# A global achievement: The automated rollout of dozens of individualized price books

**GRUNDFOS**

**As the world leader of several brands, Grundfos produces approximately 16 million water pumps annually, employs more than 20,000 individuals and boasts a variety of awards of excellence.**

Grundfos, a Danish manufacturer of pumps, is much more than simply a water pump manufacturer. Millions of people come into contact with Grundfos solutions and services every day, most without ever realizing it. Grundfos holds a great responsibility: the responsibility to respect, protect and promote the flow of water for the benefit of people, businesses and our planet. The people behind Grundfos believe that there are infinite possibilities in every drop and that water can change the world. The story behind Grundfos is one of respect for the planet and the people who live on it.

## Opportunity

Creating local-specific price books had been a costly and time-consuming undertaking that involved too many employees. The task at hand was to create dozens of price books as automatically as possible for all countries- including any distinct, country-specific content.

## Solution

Today, Grundfos relies on the **priint:suite** for the automated creation of the 62 price books. The new process was implemented by Laudert, and the data from the merchandise management. Data from the ERP system is enriched by a syndication tool and imported via API into the Akeneo PIM (Product Information Management) system. The priint:suite is also directly connected to the Akeneo PIM via the REST API and supplied with all applicable data. All price books are then created automatically using the central master document.

## Advantages

✔ One master - 62 individualized price books
More than 60 global price books are easily created automatically based on a central master.

✔ Fully automated workflows

✔ High level of automation
Stable processes and consistent product data form the basis for the automated derivation via the priint:suite.

✔ Increased effectiveness
Enormous reduction of time and costs, but also of internal resources.

✔ Sustainability
Grundfos today is able to quickly respond and be flexible to new market demands and changes.

# The successful global rollout of 62 price books

**Grundfos has succeeded in significantly reducing the effort required to create and maintain its 62 different price books worldwide. Today, the complex creation is automated, fast, efficient and secure via the priint:suite.**

Previously, Grundfos used a system that allowed each of its sales companies worldwide to create their own price books. This technically worked but was an inefficient and enormous effort in terms of time, cost and resources.

A global rollout and the change of responsibilities and structures streamlined this laborious and error-prone process- making it comprehensively more effective.

### Still indispensable: the price books

For employees, the multitude of price books continue to be indispensable sources of information that needs to be updated on a regular basis. With 62 countries and an average count of 500 pages per price book, roughly 31,000 pages must be prepared annually- not only flawlessly done, but also modified as necessary for each individual country.

### Individualization: "shown in catalog"

*Individualization* refers not only to a language modification, but also to the selection of items to be displayed, which varies from country to country. The process of which product is placed in which price book variant is controlled by an attribute. After applying it to the designated product numbers, the products are compiled in the form of text, image and table, which are then displayed in the price books. This is the reason why some price books have 300 pages, while others contain 700 pages.

In addition to the selection of products, individualization takes place via the parameters of country, language, and currency.

### System landscape

The central data source is an enterprise resource planning system. A syndication tool is used to enrich the data with information relevant to the price books and other publications. This data is then loaded into the Akeneo PIM via an API interface, which in turn is connected to the priint:suite via API for automated print output.

### One master - 62 price books

The design and subsequent output of the price books is defined at the highest level by a global team at Grundfos, which forms the basis for the creation of the central master template that is used to structure all of the company's price books. Although there are other master templates for the display of Cyrillic or Chinese characters, these differ only in the application of the fonts, but not in terms of design or structure.

One challenge was the different run lengths of the languages, which was particularly evident in the tables. For the first rollout, however, this could be solved by shortening text, for example. For the other price books, however, other automation mechanisms are being discussed and considered.

To create this central master document for the first worldwide rollout and to ensure that all 62 language books could be produced with it, it was important that all information was held and available for all variants. This could be guaranteed for the texts, images and tables, but not for technical drawings or curves. The approach of onboarding all countries in the first step and focusing only on the existing assets made the most sense. As a result, Grundfos achieved the first major milestone for its global rollout.

### Linking

Hyperlinks provide a link to the GPC (Grundfos Product Center), which provides the user with country-specific detailed instructions, PDFs and more information on the products.

### A look into the future

Now that the effort involved in creating the price books has been optimized, the next focus is on enriching the content of the price books.
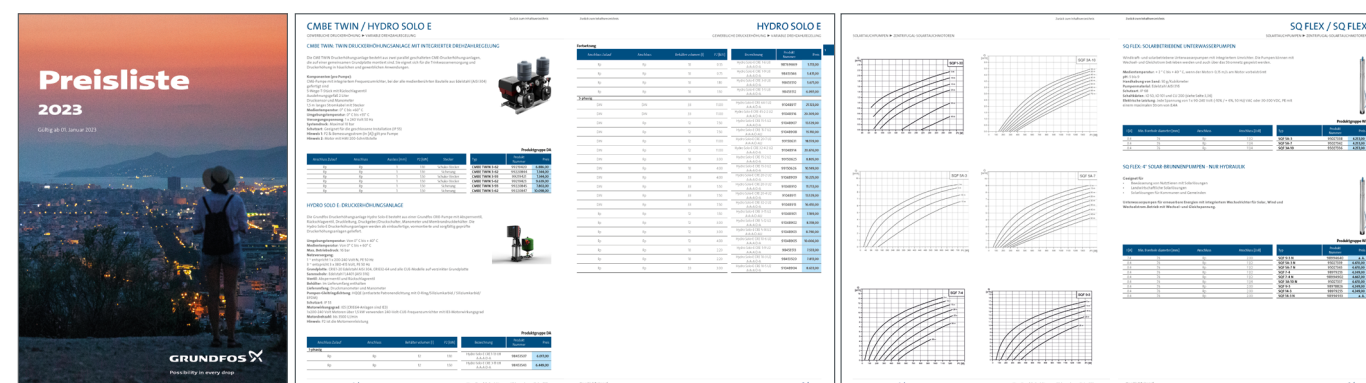

*Price book - title and exemplary inside pages including article texts, pictures, curve diagrams and tables*

## Enterprise Solution Partner

### Laudert GmbH // Home of Media

With over 600 employees at ten locations, Laudert is one of Europe's largest media and IT service providers. Thanks to years of experience in creation, photography, media production, media IT and print services, the company has a comprehensive range of services along the value chains of product and media communication - from product photography, image data editing, and image data management to process analyses and optimization, and the development and implementation of complex IT system solutions for Product Information Management (PIM), Digital Asset Management (DAM), as well as Web2Print services and Dynamic Publishing.

Laudert is an expert in the connection of WERK II priint:comet via web services, in C-Script development, the automated integration of InDesign servers and the networking of the hybris Print Cockpit with various PIM and DAM systems, including the user-friendly proprietary development LaudertMediaPort©. Laudert was certified as an Enterprise Solution Partner by WERK II in 2014 and was awarded Partner of the Year in 2016, 2018 and 2023.

## 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.

*"Together with our Danish headquarters, we have taken a pioneering direction: the priint:suite in conjunction with Laudert as implementation partner is shaping our publishing future. Akeneo's PIM system serves as a solid foundation for us."*

**Thomas Heuchert, PXM Consultant at Grundfos**

## Key Facts

- **Laudert is a certified Enterprise Solution Partner**
  **Akeneo is a certified Technology Partner**
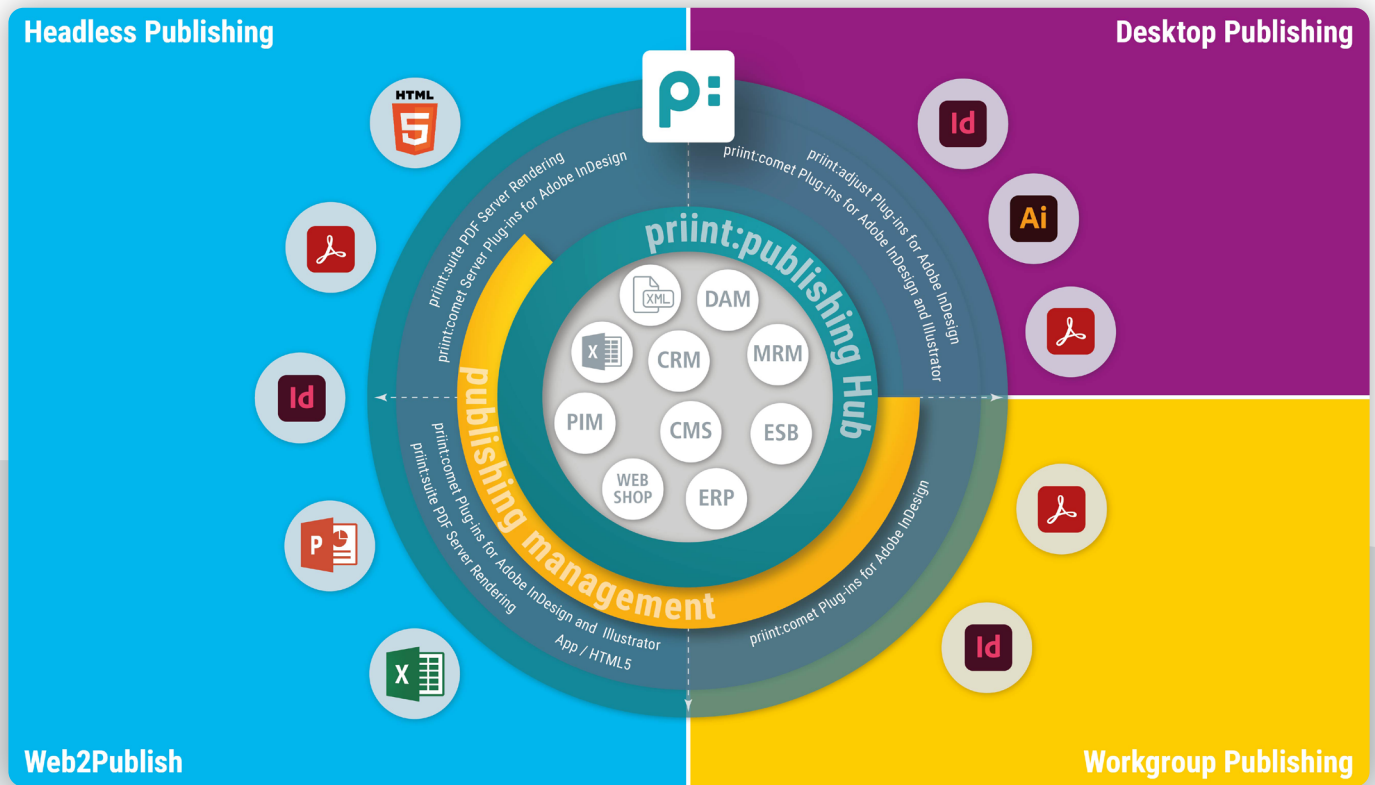
- **Region: Worldwide**

- **https://www.priint.com/en/partnerprofile/laudert-home-of-media.html**
  **https://www.priint.com/en/partnerprofile/akeneo.html**

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# priint: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 priint:suite to modernize, automate and simplify their digital and print publishing processes.

priint: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.

priint: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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