

Price catalog with SAP connector for print, web, CD and marketplaces



VAG offers armatures for the extraction, transport and storage of drinking and process water. In just two months' time VAG could export the print catalog in an automated fashion. This included the project design period, the migration of all product data and the definition and implementation of the print rules. The next step consisted in refinements of the web and CD-ROM catalogs and the export of electronic catalogs for e-procurement sites such as cc-hubwoo, Raab Karcher, and MVV in BMEcat/eCI@ss formats.

Updating data efficiently

For the initial migration, data sources such as SAP, MS-Excel and QuarkXpress were available. To implement an architecture without data islands, INCONY conducted together with VAG an analysis of data and processes to clearly define which systems should store which type of product data.

Individual layouts automated

The price catalog could be implemented with just a few print rules of ANTEROS, even though it was VAG's requirement to precisely reproduce the existing catalog's layout, which contained complex pivot tables. The representation of products and their special variants were modeled with print rules. ANTEROS can export the catalog in PDF format and VAG staff can send the file to a printing shop. Post-processing by a DTP software was not desired in order to exploit the highest potential of optimisation.

User-friendly search functionality in web/CD

For the web and CD catalog only a few adaptations to ANTEROS were required to fit the layout seamlessly into the existing VAG web pages.



„The automation moved us within a very short time on a level of IT innovation that lets us present our products much better and in a more up-to-date fashion. The investment has paid off in just a few months since we could considerably cut the time required for updating data.“

José-Manuel Ibañez,
Project Manager of VAG

