

23RD YEAR – SPECIAL EDITION

ABZ

Product Catalog



+++ CATALOG FROM THE USER'S POINT OF VIEW +++ SERVICE ALONG THE ENTIRE PRODUCTION PROCESS +++ SELECTED REFERENCE PROJECTS +++

Editorial

An ABZ – a special edition focusing on print catalogs? That sounds like a plea against the zeitgeist. It seems the classic catalog has passed its zenith in the marketing mix, and the so-called "traditional media" has lost in the competition between concepts, such as "just for me" products from the online product configuration rather than conventional mass-produced ones, camera phones for 24 hour-shopping purpose instead of order forms, consumer survey and price comparison on internet forums instead of consultancy of the sales staff.

However, the on going debate has returned to a reasonable sense: it is not about a clash of concept for the sake of the concepts but the competition for customers. And so it is their specific behavior that determines the choice of communication means and channels. Here, the print catalog still play its important role.

The creation of product catalog has had further development in recent years. New technologies, adapted concepts and methods have emerged, as well as additional models of collaboration between industrial companies and us as a service provider.

This has prompted us to collectively introduce to you our services in the field of product catalog creation.

I wish you a pleasant and informative reading of your ABZ!

**Yours sincerely,
Elmar Dutt**



"A Product Catalog is..."

"...So, what is it exactly?" A key marketing tool for companies? A picture book for buyers? A product database with sales appeal? The art of turning data and figures into convincing purchasing argument? Technical communication somewhere between advertising and information? Or a source for overtime working?

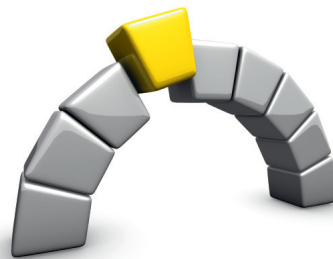
Perhaps the number of answers is as large as the number of questions. But at the end, only one perspective is considerable: the perspective of the customer. That is defined by their individual buying criteria and purchasing behavior. If a product catalog can help persuade the customers of a product's benefits, then it is justified in the customer communication. Whether as a comprehensive reference, as a sales promotional catalog for a specific customer segment, or as well a structured price list - it just subordinates this very question.

"... the result of a long process chain"

Thinking, developing, and implementing communication consistently from clients' point of view do not make the task any simpler. Eventually, customer requirements do not form a trivial, but a very complex system. And complex systems can be governed only by complex means, say the results of complexity research with emphasis.

Therefore, companies more and more concern about how to design a complex system for their communication tools and channels practically and – not least – affordably.

And so the whole process of creation of product catalog quickly gets into formulation. For mass customization, works in customer communication is just alike the one in the automotive production: only with industrial production in standardized sub-processes.



► **Clear process definition allows a service provider to easily integrate into the catalog creation**

"... to improve step by step"

The advantage of the process view of the catalog creation is largely due to its measurability. It provides concrete figures, clearly presenting at which points there are greatest levers for optimization. This can improve process quality and outcome quality step by step.

The following pages are to provide an overview for the catalogs creating: at what milestones are catalogs created? And where in this process do industrial companies need help from TANNER in order to focus even more closely upon their own strengths?

Strength-oriented task distribution – an ideal form of cooperation

The industry feature: tasks are distributed strength-orientedly, i.e. everyone does precisely and only what she/he can do best. If tasks are improperly given, costly expenses and troubles will be arised.

What form of cooperation that partnership industrial enterprises and service providers choose for which task depends on the existing core competencies as well as external factors.

The classic way: projects with high quality and low time-consuming

Whether the task is designing, supporting the system, editing or producing, our more than 20 catalog editors, graphic artists, product data managers and system specialists offer our customers the security of being able to complete short-term order peaks, as well as extensive large projects on time.

Process partnership: long-term and profitable cooperation

An appropriate, long-term, especially tailored partnership is the royal road to a safe and profitable catalog creation. From the profound experience working with many clients' projects, we know the entire process chain of creating catalogs.

Support at the right place

Once the entire process of the catalog creation is divided into several sub-processes, we will determine together, which steps should logically remain in the company ... and which can be done outside i.e. by a service provider, for it possesses the necessary know-how, and this can help the employees of the company focus on carrying out their main tasks.

Significantly and measurably better

Another advantage of the segmentation: the catalog production is now measurable. That means, at many milestones (re-use, cost, quality assurance, etc.) it shows clearly how the processing time of creation improves.



Successful Ideas For Your Product Communication

Integrated Product Communication

The Product Communication is carried out via countless channels: print and online catalogs, brochures of all kinds, newsletters, etc.

And which certain kind of media should be used for offering a certain customer? Where and how to implement the advertising, when information needed to be provided objectively? If these issues come to the fore, we can keep our customers away from being sunk in the sea of information.

On working with you, the information is arranged and distributed, using the so-called Lasswell-formula ("Who says What to Whom in What Channel with What Effect?").

A workshop, which is based on your information and your goals, helps you identify possible information gaps or overloads. Key questions are: Which information is important to you? How does your customer see it? What suggestions can we contribute?

A product communication concept determines then the specific objectives which every medium should and can reach. So point by point you win a picture which presents where your information will be used and where not.

On request, we will provide you an understandable set of



proposals on how to arrange your means of product communication with the objective "view from the outside" and how to implement them editorially.

Finally, you choose a medium in which we implement the negotiated contents.

Catalog Conception

There are many signs that imply the need of catalog revision:

- ▶ New product categories, new markets emerged
- ▶ Too many incorrect or unclear orders
- ▶ Frequent inquiries and complaints about the product communication

"What makes your catalog potent?" This question is the central of our analysis and ideas raising process. A technical analysis of your catalog or store helps you see through your catalog's strengths and weaknesses from a different angle.

We will ask you questions - and, on request, also your customers in a qualitative survey in order to obtain the catalog's specific using objectives. From these purposes, i.e. primarily to select and order, to look up, etc., the structure and information contents of the catalog are derived. If you or your clients have questions about product program structure, we are glad to give you advice on whether it should be adjusted or rearranged.

Your revised or new catalog should reflect the diversification of your company and your products with you about our proposals on the structure and content of all types of pages. In order for you to be able to quickly implement the ideas, we



carefully check if and how the concept can be implemented within your current publication possibilities. Selected sample pages illustrate how your new catalog will look like - authentic pages without placeholders, but with real, edited contents.

The customized system

System Recommendation

The search for a suitable PIM or MDM systems that is suitable for its product range and product structure often raises the following questions:

- ▶ Which are the really important requirements for the system?
- ▶ Which system implements them the best?

The large number of systems available on the market and their features are, however, difficult to overlook.

First of all, we work daily with our customer's PIM systems, we know their capabilities and features, but also their weaknesses. Thus, our proposal of a PIM system is always strictly aligned to its suitability in daily practice. Our experts analyze your online and print catalog, as well as your requirements for a new PIM system. From this review of the current situation, we design future scenarios of the catalog production.

What are your wishes for the system? Which significances (priorities) do you attach to them? In our requirements matrix, we summarize the most important requirements and prioritize them according to your specifications.

We select suitable suppliers, contact them and create for



you a matrix of performance and offers on the basis of their documents. There you can have an overview about the features of the systems in question, as well as their licensing and operating costs. A rating system will make your (pre-) decision considerably easier.

Finally, up to three vendors are left. They can create for you under circumstances a showcase (demo). We will accompany you on request to the final decision.

System Introduction

After opting for a PIM system, further questions are to be answered:

- ▶ Which steps are now necessary for establishing and finalizing the system?
- ▶ How is the system integrated into the existing environment?
- ▶ How does the automated publishing feature work?

With the vast experience from the successful projects, we have developed a methodical and reliable approach with milestones that allows you an easy overview and control of the state at any time.

To get started, you arrange with us interfaces and output formats. Together we consider an extensibility of the system. A technical handbook, whose function is orientation for the next phases of system initiating, lists all the requirements in details. A viable data model for the PIM system is formulated from your product structure and data contents. We then perform the installation and configuration of the system on a prototype filled with sample data.

After that your system will be introduced into the catalog production process: the creation of all necessary data structu-



res, the system configuration, performing the demo of common interfaces with other systems are the preparation steps for the production process.

During the pilot phase we consolidate and update the database together with you. We provide on request templates and layouts that match your CI/CD. You can overlook on which steps are really necessary, in which order they make sense and how the system starting proceeds the most trouble-free and cost-recoverably.

Know the Products, master the tools

Process Consultancy

For a simple publishing, all must play together - people, systems, data, processes. However, the processes usually do not occur at the same time, but more often one after another. This simple fact means that processes do NOT just intertwine seamlessly, but that is "crunches" in places where structures have historically evolved.

The optimization of publishing processes requires an analysis foundation of the recent processes. Not only the technical side (interfaces to the systems, source systems, etc.) but also the human side (participating users, their tasks and responsibilities) that is to be concerned.

After consulting with you, we will work out a sketch for the future happening of the catalog producing. Of course you determine the level of detail for the sketch. The beginning and the end of each process step, the order, the priorities, the interfaces, the competence are the typical elements of such a workflow.

At the end you will get an accurate process map, a docu-



ment which presents defined objectives in detail, the actual and desired state of processes and steps, as well as the path which leads to objective achievement. Process consultancy means giving recommendations...

- ▶ ... for the Processes Distribution
- ▶ ... for the role and agreement of each employee
- ▶ ... for system and interfaces
- ▶ ... for the integration of product data
- ▶ ... easy rules to follow

Manual Catalog Production

It's short-sighted to concern too much about catalog layout designing. The manual catalog production today requires much more: The technical editor must firstly understand the catalog concept clearly and basically internalize the world of products. The independent recognition and implementation of structures and technical products requires wide and deep knowledge in the technical world. For it is an introduction of products into a proper angle of view, through accurate writing style and consideration of structure of each catalog page. If all of these tasks are to be implemented at the last minutes, as it is often the case in reality, we would rather need an all-rounder than a specialist.

Our strength is presented in the capability to offer:

- ▶ the expertise of the engineer,
- ▶ the skill of the technical editor,
- ▶ the sharpness of the analyst,
- ▶ the creativity of an agency and,
- ▶ the experience from hundreds of similar projects with an interdisciplinary team.



Therefore, we can assist companies in all the steps of the manual catalog production: from the graphics creation and conversion, the text writing (image illustration, product description, brochures designing), the creation of format templates as well as the detailed layout, to the printability test of the zincograph data (Preflight).

All production steps are tested by our internal quality assurance division accordingly to the commitment with you. The loyalty to the initial concept is just as important to us as the attentive eye on the whole process, the compliance with deadlines and budgets.

The Production Processes and Systems

System-based catalog production

The time to produce catalogs can actually get started when the data are already stored in the system. But how?

- ▶ Which steps must be executed sequentially?
- ▶ How do the steps intertwine as seamlessly as possible? What is critically important to note, so that undesirable side effects do not occur at the end of the publication?

The ultimate goal is that your production can be most error-free and with the least possible delay. Therefore, we proceed carefully, but quickly into your product ranges.

We review the current data model and compare it to your catalog structure. Together we determine how the data fit in the system and how they are transferred into a publication?

In a figurative sense, we support the system-based catalog creation like the effective form of "Care Insurance". Because even a carefully developed data model needs to prove itself in everyday life, i.e. works smoothly even in constant creation and verification of new product data.

Through careful adjustment of the structure and regular



plausibility tests, we finally obtain a reliable workflow and also an excellent basis for creating templates. Test publications ensure that the generated catalog pages meet your exact requirements. Your employees should quickly learn how to work with the data model - the ongoing operations such as export and fine layout included. We will train them sustainably on request.

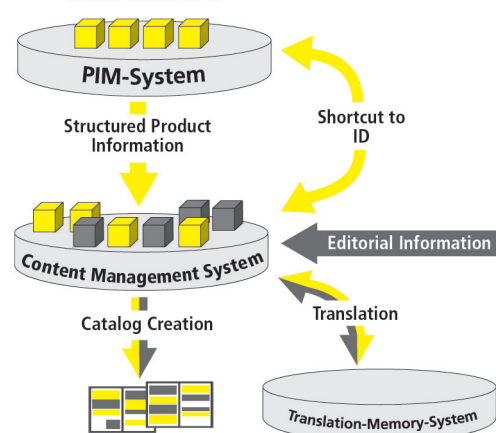
Mixed Catalog

Depending on the objective, a high-quality catalog not only contains product information but also introduces the company and informs about new products or special features of a productline. This juxtaposition of the marketing-orientation and technical information makes up a so-called "mixed" catalog.

The combination of editorial and PIM system is the trick to import data into the system with a suitable structure. That way you can take advantage of both systems: on one hand you can structure the product data in many levels ("granulate"). On the other hand editorial contents are open and easily handled.

An ID links those two seemingly disparate structures together. The product information in the PIM system are passed on to the editorial system and enriched with editorial content. Moreover, the catalog structure is created in the editorial system, and the translation process is initiated.

We work with you to illuminate the current situation and define target processes. On this basis, we discuss a recommendation for a suitable PIM or editorial system, or, depending



on your system landscape, a complete set of both. Step by step we implement the systems and maintain them. Naturally the conception and creation of commercial and technical pages are included in our list of services.

Checklist for a good product catalog

Each catalog is different, has different functions and works differently. Therefore the ideal catalog which is suitable for all companies and all customer groups does not exist. But there are some guidelines that can facilitate the planning of a catalog production.

Learning from our experience, we have put together some points where problems occur during the catalog creation process over and over again. You can refer to those points, consider them and see what matches your next publication and what you can apply for yourself.



Have you thought of everything?

First-class framework

- The entire catalog production process is divided into comprehensible processes and steps. All the necessary steps are covered.
- Start, end (result) and, if necessary, the transfer of individual steps are clearly defined.
- The tasks are strength-orientedly distributed.
- Each party is clear about its own duties or the duties of others ("To whom should I contact if ...?")
- In case of trouble: spare resources are available.

Clear statements

- The nature, purpose and content of all communication means are clearly defined.
- An information "Overkill" for the customer is excluded.
- The information contained herein is strictly concentrated on the application purpose of the target group (i.e. consulting, reference).
- Promotional and technical contents are each designed in proper style, and intonation and language are accurately chosen.

To produce quickly, safely, with high quality

- Deadlines (drop-off and collective debt!) for the product data stand firmly and are clearly communicated to all participants.
- All drawings, images, texts are in the defined format.
- For each required type of page there is a matching template.
- The printability test of text and image data is scheduled.
- Translation workflow is available.

The catalog helps your customers go further

- The products are understandable and clearly structured, i.e. the user finds her/his way in the catalog without any difficulties.
- The catalog contains navigation pages (table of contents and overview) for specifically searching and finding products.
- Each catalog page has navigation items to facilitate the orientation while scanning.
- New customers can reliably differentiate your products.
- It is easy to find the right accessories to the products and vice versa.
- All the necessary order data is clear.
- There are alternative entry options (e.g. indices) in the catalog.

Working with the System

- The capability and limitation of the catalog are addressed.
- All participating users are connected with the publication process and accept it.
- All the systems involved are harmoniously integrated in the publication process.
- The interface processes are defined and established.
- The exchange formats are clearly defined.
- The data model is comprehensive and depicts all types of information.
- The necessary product data is saved accurately, completely and promptly in the system.
- A test publication ensures that the data exporting will bring the desired result.



Selected References

Arbonia Forster Group

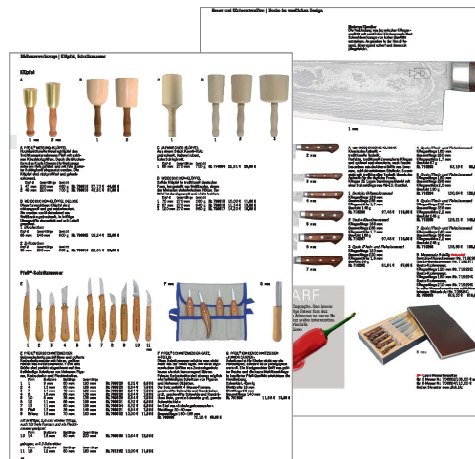
- ▶ System-based catalog production in several languages
- ▶ Division into or combination of price list and technical catalog
- ▶ Country - specific assortments
- ▶ Price Update
- ▶ System Consultation, followed by data migration
- ▶ Create templates
- ▶ Preflight



arbonia

DICK GmbH

- ▶ Catalog Conception.
Main Objectives:
Clear product presentation with good user guidance and design that appeals to multiple user groups at once.



DICK

Bosch und Siemens Hausgeräte GmbH

- ▶ Create and adjust templates for the catalog production

B/S/H/
BSH BOSCH UND SIEMENS HAUSGERÄTE GMBH

Cellpack GmbH

- ▶ Support in the introduction of Publishing-route with SAP MDM Publisher
- ▶ Create Publication (SAP MDM)
- ▶ Integration Generating BME Cat in SAP MDM

CELLPACK
Electrical Products

Gira Giersiepen GmbH & Co. KG

- ▶ Customer Survey
Main Objectives:
Determine the application scopes of the catalog for target groups, suggestions for optimization.

GIRA

Haberkorn Ulmer GmbH

- ▶ Catalog Conception
Main Objectives:
Optimization and Relaunch of the Haberkorn Ulmer Catalogs

**HABERKORN
ULMER**
EINFACH BESSER

Kermi GmbH

- ▶ Support in system introduction for system-based catalog production in several languages; assortment-dependent catalogs.



Menekes Elektrotechnik GmbH & Co. KG

- ▶ System Consultation.
Objective:
Support in the choice of a system "Information and Product Management".

MENNEKES®
Plugs for the world

Zumtobel Lighting GmbH

- ▶ Catalog Conception.
Objective:
- ▶ Improve user's guidance
- ▶ Requirement:
Ensure the integration into the existing concept.



Paradigma Deutschland GmbH

- ▶ Structure and Data standardized
revision of articles



Natürlich Wärme

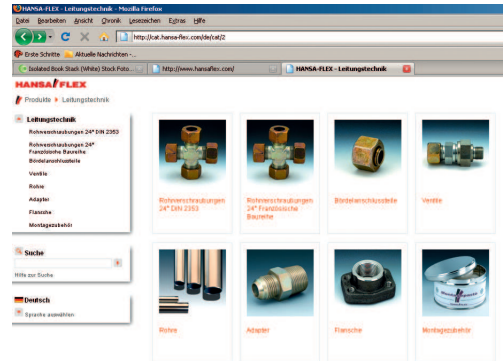
Safechem Europe GmbH

- ▶ Catalog Conception
Main Objectives:
Emphasis on the
systematic nature of products; new, fresh layout.



HANSA-FLEX Hydraulik GmbH

- ▶ System Consultation and Introduction.
- ▶ Data model development
- ▶ System filling and maintenance
- ▶ System-based catalog production of 3 main catalogs in several languages
- ▶ Implementation of online product catalog
- ▶ Integration of the translation management



TridonicAtco GmbH & Co KG

- ▶ Catalog Conception. **TRIDONIC.ATCO**
Main Objectives:
User's guidance improvement,
Enable generating from the catalog system of Zumtobel Lighting Ltd.

Siemens AG

- ▶ Support in catalog creation
and the first stage of printing
process; create templates for
new catalogs; support in graphic
process, in graphic creation and
editing



VEKA AG

- ▶ Catalog Conception.
Main Objectives:
Basis for the re-design of technical
informations (Profile systems)



Wienerberger Ziegelindustrie GmbH

- ▶ Catalog Conception.
Main Objectives:
- ▶ User's guidance improvement
- ▶ Support in product choices



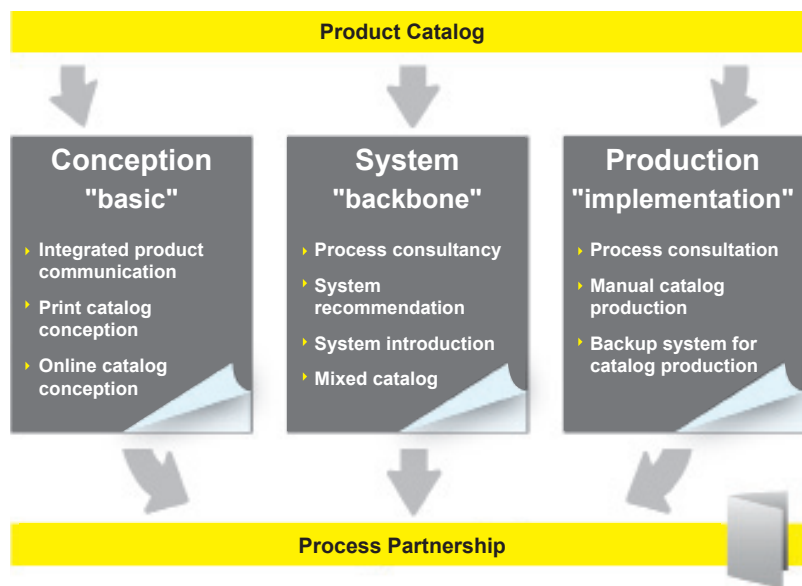
Wiha Werkzeuge GmbH

- ▶ Text on selected products and products
lines in different media: Catalog (Image
text), Product Brochure, Press Release.



Wiha. Premium Werkzeuge
für Profis.

Services Overview



We offer ...

- ▶ **... the security of a large service provider**
More than 20 catalog editors, graphic designers and product data managers offer our customers the security of being able to complete on schedule short-term peak workload as well as extensive projects.
- ▶ **... experts who speak your language**
You know best what function your means of communication have within your marketing mix. Because we speak your language, understand your technical products and your markets, we can work with you to design and create catalogs and online stores that effectively support these functions and goals.
- ▶ **... know-how of the entire process chain**
From the experience of working with many customer projects, we know the entire process chain of the production of catalogs, stores and product flyers. In cooperation with you, we therefore take into account future operation and production environment right from the beginning of the process chain. Thus, you will receive from us eg. concepts which aim the simple feasibility in your current or planned environment.
- ▶ **... content and system expertise from one source**
Product data management without the support of IT-based automatic solutions is not economically feasible in many places. Common systems and tools are available which are familiar to our system integrators and software developers in Germany and Vietnam. Together with our experts for marketing specific system landscapes they support you in many ways, from system consultation and recommendation, the integration and implementation to operation and support.

IMPRESSUM

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