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Maintain Spare Parts for Construction Machinery in PIM for OXID Shop

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Klickparts - This is how you order construction machinery parts.

- **Online store for construction machinery spare parts**, Construction site equipment, construction PPE, workshop supplies

- Strategic **start-up** in the Zeppelin Group

- „ **The Customers' Pain**"
  - Mixed construction machinery fleet - multiple dealers
  - Many spare parts suppliers, few digital
  - Little transparency on prices, delivery time and cross references
  - ➜ High time expenditure to find the right parts

- **Klickparts** Profile:
  - Founded 05/2018, Online 03/2019, 14 employees
  - Lean & Focused: eCommerce, Product Management, Processing/Logistics, Admin

- Set standard: **"TecDoc" of the construction machine**

Klickparts Online Store for Construction Machinery Spare Parts

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- **One stop shop**:

  All makes of construction machinery and all types of spare parts

- **Fast, simple, intuitive, transparent**
  - Find and order - direct route to the desired spare part
  - Full transparency regarding quality of offer and price
  - Not a "Quasi" store (no "price on request", no broker)

- **Alternative spare parts** (quality ⇔ price ⇔ cross reference):
  - Construction equipment manufacturer (OEM)
  - Original equipment manufacturer (OES)
  - Replica (IAM)

- Start in Germany, later EU and international expansion

- B2B focus with light, emotional B2C look and feel

- **OXID eShop**: Responsive design and multi-browser capability

Klickparts Shop (OXID-eShop) at a glance

www.klickparts.com

Marketing for the Shop

- **Trade fairs**
  - Klickparts VW Bus T1 DoKa, Bj. 1959
  - Klickparts Lounge
  - **Radio advertising**

- **Print** Construction leaflet special supplement, press article

- **Online campaigns influencer**
  - **Bauforum24**: Europe's largest community for construction and construction machinery, 162,000 subscribers and over 2 million viewers per month. Reach of the videos 50,000 viewers in the first week.
  - Jean Pierre **„JP" Kraemer**: Known by the target group for the docu-soap "Die PS-Profis". Operates the most successful German-language YouTube channel in the automotive sector.

Why do we Need a PIM System at Klickparts?

Due to time constraints **started without PIM** - universal solution **EXCEL**, but …

- **BIG DATA**
  - currently almost 500.000 items (products), planned medium term 1 - 2 Mio.
  - Data: master data, texts, parameters, documents and images
- Complex **dependencies**:
  - Which part fits in which machine? ➜ Cross-reference
  - Which parts fit into multiple machines?
  - Which parts belong together?
  - ➜ Accessories, spare parts, parts list representation
- Challenge **ETL** process: Extract Transform Load
  - Data from suppliers comes in different forms
  - Unstructured, incorrect, incomplete
  - Price list: always / parameters: sometimes / SEO suitable: never
  - ➜ Data preparation: check, add, enrich.

➜ EXCEL is great, but unsuitable for this.
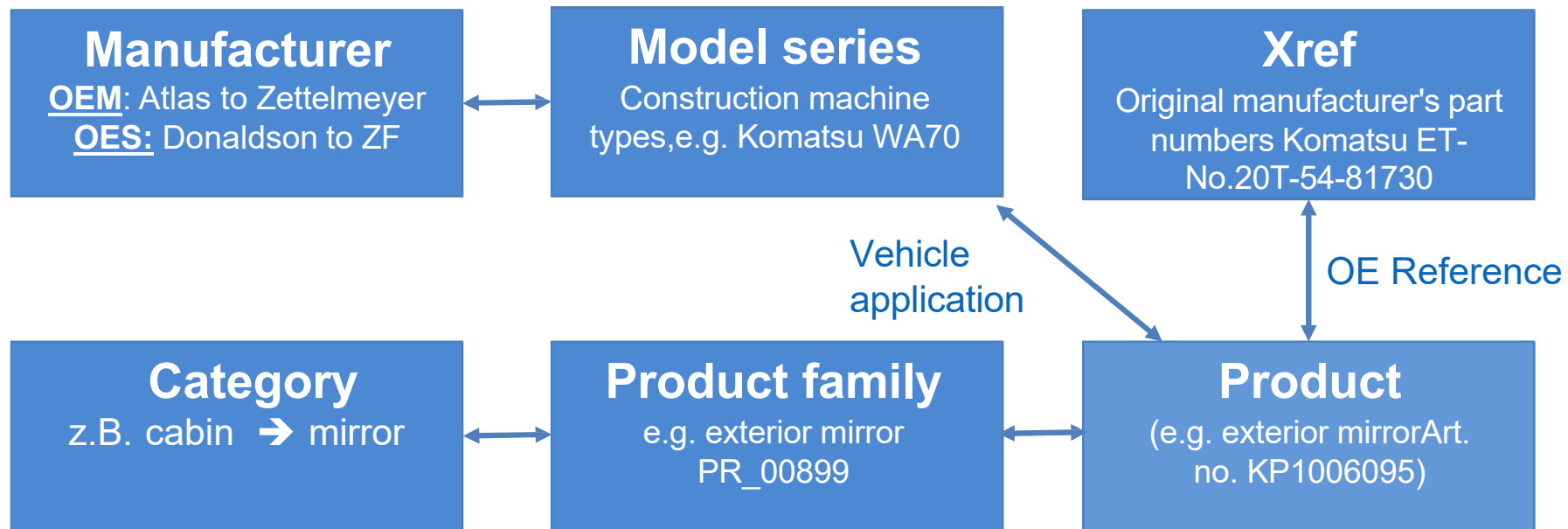
Why The PIM System ANTEROS from Incony?

- PIM research and presentations from multiple vendors
- Parallel ANTEROS project in the group - positive experiences, reference
- ANTEROS 5:
  - Suitable **data model** (TecDoc automotive sector)
  - Wide range of functions in the **standard**
  - **Multilingual capability**
  - Expansion capability (**scalability**)
  - Type and scope of **data relations** in the data model
  - **Configurability** without external consultants
- INCONY / INCONY team:
  - Experience with complex data models like TecDoc Automotive-Sector
  - **Solutions and consulting** rather than software sales, excellent understanding of our requirements, fast and competent, flexibility
  - ANTEROS **ready-to-go: 1 day** implementation time for test environment with our demo data
- Implementation without external consultants, we could do a lot ourselves

Our Data Model in ANTEROS

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- **Master data** for construction machines (some object types from ANTEROS.tecdoc):

Manufacturer	**Model series**	**Xref**
OEM: Atlas to Zettelmeyer **OES:** Donaldson to ZF	Construction machine types,e.g. Komatsu WA70	Original manufacturer's part numbers Komatsu ET-No.20T-54-81730

Vehicle application

OE Reference

Category	**Product family**	**Product**
z.B. cabin ➜ mirror	e.g. exterior mirror PR_00899	(e.g. exterior mirrorArt. no. KP1006095)

- **Product data** of construction machinery spare parts (standard object types from ANTEROS.pim)

ANTEROS in Action at Klickparts
Master Data

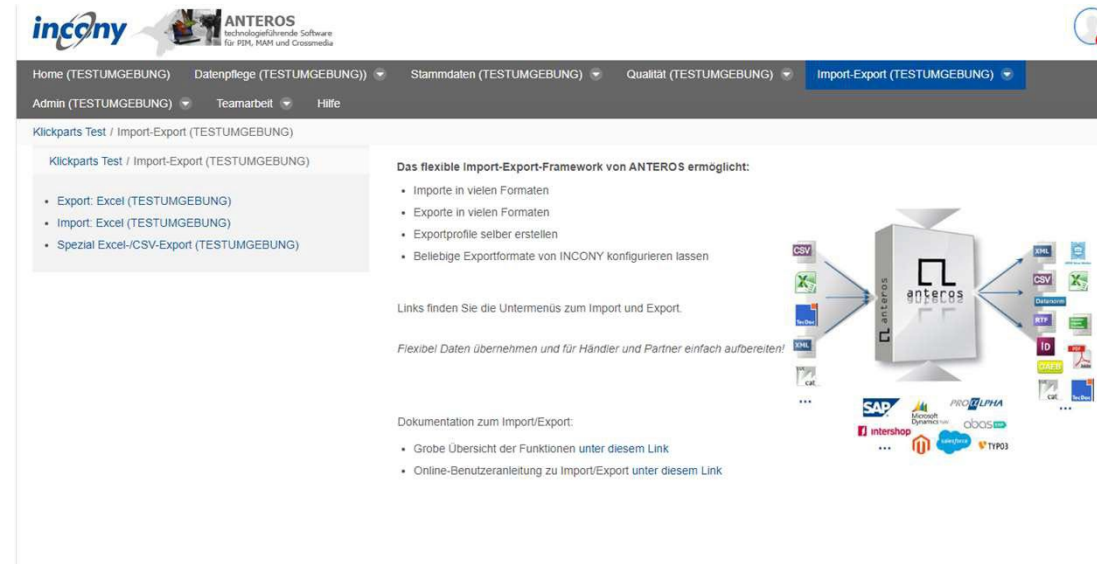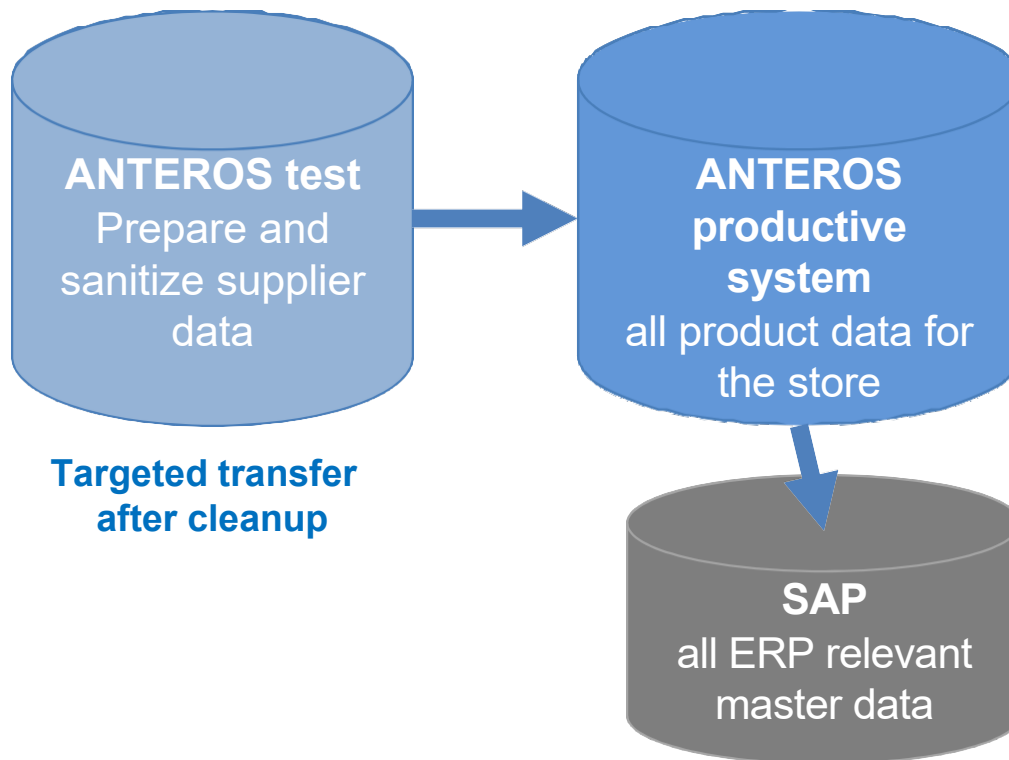- Maintenance of construction machinery in master data

Manufacturer

Model series
= Construction machine
types

ANTEROS in Action at Klickparts
Import

- Data import of supplier data for this purpose **2 ANTEROS** systems:
  ANTEROS **Test** (preparation system) and ANTEROS (**productive** system)

ANTEROS test
Prepare and sanitize supplier data

Targeted transfer after cleanup

ANTEROS productive system
all product data for the store

SAP
all ERP relevant master data

ANTEROS in Action at Klickparts
Connection to ERP System

- Separate tab "SAP" configured by ourselves
- Here we show SAP relevant data as parameters
- Initial export to SAP when onboarding new articles

The "SAP" tab including all fields is configured in ANTEROS itself.

ANTEROS in Action at Klickparts
Internal Tab

- Separate tab "INTERN" configured by ourselves
- Internal comments on the product data: e.g. translation notes, hints

"INTERN" tab incl. all fields configured in ANTEROS itself

ANTEROS in Action at Klickparts
Product Families

- Maintenance of product families: efficiently add common data of products, e.g. category, images

ANTEROS in Action at Klickparts
Relationships

- Assignment of spare parts to construction machinery: relationships vehicle application (model series) ➔ Customers can find parts in the store via the construction machine type

Relationship of the construction machine to the spare part

Relationship of the spare part to the construction machine is set automatically in model series (backward direction)

ANTEROS in Action at Klickparts
Relation Cross Reference

- Cross references: Matching of the product to the original equipment manufacturer (OEM) part number(s) and/or the OES/IAM part manufacturer(s).
- If customers specify the original part no., parts from different suppliers in different quality/price levels can be found in the store.

Relationship in the product

Relation set in X-Ref
(reverse direction automatically set)

ANTEROS in Action at Klickparts
Parameters

- Prerequisite for efficient search function in the store
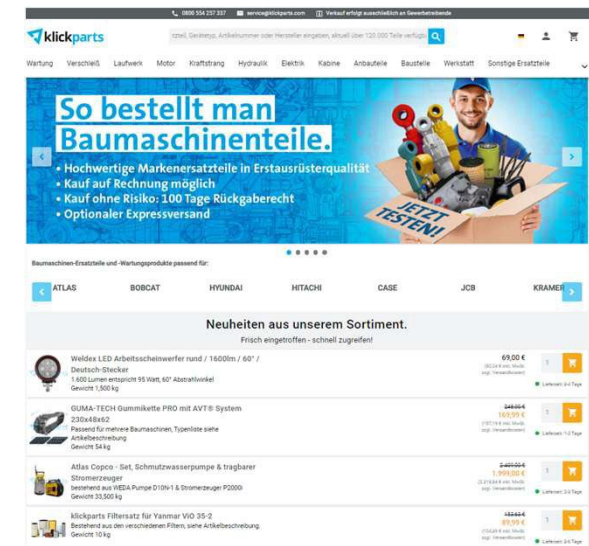- Challenge in the ETL process: Parameter definition and parameter import

REST Interface from ANTEROS to Connect to OXID Shop

- Allows API access to all PIM data from ANTEROS: products, manufacturers, model ranges, parameters, media assets ...
- We implemented an importer for OXID ourselves to transfer PIM data to the store
- Transfer of all changes from the PIM to the store (1x per minute), so that updates in the store can be implemented quickly

Summary: Successful Implementation of PIM!

- Professional store only possible with PIM: "Klickparts - **The** construction machinery parts store"
- BIG DATA does not work without PIM.
- ANTEROS not only makes more possible in the store than originally expected.
- ANTEROS can be customized to a very large extent by yourself with your own IT - Great!
- With ANTEROS even complex data can be maintained highly efficiently
  - Easy to use, sophisticated range of functions
  - Data can be systematized very well, saves a lot of maintenance work
  - Even complex relationships can be displayed efficiently and simply
- ANTEROS is very flexible, INCONY team is very competent
- Implementation in only 6 months with 0 previous PIM knowledge and a small team
- Efficiency improvement, data consistency, "know-how" storage
- Establish TecDoc for construction machinery spare parts with ANTEROS