



# Safe, Secure & Successful – ASSA ABLOY uses automated datasheets with the help of the Akeneo Datasheet Service

## ASSA ABLOY

**One partner for all your safety needs - ASSA ABLOY is an industry giant with multiple companies throughout 37 countries, authorized dealers in 100+ countries, more than 14,000 employees worldwide, and sales exceeding EUR 2.8 billion.**

ASSA ABLOY is the world's largest supplier of automatic door, gate and loading systems. ASSA ABLOY has over 50 brands covering different areas, including the online retailer YALE HOME SECURITY- one of the oldest lock manufacturers in the world. Custodian Brands include locking systems designed specifically for extreme security in sectors such as defense, military and prisons. Additionally, ASSA ABLOY offers security solutions for homes, schools, businesses and more. Since its beginning in 1994, ASSA ABLOY has successfully executed a continuous growth strategy, with expectations to further expand its umbrella of product and brand offerings for years to come.

## Opportunity

ASSA ABLOY has acquired many established brands to its impressive portfolio over the last several years. This large and continually expanding variety of brands and products requires a substantial amount of time and manual labor to both create and maintain the growing library of the company's product data sheets. The data sheets for new products and brands needed to be secondary to the ASSA ABLOY overall structure and appearance. However, notable elements (such as a logo color or other recognizable feature) of an original brand's corporate design needed to be retained in order to maintain a consistent brand image a familiarity to customers.

## Solution

There were many factors involved in the fully automated creation of datasheets for ASSA ABLOY. The data for all products and brands are now stored and maintained via the AKENEO PIM. Graphical templates created by the priint Group and the priint:cloud for the multitude of ASSA ABLOY's brands, accesses the data and assigns it to the templates, generating product data sheets automatically in a matter of seconds.

## Advantages

- ✓ **Customization**  
Ability to make changes as needed (e.g. brand logos)
- ✓ **Cost reduction**  
The substantial cost savings allows for other areas of the company to benefit
- ✓ **Uniformity & corporate design**  
Company guidelines are adhered to, yet corporate design elements of individual brands are recognized
- ✓ **Accuracy & speed**  
Only up-to-date and verified data enters the fully automated, efficient process
- ✓ **Adaptable for the future**  
All of the brands under the ASSA ABLOY umbrella can generate datasheets automatically regardless of any necessary content changes in the future.

## Safety from Start to Finish

ASSA ABLOY ensures the highest level of safety and quality with its thousands of safety-related products. Thanks to a new highly stringent, fully automated process, product datasheets reflecting the features of their vast product line are generated accurately and with ease.

### Structured data meets individualized templates

ASSA ABLOY currently offers a wide array security products from its more than 50 brands, with new brands being added every year. Many of these brands acquired by ASSA ABLOY have grown over the years and have their own image, logo and reputation. They are managed by different product managers and marketing teams with varying marketing concepts. This variation between brands requires mastering a balancing act between the uniformity of ASSA ABLOY and the individuality of brands it possesses.

Centralized for all brands is the product maintenance in the Akeneo PIM, the adoption of the structures and the overall cohesive appearance of the ASSA ABLOY parent company. Individualized, however, are different graphical data sheet templates for the different brands, which are designed and generated by the priint Group.

### Behind the scenes: Automated datasheet creation

The example of a new product outlines the rough process: Once a new product has been added to the ERP system, the data sheet can be generated automatically. Established rules in Akeneo support the process: If a product belongs to a particular brand, the corresponding data sheet is automatically utilized, the stored rules are executed and the data sheet is generated. Manual intervention is not required.

### Benefits of structure

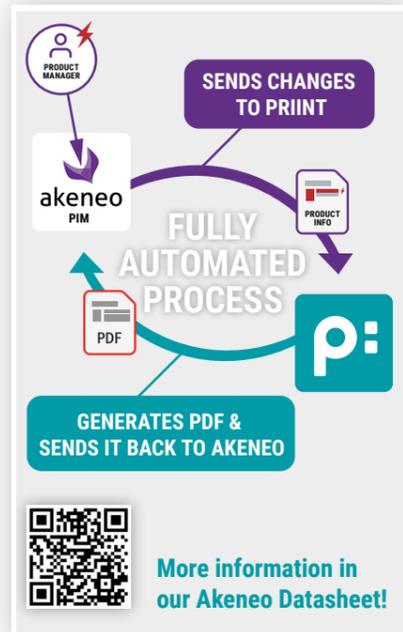
The fully automated creation of data sheets has numerous advantages. When several marketing teams within the group work on different brands, variations and errors often occur. Implementing a uniform, structured process and using graphical templates ensures 100% CD compliance at ASSA ABLOY; graphical knowledge is not required.

Creating or editing a product data sheet typically requires a product manager to spend a substantial amount of time compiling data, editing and correcting information, which can now be done with ease and the push of a button.

The amount of time saved equates to tremendous cost savings and is one of many advantages of implementing a fully automated datasheet system. It allows for freed up budgets that can now be used to recognize and achieve other goals within the business.

### Game changer: Individualized templates

Due to their expansive growth, ASSA ABLOY will continue to offer products of their additional brands, which will lead to the creation of further brand-individualized templates. For ASSA ABLOY, the most significant advantage is the time saved from automating this process. Automation allows for the time to focus on other areas in the company and is therefore a real game changer for their entire team.



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Workflow Scheme

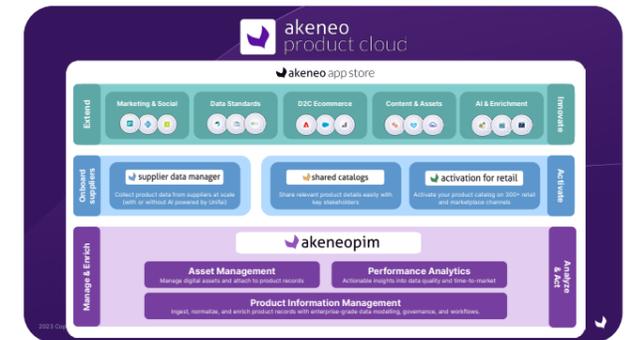


## Technology Partner

### Akeneo #1 Enterprise PIM

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Akeneo empowers business leaders with software, education, and an engaged community all focused on the practice of product experience management.

Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale their commerce initiatives. Using Akeneo's intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding, and an app marketplace and partner network to meet business and buyer needs.



- 400+ Employees Worldwide
- 700+ Enterprise Customers
- 80,000+ Installs
- 200+ Partners
- Offices in: FR (HQ), DE, UK, NL, US, AUS



"Assa Abloy is the global leader in the provision of access solution products, which basically means that we develop and provide products and services related to locks, doors, gates, and entrance automation, as well as identity verification with keys, cards, tags, mobile, and bio-metric identity verification. We turnover roughly £6bn, own 190 brands globally such as Yale, Mul-T-Lock and Abloy. The chances are that you walk through an Assa Abloy operated entrance every day of your lives."

Matthew Caffery, Applications Analyst at ASSA ABLOY

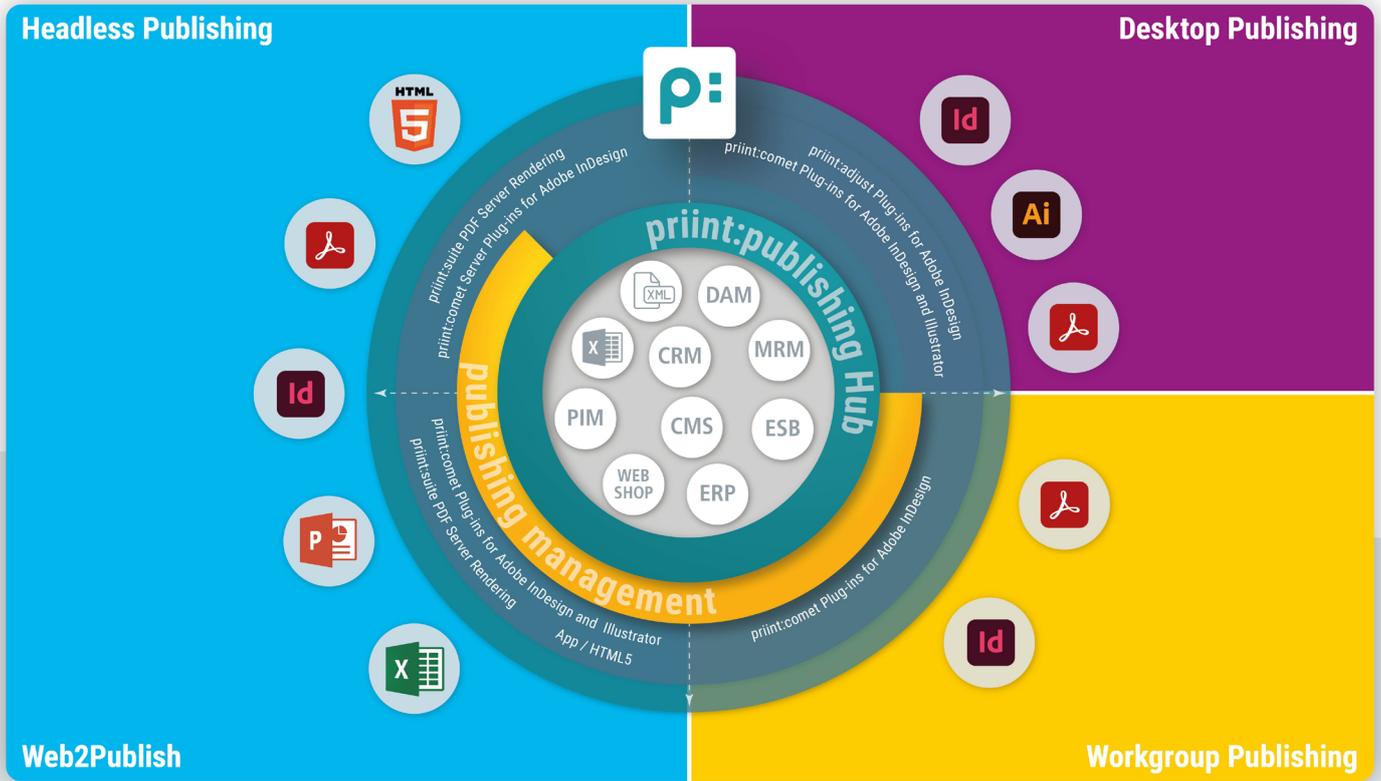
## Key Facts

- Certified Technology Partner
- Region: Worldwide
- <https://www.priint.com/en/partnerprofile/akeneo.html>



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