

DISTRIBUTED WORK IN PIM BY INTERNATIONAL TEAMS

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29.09.2020

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MOTUL = International lubricant expertise

- Corporate headquarters near Paris, branch office for CEE in Cologne
- Motul lubricants are offered in over 160 countries worldwide
- Product categories: Consumer Goods + Industry Goods
- Various application areas: Auto, Motorcycle, Commercial Vehicles, Powersports, Industrial Production Equipment

➤ **PIM for central product data maintenance**

- Product data needed for multiple purposes: Store, websites, print, exports
- Product data previously maintained in multiple systems for different purposes
- Centralized data maintenance once with PIM, multiple and standardized use
- ANTEROS as technological leader offers simple and efficient data maintenance incl. linking of products with relevant vehicles
- Pictures, documents and videos as well as translations can be maintained, with ANTEROS everything is integrated in one system

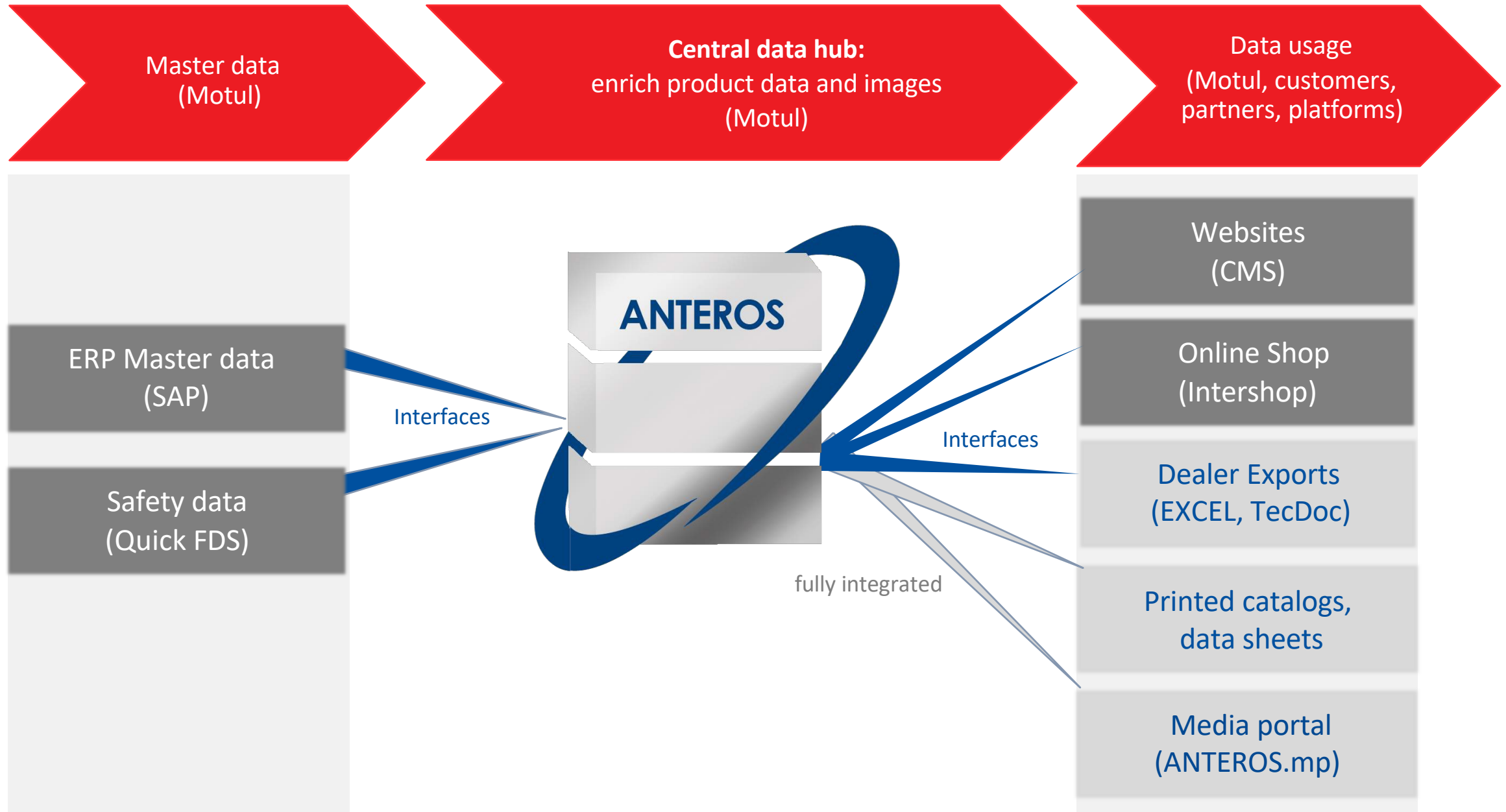
➤ **Interfaces to other systems**

- PIM as central data hub: interfaces for data transfer as well as export to webshop, websites and other external downstream systems
- ANTEROS supports various interfaces/formats (REST, CSC, XML, TecDoc,...)

➤ **Fully automated print generation:** catalogs and datasheets

➤ **Media portal:** partners and customers can easily download images and documents





Challenges for Motul's international data maintenance:

- Global and local products
- Different brands
- Data needed in multiple languages
- Lubricants need approvals for use in specific vehicles



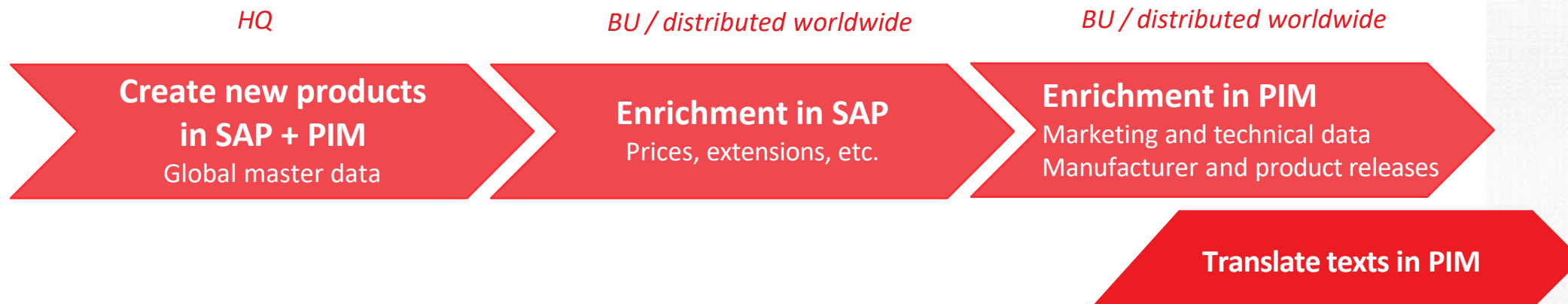
Which products are maintained where?

- **Global:** Corporate products, which are offered worldwide, at headquarters (Paris)
- **Local:** Market-specific products in the business units, e.g. Germany
- **Brands:** Motul and MotulTech; and OEM products



7

Three steps to complete product data:



User roles in international data maintenance:

➤ Marketing

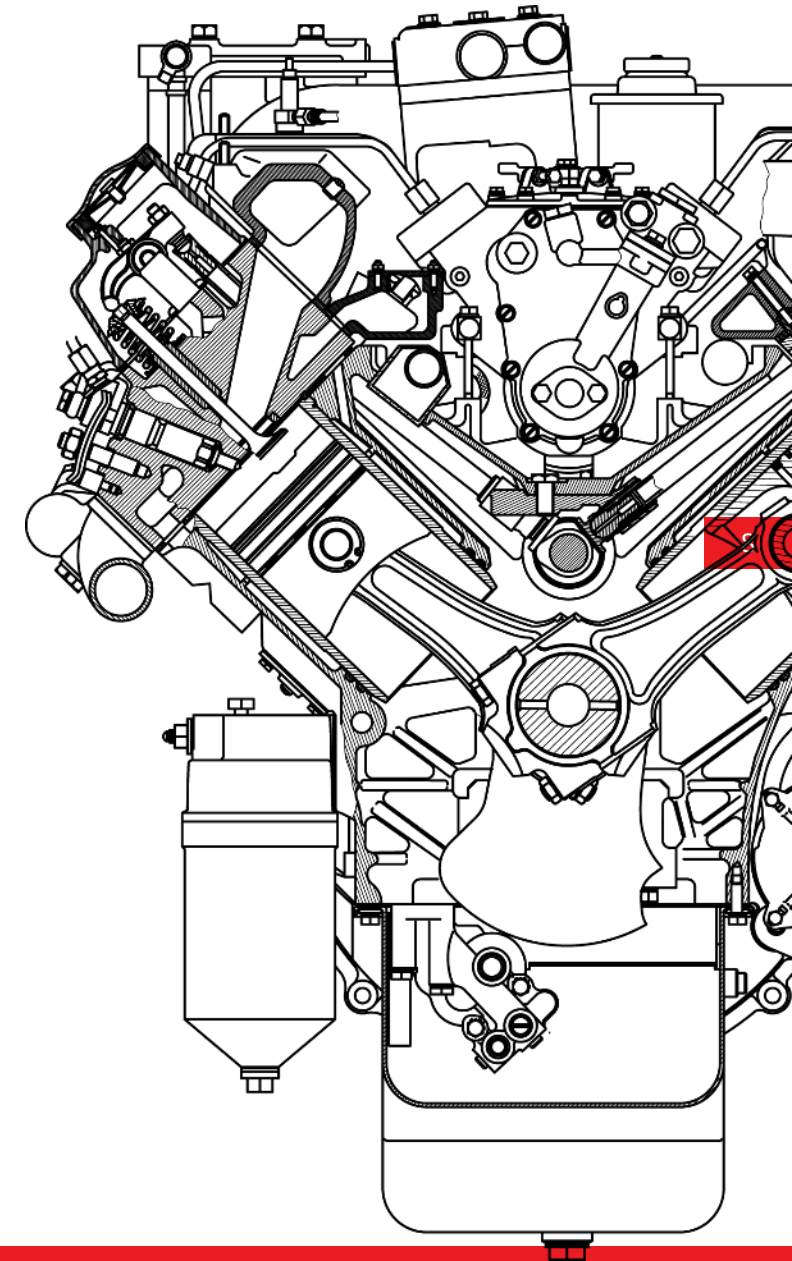
- Corporate Marketing: add category, images, SEO texts in master language
- Marketing Business Unit: separate country assortments with data+images

➤ Technical Data Manager

- Corporate Technical Data Manager: define technical data for products (manufacturer, approvals, technical standards)
- Technical Data Manager BU: add technical data to BU products

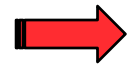
➤ Translator: text translations / flexible in different departments

➤ PIM-Admin: maintains master data structure maintains category tree, creates parameter definitions



Rights in Motul international data maintenance:

- Not every user is permitted to use all products in publications (print, exports, connectors)
- rules more complex than Global=Headquarter and Local=Business Unit



precisely defined in SAP via VKorg, who is allowed to use which products

- These rights are taken into account in the PIM via the SAP <-> ANTEROS interface



Data maintenance of marketing data:

- Category assignment, marketing texts, illustrations, USPs
- partly market/language specific

The screenshot shows the 'Data Management' interface for Motul. The top navigation bar includes Home, Data Management, Core data, Quality, Print, Web, Import-Export, Admin, Communication, and Help. The main area is titled 'Product family "8100 XC EFE SW30 DE (code: 17715)"' with Code 17715. A sidebar on the left shows a list of product families with columns for Photo, Code, Number of products, and Name. The selected product family is highlighted. The main content area shows the 'Marketing description' and 'Additional marketing information' fields, both with rich text editors. The 'Marketing description' field contains text about high-performance engine oil. The 'Additional marketing information' field is empty. The 'Sort string product catalogue' field contains the value '011'.

The screenshot shows the 'Product catalogue' interface for Motul. The top navigation bar includes Data, History, Export, Folder, Data process, and Print. The main area is titled 'Product family "8100 XC EFE SW30 DE (code: 17715)"' with Code 17715. A sidebar on the left shows a list of product families with columns for Photo, Code, Number of products, and Name. The selected product family is highlighted. The main content area shows the 'Marketing description' and 'Additional marketing information' fields, both with rich text editors. The 'Marketing description' field contains text about high-performance engine oil. The 'Additional marketing information' field is empty. The 'Sort string product catalogue' field contains the value '011'.

Maintenance of technical data, separated according to the two brands MOTUL and MOTULTECH

The screenshot displays the MOTUL International Data Maintenance interface. At the top left is a product image of a MOTUL oil bottle. To its right, the product family is identified as "R100 ECO-CLEAN SW30 (code: 17000)" with a code of 17000. Below this is a toolbar with icons for Data, history, Export, Folder, Print, and a magnifying glass. A horizontal menu bar contains tabs for General, SAP, Workflow, Categories, Relations, Media, Publications, Translations, Changes, Cross references, Marketing data, Technical data, and Technical data motultech. Two red arrows point from the text above to the "Technical data" and "Technical data motultech" tabs. The left sidebar lists fields: Header description (with a tooltip "Select existing translation item"), Advantages, Refractometer Factor, and Dry Content. The main area shows a table with columns for Remark, Value, and Measurement method. The Remark column has a hand icon, and the Value column has a plus icon. The Measurement method column has a plus icon.

Manufacturer and approvals as separate objects in ANTEROS; relationships to the products
(which product has which release:
1) release from manufacturer or
2) recommendation from Motul)

Home Data Management Core data Quality Print Import-Export Admin Communication Help

Core data / Approvals

Simple Advanced

vw

Amount: 20

Photo	Code	Name
	1581611349529	501 01 505 00
	1568216342373	511 00
	1518093648841	G12
	1518093685107	G12+
	1518093696451	61-0-0257
	1505292752279	508 00 509 00
	1505292582513	502 00 505 00 505 01

Oil quality standards and manufacturer approvals "VW 502 00 505 01 (code: 1505303200496)"

Code 1505303200496

Photo Not Available

Export

General Relations Media Translations Changes

Document [1]

Product family "8100 ECO-CLEAN 5W30 (code: 17000)"

Code 17000

Photo Not Available

Data History Export Folder Print

General SAP Workflow Categories Relations Media Publications Translations Changes Cross references Marketing data

Related products [0] Equivalent products [0] Oil quality standards and manufacturer approvals [2] Performances [1] Manufacturer recom

New relation:

ACEA C2

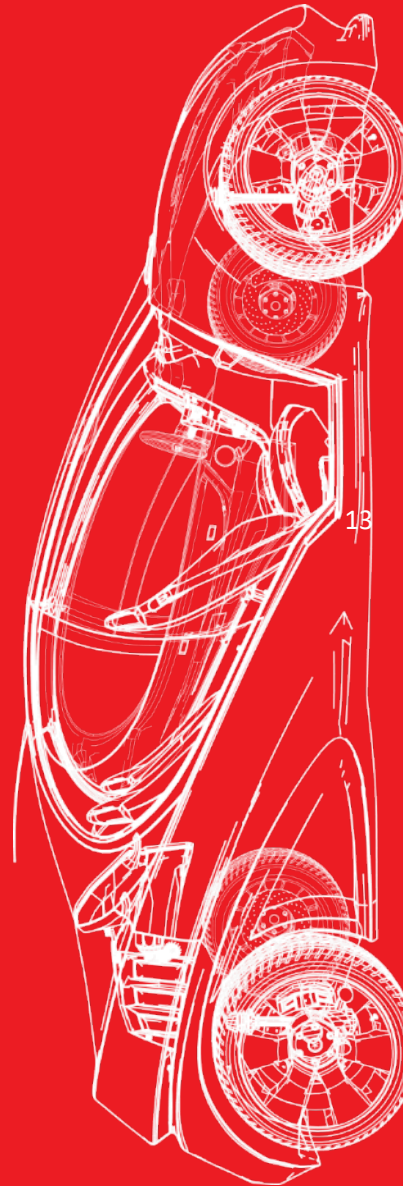
Comment

API SERVICE SN

Comment

Workflow for the data sheet

1. Via SAP interface, new or changed products arrive at ANTEROS with their **master data**
2. marketing and technical data manager add **data + files**
3. technical data manager **checks data and gives release**
4. The **technical data sheet is automatically generated in ANTEROS** and linked to the product range as a PDF
5. data, images and data sheets of the approved product series are transferred **to the shop and website via interface**



Print documents 100%
generated from
ANTEROS automatically
generated:

Data sheets

MOTUL

8100 ECO-CLEAN 5W-30

FUEL ECO **DPF**

Gasoline & Diesel engine lubricant
100% Synthetic

TYPE OF USE

High performance 100% Synthetic Fuel Economy Engine Oil specially designed for OEMs requiring a low friction, low HTHS (≥ 2.9 mPa.s) viscosity and "Mid SAPS" oil with reduced content of Sulfated Ash ($\leq 0.8\%$), Phosphorus ($\leq 0.08\%$) and Sulfur ($\leq 0.3\%$). Suitable for the latest generation of Gasoline and Diesel engines, Euro 4, Euro 5 and Euro 6 emission regulation compliant, requiring a "Fuel Economy" lubricant: ACEA C2 standard. This lubricant meets the requirements of PSA B71 2290 standard from PEUGEOT CITROËN DS AUTOMOBILE for PSA vehicles until MY2017.
Compatible with catalytic converters and Diesel Particulate Filters (DPF).
May be unsuitable for use in some engines. Always refer to the owner manual or handbook if in doubt.

PERFORMANCES

STANDARDS	ACEA C2 API SERVICE SN / CF
PERFORMANCES	AUDI #1234, FIAT 9.55535-S1, CITROËN/PEUGEOT PEUGEOT CITROËN DS (CAPSA) PSA Groupe PSA B71 2290, PEUGEOT CITROËN/PEUGEOT PEUGEOT CITROËN DS (CAPSA) PSA Groupe PSA B71 2290, CITROËN CITROËN/PEUGEOT PEUGEOT CITROËN DS (CAPSA) PSA Groupe PSA B71 2290, DS (CAPSA) CITROËN/PEUGEOT PEUGEOT CITROËN DS (CAPSA) PSA Groupe PSA B71 2290, PSA Groupe CITROËN/PEUGEOT PEUGEOT CITROËN DS (CAPSA) PSA Groupe PSA B71 2290
RECOMMENDATIONS	HONDA, SUBARU, SUZUKI, TOYOTA
Engines compliant with EURO 4, EURO 5 and EURO 6 emission regulation are fitted with sensitive exhaust gas after treatment systems. Indeed, Sulfur and Phosphorus inhibit catalytic converters operation leading to inefficient exhaust gas treatment; and Sulfated Ashes clog DPFs leading to shorten regenerating cycle, quick oil aging, higher fuel consumption and engine power loss.	
PSA Groupe for its B71 2290 norm requires oil to be able to endure the most severe thermal constraints along with PSA modern after treatment systems compatibility. PSA B71 2290 standard is suitable for most PSA Gasoline engines and most Diesel (including DPF versions) engines, except for "BlueHDi" Diesel.	
The FIAT 9.55535-S1 performance level imposes the engine oil to combine both ACEA C2 and 5W-30 in order to perfectly lubricate the Diesel 1.3L, 1.6L and 2.0L Multijet engines of FIAT, ALFA-ROMEO, and LANCIA produced from 2007.	

MOTUL

8100 ECO-CLEAN 5W-30

FUEL ECO **DPF**

Gasoline & Diesel engine lubricant
100% Synthetic

Some Asian OEMs require for their most recent Diesel engines (since 2006) an ACEA C2 lubricant to guarantee the maximum performance and durability. Examples of MOTUL 8100 Eco-clean 5W-30 possible use for these OEMs: TOYOTA 2.0L and 2.2L D4D; HONDA 2.2L CDTi and DTEC, and SUBARU 2.0L D.
MOTUL 8100 Eco-clean 5W-30 meets all these very demanding requirements of performance and durability set by OEMs, including in particular for the PSA B71 2290 norm, the full compatibility to biofuels use such as biodiesel, when using biodiesel at a mix ratio of up to 10% (Biodiesel - B10).

RECOMMENDATIONS

Drain interval: according to manufacturers' recommendations and tune to your own use.
Do not mix with lubricants not ACEA C2 compliant.
Before use always refer to the owner manual or handbook of the vehicle.

PROPERTIES






Viscosity grade	SAE J 300	5W-30
Density at 20°C (68°F)	ASTM D1298	0.845
Viscosity at 40°C (104°F)	ASTM D445	57.9 mm ² /s
Viscosity at 100°C (212°F)	ASTM D445	10.4 mm ² /s
HTHS viscosity at 150°C (302°F)	ASTM D4741	3.0 mPa.s
Viscosity Index	ASTM D2270	171.0
Pour point	ASTM D97	-42.0 °C / -44.0 °F
Flash point	ASTM D92	232.0 °C / 450.0 °F
Sulfated Ash	ASTM D874	0.80 % weight
TBN	ASTM D2896	8.0 mg KOH/g
Footer dynamic content		Product specifications are definitive from the order which is subject to our general conditions of sale and warranty. Made in FRANCE MOTUL - 119 Bd Félix Faure - 93303 AUBERVILLIERS CEDEX -



Print documents 100% generated from ANTEROS automatically generated:






Product catalog

ARTIKEL	BESCHREIBUNG	INHALT [L]	ARTIKEL-NR.	VPE
---------	--------------	------------	-------------	-----

	TRANSLUBE 90 Anti-Emulsions-Getriebeöl für die Getriebebeschmierung von Außenbordmotoren.	0,350 20	107791 104010	24 1
MARINE - FETTE				
	NAUTIC GREASE Kalziumverseiftes Marine-Hochleistungsfett mit Hochdruckzusätzen auf Basis Motul Technosynthese®. Schmiert und schützt zuverlässig vor Verschleiß und Korrosion auch im Salzwasserbereich. Stark haftend, wasserbeständig.	0,200 KG 0,400 KG 180 KG	104395 104328 104396	24 24 1
GARTEN - 4-TAKT				
	DS AGR SYNT 10W40 Halbsynthetisches Mehrbereichsmotoröl (STOU) für Landwirtschaftsmaschinen. Auch für Getriebe, Nassbremse und Hydraulik. Standards: ACEA E5, AFNOR 48603 HV, API CF-4, API CH-4 / SF, API GL-4, ISO VG 68 / 100, NEW HOLLAND, SAE 10W-40, SAE 80W-90 Freigaben: CATERPILLAR TO-2 TRANSMISSION, FORD 30140 TRANSMISSION, FORD M2C 159 B TRANSMISSION, JOHN DEERE JDM Z7 TRANSMISSION, MASSEY FERGUSON MF 1139 TRANSMISSION, MB 227.1 ENGINE, ZF TE-ML 06C TRANSMISSION, ZF TE-ML 06C TRANSMISSION	60 208	100401 100403	1 1
	GARDEN 4T 5W30 High Performance Motoröl auf Basis Motul-Technosynthese® entwickelt für Gartengeräte (Rasenmäher, Aufsitzmäher, Motorhacke, ...) und Schneefräsen. Für Benzin- und Dieselmotoren auch im Betrieb mit Biokraftstoffen. Standards: API SL / CF	0,600	106989	12
	GARDEN 4T 10W30 4-Takt-Motoröl auf Basis Motul Technosynthese® für Gartengeräte wie Rasenmäher, Kleintraktoren, Pflug oder Stromaggregate. Für Benzin- und Dieselmotoren. Honda und Tecumseh Performance Level. Reduziert den Kraftstoffverbrauch und Abgasemissionswerte. Standards: API SJ / SH / CF	0,600 2	106990 101282	12 12

Änderungen und Irrtümer vorbehalten

ARTIKEL	BESCHREIBUNG	INHALT [L]	ARTIKEL-NR.	VPE
---------	--------------	------------	-------------	-----

	GARDEN 4T 10W40 Motoröl auf Basis Motul-Technosynthese® entwickelt für Gartengeräte (Rasenmäher, Aufsitzmäher, Motorhacke, ...). Für Benzin- und Dieselmotoren auch im Betrieb mit Biokraftstoffen. Standards: API SM / CF	0,600	106991	12
	GARDEN 4T 15W40 4-Takt-Mehrbereichsmotoröl für Gartengeräte wie Rasenmäher, Aufsitzmäher, Pflug oder Stromaggregate. Für Benzin- und Dieselmotoren. Standards: API SF / CD	0,600 2 5 60	106992 101311 101312 101313	12 12 4 1
	GARDEN 4T SAE 90 Mineralisches 4-Takt-Einbereichsmotoröl für Gartengeräte wie Rasenmäher, Pflug, Aufsitzmäher und Stromaggregate. Für Benzin- und Dieselmotoren. Briggs & Stratton Performance Level. Standards: API SG / CD	0,600 1 2	106999 102787 100053	12 12 12
GARTEN - 2-TAKT				
	GARDEN 2T 2-Takt-Motoröl auf Basis Motul Technosynthese® für Gartengeräte wie Kettenägen, Vertikutierer, Hackenscharen oder Rasenmäher. Standards: API TC	1 2 5 20	106280 100046 100047 103714	12 12 4 1
	GARDEN 2T HI-TECH 2-Takt-Motoröl auf Basis Motul Technosynthese® für Gartengeräte wie Kettenägen, Vertikutierer, Hackenscharen oder Rasenmäher. Raucharme Formulierung bietet optimalen Schutz, verhindert leistungsreduzierende Ablagerungen. Kann sowohl für Getriebe- als auch für Gemischschmierung in Verbindung mit konventionellen Ölkraftstoffen verwendet werden. Standards: API TC, ISO L-EGD, JASO FD	1 2 60	102799 101307 101308	12 12 1

Änderungen und Irrtümer vorbehalten

ÜBERART
AUTO
POWERSPORT
MARINE & GARTEN
NUTZFAHRZEUGE
WIRTSCHAFTSFAHRZEUGE
WERBEMATERIAL
BEKLEBUNG
NO-MEYER
SCHÜLUNG
AKTIONEN

D 05

Media portal

➤ **ANTEROS standard features in Motul's own layout**

- Make images, documents from PIM available for customers and partners
- Search for files conveniently via category tree, without having to separately assign images
- Download images in multiple formats (print, web-large, web-medium, web-small)
- Generated data sheets and other uploaded documents can be downloaded

➤ **Integration**

- Safety data sheets from third-party systems are integrated via URL

➤ **Change service:**

- EXCEL file with only changed data of altered products, files for dealers can be downloaded from the media portal



Websites

- Large amount of product data and images on the web pages
- In multiple languages
- All images and texts in all languages come from ANTEROS
- Connected to **CMS**
- Data is transferred to the CMS via **REST interface**
- **Caching**: the interface transfers new and changed data and images nightly

The screenshot displays the MOTUL website interface. At the top, there's a navigation bar with the MOTUL logo, language selection (DE), and a search bar. Below this, a main header reads 'PRODUKTE ALLE PRODUKTE'. A sidebar on the left lists various product segments with their respective counts: Industrial Products (129), Auto (114), Motorrad (99), Freizeit (43), Nutzfahrzeuge (39), Marine (35), Roller (34), Garten (30), Farming Machines (22), Other vehicles (12), Heavy Duty (10), Other vehicles (7), Commercial Vehicles (3), Motorcycles (2), and Wartung- und Pflege (1).

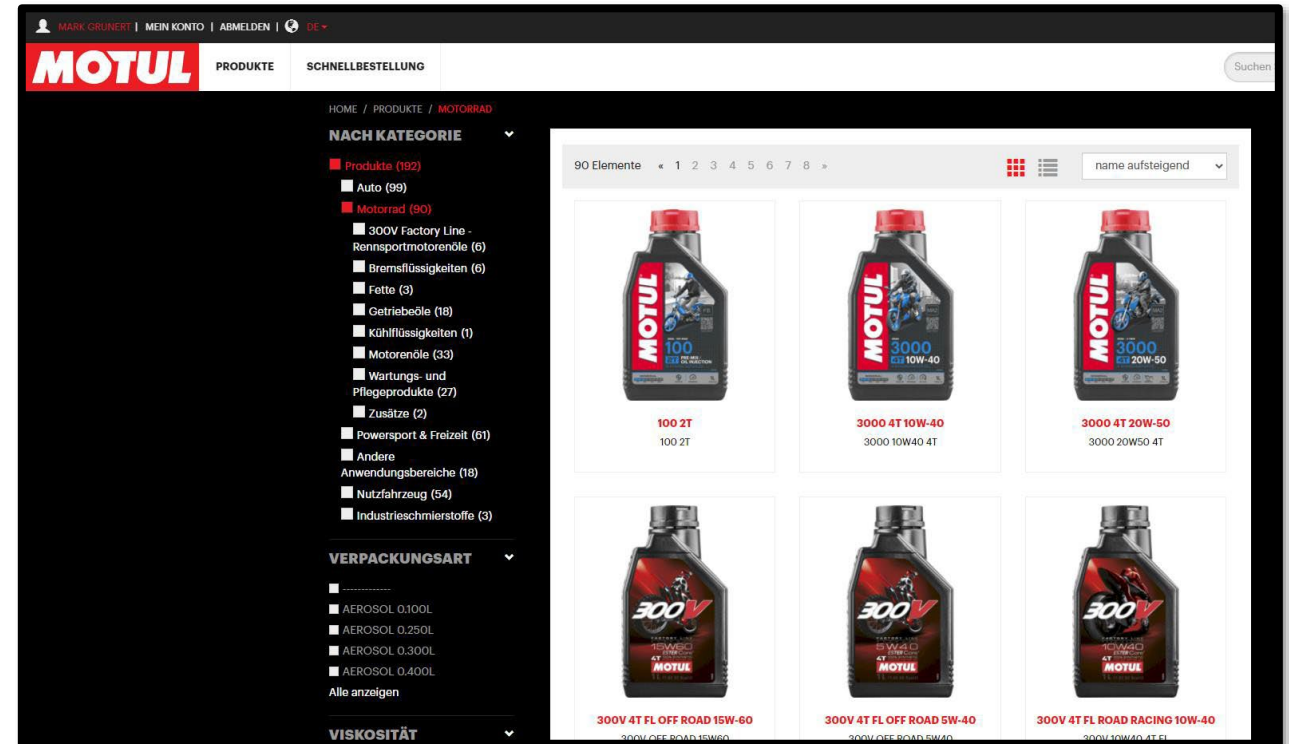
The main content area features a grid of product images. One of the products shown is the 8100 X-CLEAN EFE 5W-30 motor oil. Below the grid, there's a detailed view of this product. The product name '8100 X-CLEAN EFE 5W-30' is prominently displayed. To the right, a table lists technical specifications:

ANWENDUNG	MOTORENÖLE
PRODUKTSEGMENT	AUTO
ACEA STANDARDS	ACEA C2 / C3
API STANDARDS	API SERVICE SN
OEM-ZULASSUNGEN	BMW LONGLIFE-04 ; GM-OPEL DEXOS2 ; MB-APPROVAL 229.52 ; OPEL/VAUXHALL OVO401547 ; VW 505 00 505 01 ; FIAT 9.55535-S1 / S3
VERPACKUNG	1 L, 5 L, 60 L, 208 L, LOSE WARE
ARTICLE NUMBER	109455; 109456; 109469; 109457; 109468; 109554

Below the table, there are links for 'SICHERHEITSDATENBLATT' and 'TECHNISCHES DATENBLATT'. A paragraph of text describes the product as a synthetic motor oil designed for reduced fuel consumption and maximum wear protection. At the bottom, there are links for 'Standards' and 'Artikelnummern'.

Motul Webshop / Online Store

- Based on **Intershop** store software
- **B2B Shops**: only available to customers and partners with access data
- Transfer of products and Vkorgs
Products displayed depending on Vkorg in country shop
- ANTEROS connected via **XML interface** from Intershop
- Sales data (prices) from SAP
- **Caching**: data is transferred once every evening from ANTEROS to Intershop





MARK GRÜNERT | MEIN KONTO | ABMELDEN | DE

MOTUL

PRODUKTE

SCHNELLBESTELLUNG

Suchen

HOME / PRODUKTE / MOTORRAD / 5000 10W40 4T 12X1L

5000 10W40 4T 12X1L

PRICE

Preis pro Liter:

Produkt-ID: 104054

✓ Verfügbar

VERPACKUNGSEINHEIT

12X1L

4X4L

20L

60L

208L

BULK

ANZAHL

1

SICHERHEITSDATENBLÄTTER

IN DEN WARENKORB

IN BESTELLVORLAGE AUFNEHMEN

Beschreibung

Teilsynthetisches 4-Takt-Motorenöl auf Basis HC-TECH® Technologie. Kompatibel mit Abgaskatalysatoren. Hohe Scherstabilität für zuverlässigen Schutz von Motor und Getriebe. Perfekte Nasskupplungsverträglichkeit.

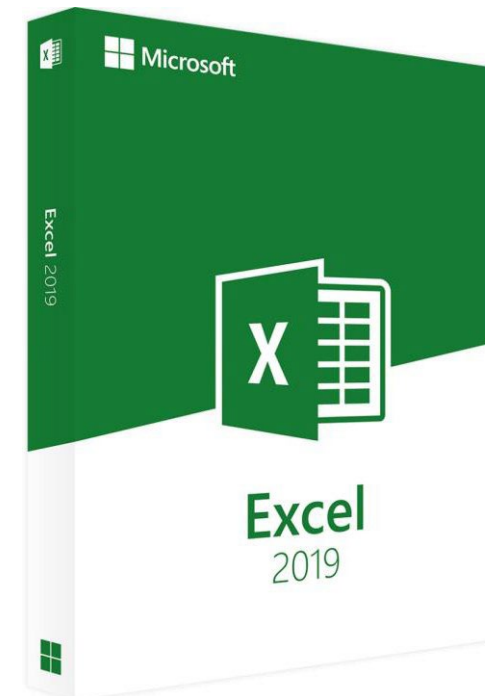
Details

ZULETZT ANGESEHEN

BRUTTOGEWICHT	0,987
EAN	3374650246963
VERPACKUNGSART	CAN 1L
HALTBARKEITSDATUM	36
DIVISION	POWERSPORT
VISKOSITÄT	SAE 10W-40
HERKUNFTSLAND	FR
WARENCODE (HS-CODE)	3403198000
MARKE	MOTUL
GEWICHTSEINHEIT	KGM
HÖHE	0,0
PRODUKTE	MOTORCYCLE
TYP	4 STROKE ENGINE
RANGE	STANDARD
QUALITÄT	SYNTHESE-TECHNOLOGIE BASE
LÄNGE	0,0
VERPACKUNGSEINHEIT	12X1L
NETTOGEWICHT	0,862
VOLUMEN	1,0
MARKETING BESCHREIBUNG	TEILSYNTHETISCHES 4-TAKT-MOTORENÖL AUF BASIS HC-TECH® TECHNOLOGIE. KOMPATIBEL MIT

Dealer exports:

- Standard ANTEROS export in **TecDoc-Format TAF**
 - TecDoc data is loaded onto TecDoc server
 - Workshops and dealers use the data and integrate it into their own catalogs
- **EXCEL Exports**
 - Exports for dealers
 - Exports for sales platforms





International maintenance of product data, images, documents

Workflows, roles and rights control the processes

Multiple source and target systems connected via interfaces

Use of data for webshops, websites, print catalogs, exports,...

ANTEROS at Motul



Extremely efficient and easy to implement by employees

We achieve high data quality, employees are given guidance and thus save time.

Only maintaining data once saves a lot of time and improves data quality

Multi-use of data saves a lot of time and increases data quality

Our benefits



Same data and images for int'l customers in all countries

High quality data means to satisfied customers

Fewer complaints due to reliable data

Easy access to current data sheets and images simplifies sales / marketing

Benefits for our customers
and partners

ANTEROS:

- ✓ Complex data model including manufacturers and releases can be maintained via ANTEROS standard features
- ✓ Efficient data maintenance via various functions such as product families, inheritance, default values, etc.
- ✓ Roles and rights regulate who can change what (via SAP Vkorg)
- ✓ Diverse exports and interfaces, such as REST, TecDoc and EXCEL as standard functions
- ✓ Print generation: 100% automated
- ✓ Images and datasheets can be comfortably searched and downloaded for customers in the media portal without us having to enter additional metadata

INCONY:

- ✓ Competent consulting
- ✓ Reliable
- ✓ Friendly and service-oriented

THANK YOU