



WAGO and Facet Catalogs Aligning Publishing with the Future



As an established global corporation, WAGO is represented in more than 80 countries, employs approximately 8,500 people and generated 950€ million in sales in 2020.

From its beginning in 1951, WAGO has grown continuously, now employing around 8,500 bright minds internationally. WAGO encompasses a wide variety of industries. From industrial, to railroad and energy technology, marine and offshore sectors, as well as building and lighting technology, products and solutions from WAGO ensure safety and efficiency.

Opportunity

Duplicated efforts, high costs, manual scheduling, poor data quality, long approval processes, or susceptibility to errors—oftentimes with umpteen correction loops, describe the former classic catalog process, which no longer stood up to today's communicative challenges. The task at hand was to master the communicative requirements that the digital transformation brings with it.

Solution

The filters that can be searched or filtered for in an online search are called facets. For WAGO, facet catalogs were successfully implemented using the priint:suite.

The catalog hierarchy was carried out dynamically and on demand via previously defined facet rules. The output of the product pages became rule-based and fully automatic, making facet catalogs a revolutionary game changer in the publishing process.

Advantages

- ✓ **Consistent customer experience**
Consistent, cross-channel customer experience through the same design in online and offline media.
- ✓ **Improved data quality**
The high demand for first-class data quality, from which all channels benefit.
- ✓ **Elimination of duplicate data maintenance**
All data records are created only once in high quality. Separate maintenance of online and offline content is no longer necessary.
- ✓ **High speed & flexibility**
Due to the facet logic, large adjustments in the assortment, as well as structure with sequences and groupings of the catalog, can be implemented quickly.
- ✓ **Basis for personalization**
High quality, flexibility and speed are the basis for a high degree of personalization in publishing.

A Game Changer in Publishing: The Facet Catalog

How the use of facet catalogs gives marketers & sales in B2B a powerful tool that combines the advantages of digital and classic communication.

Facets: What they are and why they matter

In today's ever-changing world of e-commerce, nearly every online store offers a facet search. After an initial search input, a customer is presented with a list of available products and a variety of options, filtered specifically to their search. These filters, which allow us to easily and quickly find the correct products, are called facets.

The facets include the assortment (filter) and the grouping with specified orders to control the structure of the catalog. The grouping are clicked together as easily as an online facet search. This controls the structure of the catalog and is preconfigured once for each catalog. The assortment can be preconfigured via filters or configured at runtime similarly to an online facet search.

So what is the difference between a traditional (automated) catalog and a faceted catalog? With the traditional automated catalog, a static catalog hierarchy is typically defined in a PIM system. As a rule, this differs significantly in detail from the digital representation of the products.

In a faceted catalog, such a structure no longer exists. The hierarchy is generated dynamically, on-demand, via the established facet rules. The output of the product pages can simply be rule-based and fully automated. Additionally, editorial content and manually created documents can be integrated for fully automated output. The facet catalog is based entirely on the data used for digital communication. Print-specific product data no longer exists.

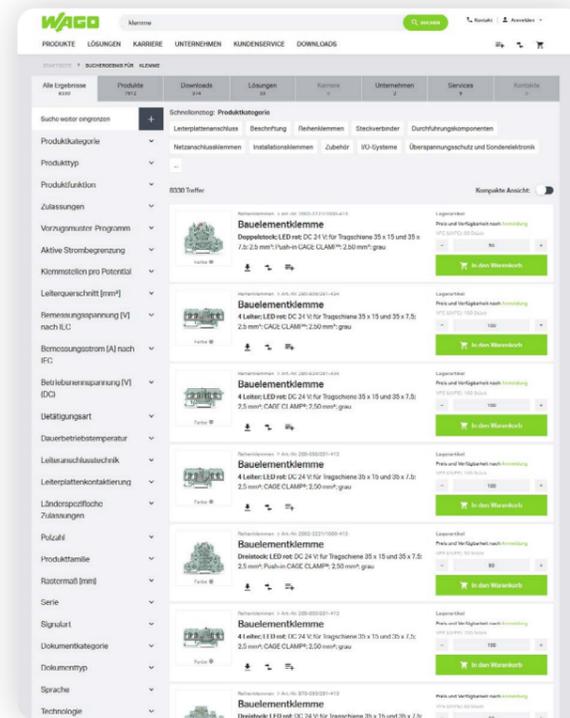
The rules mentioned above can quickly be adapted within a few minutes. For example, 800-page catalogs can now be completely changed within a few days, and the production of printable PDFs including testing is now possible within a short time. This implementation enables WAGO to adapt the structure of publications to the needs of customers worldwide in a highly efficient and individualized way.

Expertise, aesthetics, & full automation

Rule-based composition requires companies to have a deep understanding of the customer's view of the products and their data. This enables their reading preferences and use cases to be addressed when searching for solutions, products and details. The structure and unconditional data in the PIM is based on this.

Due to the increasing dependency of publishing processes on good data, this conversion also promotes digital transformation, as it is now necessary to maintain all content in digital systems and make it available. The resources freed up by the process changeover can now be used for editorial work. After all, this is one of the key prerequisites for cross-channel, data-driven communication.

Since effective data maintenance and release is often difficult without output visualization, the priint:suite offers the



Presentation of the facets in the web store

capability of online previews. For example, if an employee enters technical attributes for a product, they can view a preview at any time to validate the logic and presentation.

Full automation and creativity are by no means a contradiction. In addition to creating the perfect data set, creativity is also required. The two are intertwined and needed to create visually sophisticated templates.

Who can benefit from facet catalogs?

Below are general examples of who can benefit from the implementation of facet catalogs:

- Companies with products that require explanation and can be used in different application contexts.
- Companies that are seeking to create derivatives quickly and easily (varying assortments, scopes, etc.).
- Companies that want to ensure a consistent product experience across all touchpoints.
- Companies looking to fully optimize their data maintenance processes and data quality.



WAGO Kontakttechnik

For strong connections and a stronger future

Founded in Minden in 1951, Wago continues to be on the road to success. Thousands of articles connect, measure, control and network products in the automotive industry, building technology and other sectors worldwide. Reliable solutions in an intelligently networked world and a cooperative partnership with customers, partners and employees is the credo of the successful family-owned company.

At WAGO, addressing future challenges at an early stage and establishing itself as an industry pioneer does not only apply to product development, but also to its marketing. This future-oriented approach to publishing was expressed to Horst Huber, CEO of WERK II, in a simple-seeming statement:



"Mr. Huber, I would like to be able to print out my online store. Behind my statement was an approach that was to change our traditional publishing process in the long term by means of the innovative concept of facet catalogs."

Artur Wozniak-Feldmeier, Corporate Marketing at WAGO

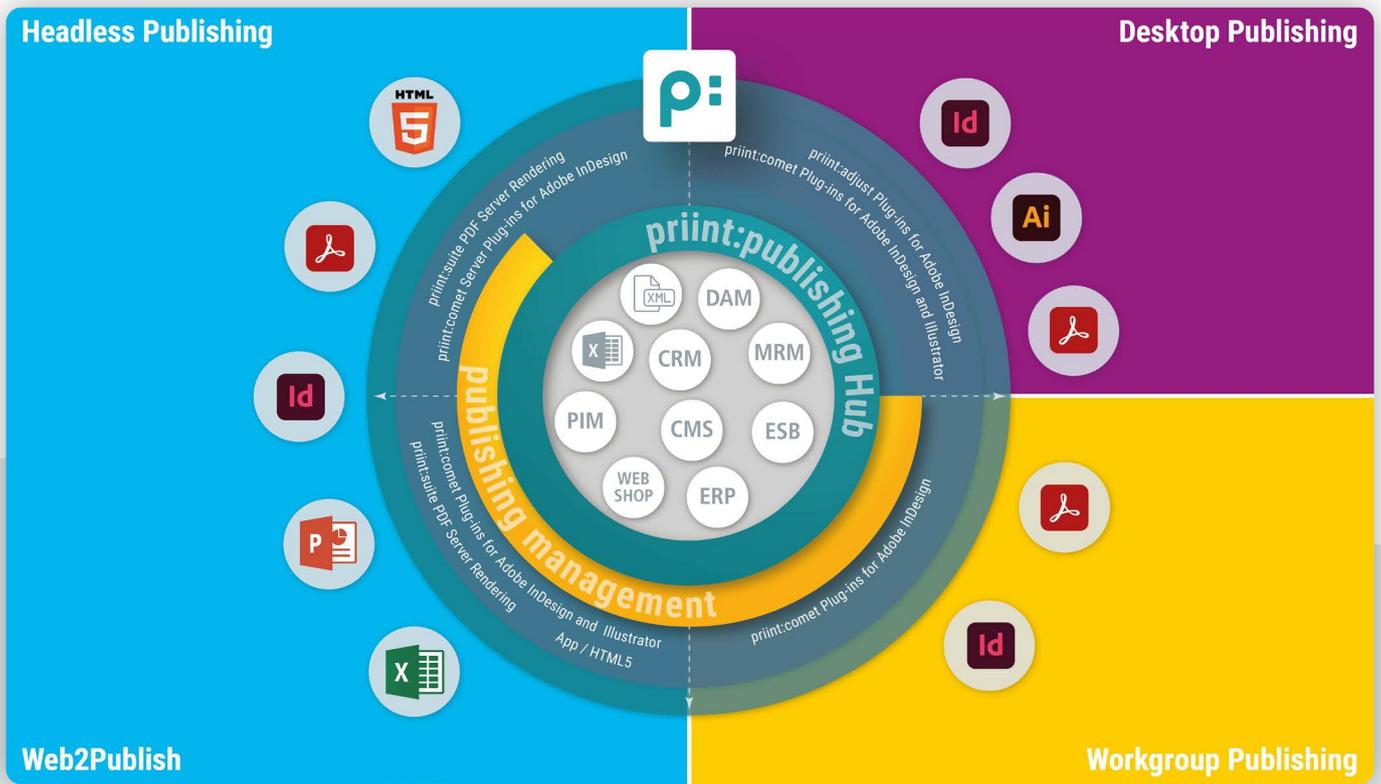
Key Facts

- print Group
- Region: Worldwide
- <https://www.priint.com/en/>



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print:suite

The Solution for all Marketing Publication Challenges



Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust print:suite to modernize, automate and simplify their digital and print publishing processes.



print:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.



The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.



print:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.



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