mm]'. To the right of the table, there is a detailed view for the selected parameter definition, showing its code (200), type (Number), and a list of mapped parameter definitions, including 'Verschluss'.

Code	Type	Name
199	STRING	Diameter 1/Diameter 2 [mm]
200	NUMBER	Durchmesser [mm]
201	NUMBER	Durchmesser [cm]
202	STRING	Diameter [inch]
2433	NUMBER	Durchmesser sichtbare Sensorfläche [m]
2989	NUMBER	Durchmesser Magnetfuß [mm]
2996	NUMBER	Durchmesser Klingenspitze [mm]
3020	NUMBER	Durchmesser Klettscheibenaufnahme [n]
3041	NUMBER	Durchmesser Nase [mm]



## 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

[Startseite](#)
[Arbeitsschutz](#)
[Chemie](#)
[Fahrzeugzubehör](#)
[Wartung Instandhaltung](#)
[Werkstattausrüstung](#)
[Wer...](#)

CARAT Universaltelle-Shop > Arbeitsschutz > Arbeitskleidung

## Arbeitskleidung

Arbeitskleidung

- Arbeitsshosen
- Oberbekleidung

Product type / GenArt

- ☐ Arbeitshose
- ☐ Arbeitsjacke
- ☐ Arbeitsweste
- ☐ Polo-Shirt

Marke

- ☐ Coverguard
- ☐ KWP
- ☐ MEN@WORK
- ☐ Northshield®
- ☐ Profi Color

Produktlinie

- ☐ Blue-Expert
- ☐ Bora
- ☐ Chem Standard
- ☐ CLASS
- ☐ CORUS
- ☐ DIAMOND
- ☐ Everest
- ☐ Flint
- ☐ Hi-Way
- ☐ JADE
- ☐ J APIS

## Arbeitskleidung

1 > >> von 9

### Lackieroverall Smart

Art.Nr.: 4422663F  
 Marke: Profi Color  
 Teilenummer: 4422663F

Produktlinie: Smart  
 Konfektionsgröße: 2XL  
 Farbe: marineblau  
 EAN pro Stück: 4003502072076  
 Verpackungseinheit: Stück  
 weitere Attribute anzeigen

Vergleich
Merkzettel
Zusatzinfo

### Lackieroverall Smart

Art.Nr.: 4422661F  
 Marke: Profi Color  
 Teilenummer: 4422661F

Produktlinie: Smart  
 Konfektionsgröße: L  
 Farbe: marineblau  
 EAN pro Stück: 4003502072052  
 Verpackungseinheit: Stück  
 weitere Attribute anzeigen

Vergleich
Merkzettel
Zusatzinfo

### Lackieroverall Smart

Art.Nr.: 4422662F  
 Marke: Profi Color  
 Teilenummer: 4422662F

Produktlinie: Smart  
 Konfektionsgröße: XL  
 Farbe: marineblau  
 EAN pro Stück: 4003502072069  
 Verpackungseinheit: Stück  
 weitere Attribute anzeigen

Vergleich
Merkzettel
Zusatzinfo

CARAT Universaltelle-Shop > Chemie > Winterchemie > Frostschutz > Enteiser > Scheibenenteiser

### Scheibenenteiser (40100836)

**SONAX**  
MADE IN GERMANY

Bestellnummer: 03314410  
 Marke: Sonax  
 Füllvolumen [Flüssigkeit] [Liter]: 0,75  
 Gebindetyp: Sprühflasche  
 EAN pro Stück: 4064700331440  
 Verpackungseinheit: Stück  
 Verpackungsmenge: 6

Artikelinfo
Dokumente

### Kurzbeschreibung

SONAX ScheibenEnteiser taut sekundenschnell zugefrorene Scheiben auf.

### Langbeschreibung

Taut sekundenschnell zugefrorene Scheiben auf. Schützt vor Wiedervereisung und sorgt rundum für klare Sicht. Macht Eiskratzer überflüssig. Mit Glycerin - hält Gummi geschmeidig.

### Zusatzbeschreibung / technische Hinweise

Absolut lack-, gummi- und kunststoffverträglich. | Mit Glycerin - hält Gummi geschmeidig. zur Vermeidung etwaiger Schäden und Gefahren beachten Sie bitte unser Sicherheitsdatenblatt. Dieses finden Sie anbei, sofern das Produkt der Ausweisungspflicht unterliegt.

### Unsere alternativen Empfehlungen

Scheibenenteiser

Details
Merkzettel

Schlossenteiser

Details
Merkzettel

Autofahrer Winterset dreiteilig

Details
Merkzettel

Scheibenenteiser

Details
Merkzettel





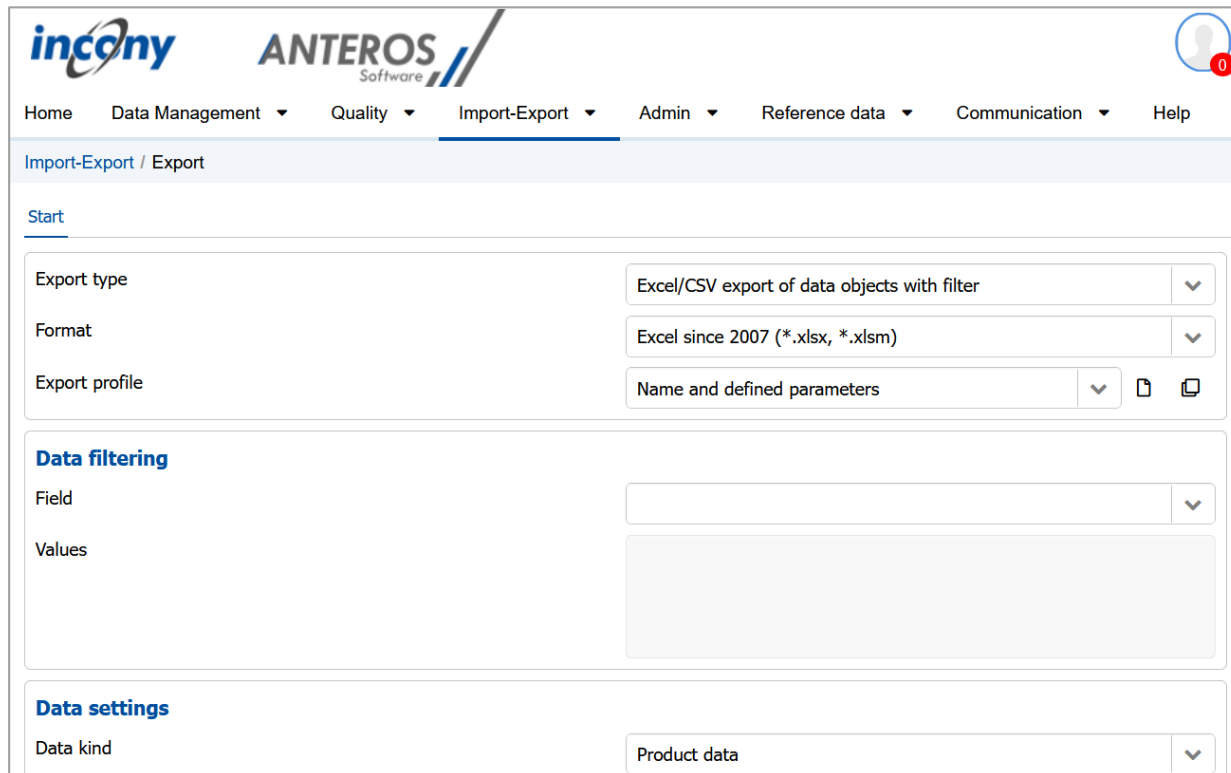


# Simple, Flexible Data Exports

## 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.

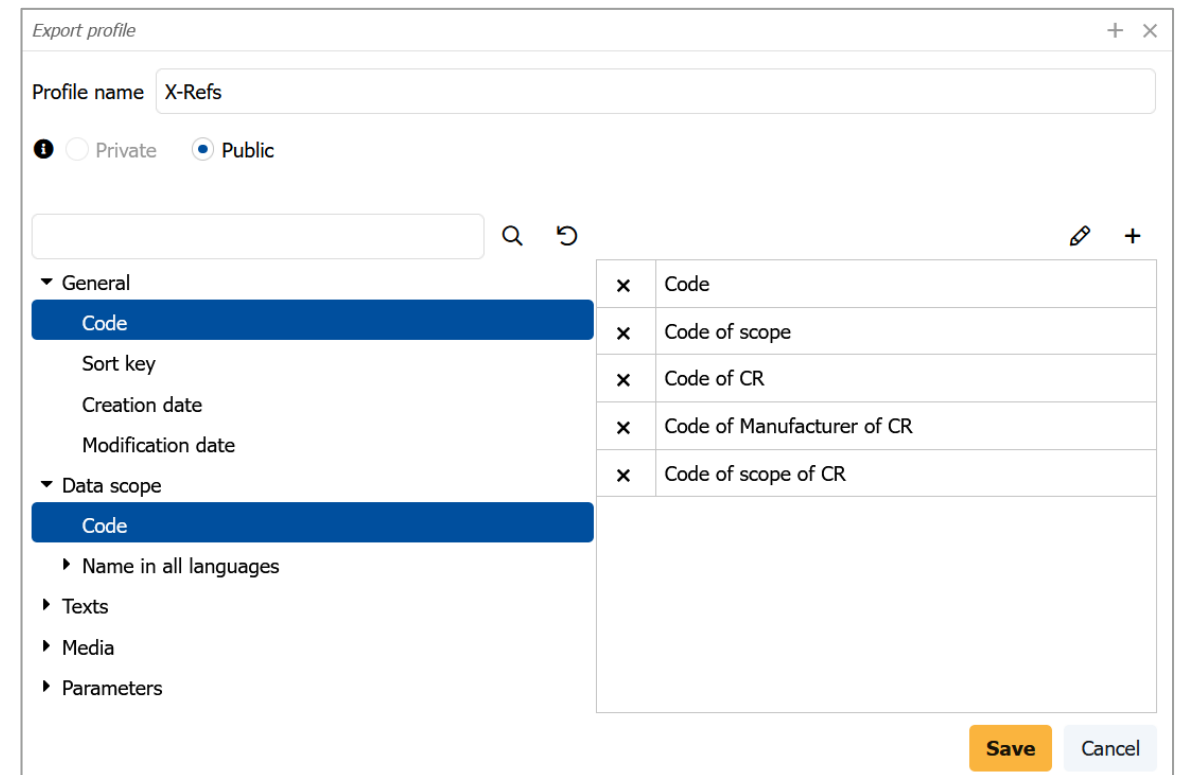


The screenshot shows the ANTEROS Software interface. The top navigation bar includes Home, Data Management, Quality, Import-Export (selected), Admin, Reference data, Communication, and Help. The main content area is titled 'Import-Export / Export' and contains a 'Start' section with the following configuration options:

- Export type:** Excel/CSV export of data objects with filter
- Format:** Excel since 2007 (\*.xlsx, \*.xlsm)
- Export profile:** Name and defined parameters

Below these are two sections:

- Data filtering:** Includes a 'Field' dropdown and a 'Values' text area.
- Data settings:** Includes a 'Data kind' dropdown set to 'Product data'.



The 'Export profile' dialog box is shown with the following configuration:

- Profile name:** X-Refs
- Privacy:** Public (selected)
- General section:**
  - Code:** Selected
  - Sort key:** Code
  - Creation date:** Code of scope
  - Modification date:** Code of CR
- Data scope section:**
  - Code:** Selected
  - Name in all languages:** Code of Manufacturer of CR
  - Texts:** Code of scope of CR
  - Media:**
  - Parameters:**

At the bottom right, there are 'Save' and 'Cancel' buttons.



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

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### 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

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### 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





**CARAT**

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AUTOMOTIVE