



Securing the future of the publishing process with viability and flexibility

STIEBEL ELTRON

STIEBEL ELTRON has a strong globally presence with 26 sales companies worldwide, 8 production sites, and sales organizations and representatives in more than 120 countries.

As one of the world's market and technology leaders in Building Services and Renewable Energies, STIEBEL ELTRON offers convenient solutions for all aspects of HVAC (heating, ventilation and cooling systems). With a focus on strong technical performance, superior quality, innovation, reliability and customer-oriented service, STIEBEL ELTRON has sustained a successful reputation for nearly a century. Established in 1924, STIEBEL ELTRON's success continues today with a turnover of nearly 1 billion euros.

Opportunity

STIEBEL ELTRON has positioned their growth strategy on the cornerstones of internationalization, flexibilization and digitalization. To obtain a successful global, uniform and consistent communication strategy, it required the existence of flawless product data. With an old software solution that was no longer able to cover the growing company's requirements, a central task was put in place to reselect and implement a new system for the entire group that would centrally enable a more modern, cross-country and cross-channel means of product communication.

Solution

To solve the issue at STIEBEL ELTRON, various systems were used in combination with the **priint:suite** publishing solution to be utilized for print output. The data required for the automated production process was connected via the priint:suite from SAP as an ERP platform, SAP PCM as PIM (Product Information Management) as well as Celum's MAM (Media Asset Management). Data (such as ETIM, translations, etc.) can now be exchanged electronically with users via a REST API.

Advantages

- ✓ **Reliability and system stability**
Stringent workflows allowed for the completion of nearly 30 different price catalogs in a very amount of time
- ✓ **Omnichannel through centralization**
Cross-channel and internationally oriented communication based on centrally-focused available data
- ✓ **Future-proof due to flexibility**
New legal requirements and changes can be easily adapted to
- ✓ **Flawless database for more security**
A database based on modern mechanisms to meet the highest standards of legal compliance and labeling requirements
- ✓ **Signifiant time and cost savings**
Customer-specific interfaces and newly established processes allow for substantial time and overall cost savings



Shaping the future with a pioneering spirit

Flawless, legally compliant, cross-channel communication requires innovative solutions and serious expertise. Intelligent building technology requires smart technologies and responsive action- similar to successful product communication for specialty retailers and end customers.

As STIEBEL ELTRON's business grew over the years, so did it's publishing processes. Due to its complexity from input at multiple data sources and an abundance of manual rework, the business ultimately outgrew its previous publishing system. For example, the production time for a 900-page price catalog was 6 to 7 months. Together with the technological and process expertise from our solutions partner, SQLI, the growing company's publishing goals became a successful reality. Today, STIEBEL ELTRON produces nearly 30 large-scale price catalogs with content in German, English, French, Chinese and many other languages in the same amount of time as one price catalog previously had.

Numbers that speak for themselves

For STIEBEL ELTRON's profile of 40,000+ articles, 2,800 products, 15 websites, nearly 30 stored system languages, approximately 30 large-scale price catalogs and other publications, flawless data for every communicative output is requirement. Data that is stored in various systems is seamlessly imported rapidly and accurately into the designated corresponding target systems.

Various documents for different target groups

On a global scale, STIEBEL ELTRON uses price catalogs from the specialist trade (B2B). Today, STIEBEL ELTRON also targets their end customers (B2C) with high-quality print materials. A prime example of this is product group brochures. Documents for the specialist tradesman and the technically interested end customer form another type of document, which include planning folders used by specialist tradesman for training and other specified information. In order to achieve this, the first step was to migrate the company's extensive price catalogs to the print:suite.

Extensive price catalogs

STIEBEL ELTRON's 900-page price catalogs are produced centrally and individualized for various target markets in different countries- but the nearly 30 country variants are by no means just pure language adaptations. At STIEBEL ELTRON, customi-

zation also means tailoring the entire content of the catalog to the relevant target markets. For example, the heat pump market in Poland varies dramatically from the heat pump market in Germany. Depending on country requirements, products are presented in a target market-specific and customized fashion- from language and wording, to terms of content.

Additionally, safety-relevant signets, test seals, energy labels and icons for special distinctions and awards can be automatically and accurately assigned to corresponding designated products easily in the layout.

An automated price check and peace of mind

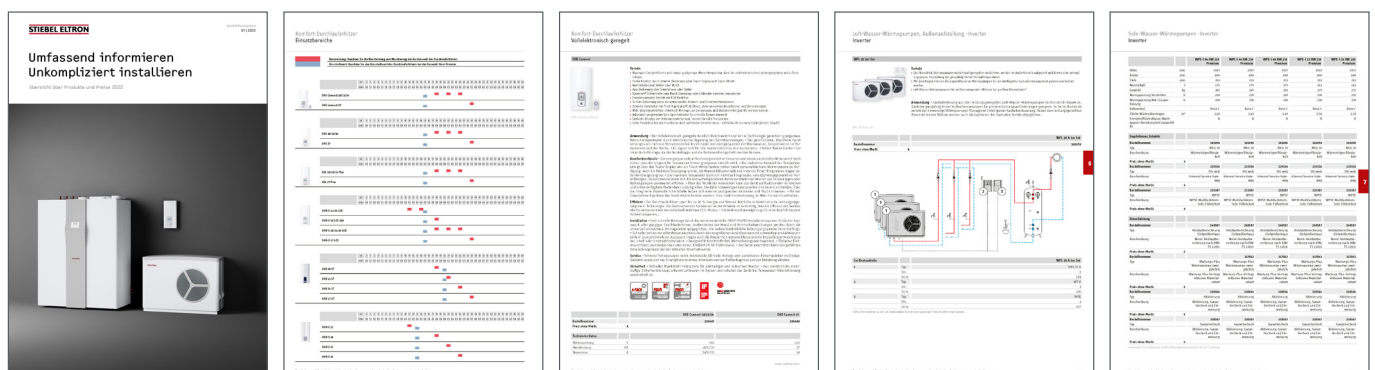
It's essential that price catalogs reflect accurate and up-to-date pricing. The print Group | WERK II developed a price comparison tool especially for STIEBEL ELTRON for this purpose. To execute a price check, prices from SAP are automatically compared with prices in the selected price catalog. Prior to this, STIEBEL ELTRON's price comparison was a time-consuming and error-prone manual process.

User-friendly, interactive price catalogs

To create a more interactive and user-friendly experience, STIEBEL ELTRON relies on links within their digital price catalogs. Web links are strategically placed to selected products featuring necessary accessories, as well as different directories. In the case of direct sales, helpful links also lead users to the corresponding web store. The automated URL formation is built directly into the target document.

A promising future ahead

Following the successful implementation and partially-automated rejection process for their price catalogs, further document types will be successively migrated to the print:suite. In addition to product group brochures, planning folders and other documents will also be successively fed into the automated production process. Looking ahead, the goal now is to optimize the experience with the systems and processes already established and to make the interfaces faster and perform even more efficiently.



Various pages from the German price catalog

SQLI DIGITAL EXPERIENCE

Enterprise Solution Partner

SQLI Deutschland GmbH // Home of Media

Founded in 1990, SQLI is a full-service European digital company specializing in identifying, building and enhancing the digital value of leading international companies.

The team consists of tech-savvy creative thinkers who are committed to creating meaningful and engaging customer experiences through cutting-edge technology, methodology, industry expertise and creativity. SQLI designs, develops and implements robust, high-quality architectures for better agility, greater efficiency and faster business growth.

SQLI's global presence of 2,100 employees are currently located throughout 13 countries: France, Switzerland, Luxembourg, Belgium, United Kingdom, Germany, Sweden, Netherlands, Denmark, Spain, Morocco, Mauritius and Dubai.

With expertise in MDM PIM, MAM/DAM and print, SQLI creates solid foundations for a true omnichannel presence- creating a business solution that enables a great brand experience, and thereby increasing revenue.

Through their full-service approach in the domains of print,

PIM, MAM and e-commerce, SQLI fully supports customers in the implementation of their omnichannel strategy. With a standardized consulting approach, SQLI accompanies businesses on their personal path to a successfully implemented digital transformation.

Thanks to their many years of experience, SQLI delivers reasonable solutions- especially in the print / WERK II environment. With a wide variety of publication types such as catalogs, technical data sheets, flyers and much more, SQLI's ideas drive highly automated creations. For example, SQLI makes it easy to output publications in different languages or tailor them to different target groups and markets. With successfully applied automation, businesses can significantly increase the efficiency of their print products and save significantly on costs. With the Single Source of Truth (SSOT) principle, tedious correction loops are now a thing of the past.

SQLI is a consulting and, if desired, implementing partner when it comes to connecting the priint:suite to various PIM systems such as Informatica, SAP Commerce or Contentserv.



"Today, we produce almost 30 price catalogs of different content, automated for different countries, with the priint:suite. In order to be able to serve the requirements of specialist retailers, craftsmen and end customers even better in the future, we will migrate further document types to the priint:suite."

Markus Oltmanns, Head of Documentation and Product Information & Patrick Stein, Head of IT Organization, STIEBEL ELTRON

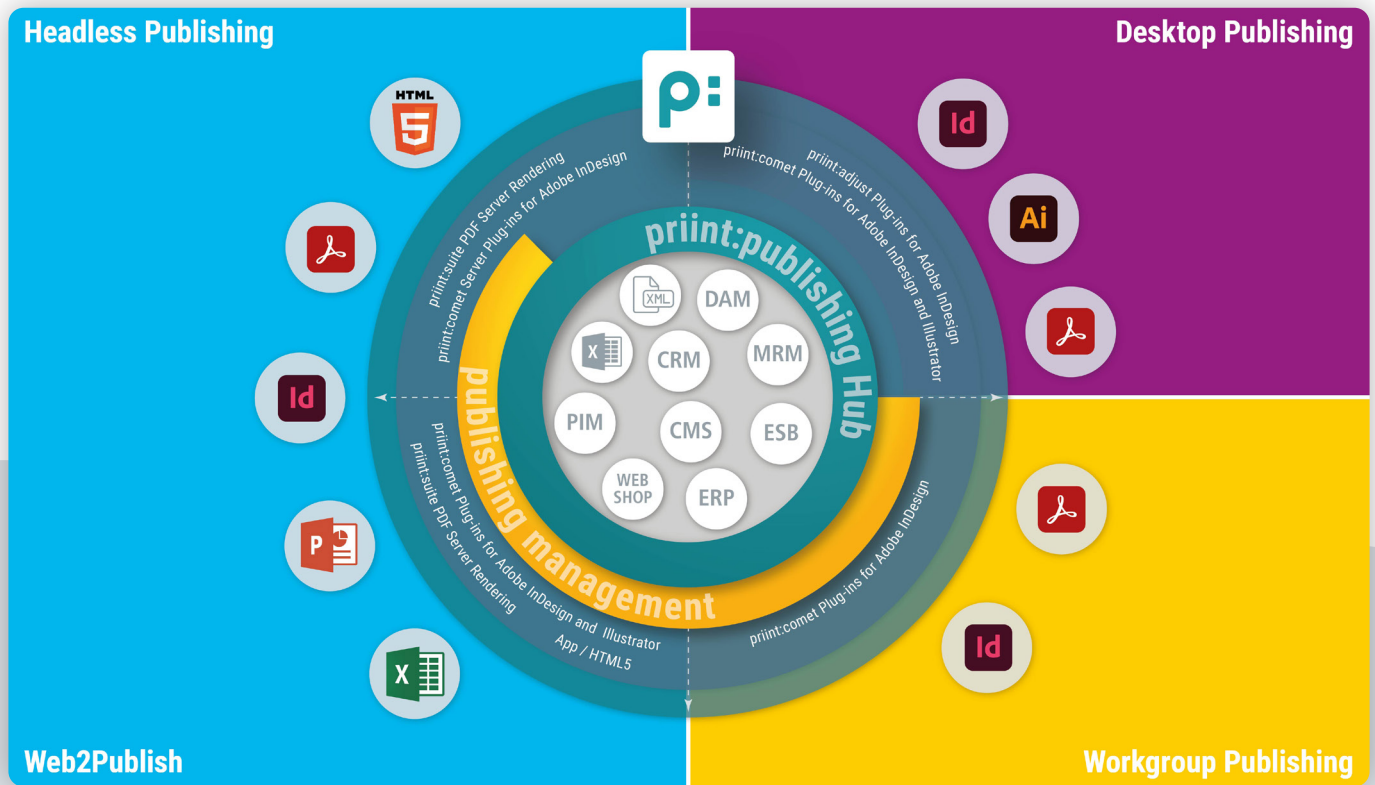
Key Facts

-  **Certified Enterprise Solution Partner**
-  **Region: Worldwide**
-  <https://www.priint.com/en/partnerprofile/sqli-digital-experience.html>



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MORE INFO





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.



#NoMoreCopyPaste #priint



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Contact us!**



www.priint.com
info@priint.com