

Centralized & stronger with SPOTgoesPrint: LESER automates their price lists



LESER produces 150,000 safety valves each year- delivering to more than 100 countries worldwide and employing over 1,200 people from around the globe.

LESER is the largest manufacturer of safety valves in Europe and one of the leading companies in the industry globally. LESER caters to a wide range of industries, including chemical, oil and gas, pharmaceutical and food. The development and manufacturing of safety valves is carried out in Germany according to international standards, while production sites in India and China offer local product variants. With a substantial network of subsidiaries and authorized partners in over 100 countries, LESER offers comprehensive customer care and fast deliveries worldwide.

Opportunity

A significant challenge LESER faced was product information being scattered across various storage locations, often leading to confusion both internally and externally. With inconsistent product information, accurate communication regarding up-to-date price lists and more was hardly achievable at best.

In order to increase efficiency, minimize errors and ensure consistent product communication worldwide, it quickly became apparent that implementing a centralized Product Information System (PIM) where product data was collected, structured and updated all in one place would be beneficial to LESER. Beyond that, an implementation such as this makes it possible to export product information to the various marketing channels and documents in the organization.

Solution

The introduction of a Contentserv PIM system, known internally as SPOT (Single Point of Truth), created a centralized data repository. Additionally, SPOT was connected to the already implemented SAP system. For print output, LESER relies on the **priint:suite**, which was used to implement the first pilot project- the partial automation of LESER's price list. Print output from SPOT is managed at LESER under the project name SPOTgoesPrint.

Advantages

- ✓ **Central data management**
Product information is now collected, maintained and managed centrally
- ✓ **Partial automation of the price list**
Significant reduction of manual effort in the partially-automated price update
- ✓ **Standardized product communication**
Accurate and relevant information is the basis for globally consistent communication
- ✓ **Proficiency for print output**
Internal development of expertise for future print projects
- ✓ **Increasing efficiency**
Faster offer creation paired with minimized errors



Successful project launch for SPOTgoesPrint

SPOTgoesPrint created a project that takes LESER's use of product information to a new level. It optimizes internal processes, ensures consistent product information and positions LESER for future-oriented and effective product communication.

In a world characterized by innovation and constant change, LESER was faced with a challenge: how to efficiently manage and deliver extensive product information. Given the data complexity of 9 product groups, 40 product types, 1,500 options and over 2 million configuration possibilities, centralized and accurate information management was essential. Over the last few decades, a plethora of data sources and communication channels had accumulated, making it difficult to ensure consistent and timely information distribution and retrieval. This not only led to inefficient processes internally, but also to confusion and uncertainty among LESER's customers and partners.

In the initial pilot project at LESER, the primary focus was on the price list, which is updated, printed and published annually in three language versions (DE, EN/US, CN). This extensive document, more than 400 pages in length, contains approximately 70,000 price fields and a wide range of content, including tables, images and text. LESER expected the greatest added value from a partially automated creation of this price list.

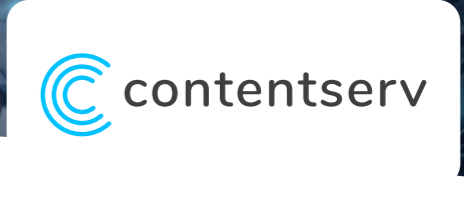
The first step in the SPOTgoesPrint project was the implementation of the Contentserv PIM system and priint:suite, with its semi-automated price list generation. Parsionate provided support throughout the entire migration process. Thanks to the integration of the priint:suite, LESER is now able to update product information and prices in a fraction of the time.

SPOTgoesPrint marks the beginning of a comprehensive project at LESER. Future plans include expanding the priint solution to create printed catalogs and digital brochures, for example. The initial success of the implementation represents a significant step towards efficiently managing and delivering product information.

The impact of SPOTgoesPrint was immediately evident. By semi-automating the creation of the price list, LESER experienced a drastic improvement in efficiency and productivity internally. Externally, SPOTgoesPrint will increase customer confidence and satisfaction as they will now receive incrementally correct, consistent and relevant product information to help them make informed decisions.

Overview of the measures:

- Design of the data model to define data structures and the relationships between data from a technical and business perspective.
- Selection and implementation of publishing software to automate publishing processes, reduce manual effort, improve efficiency and ensure consistent communication.
- Partner search for support with implementation.
- Implementation of the Adobe InDesign plug-in or the priint:suite publishing solution.
- Connection of the SAP system to the Contentserv PIM system, the priint:suite and Adobe InDesign.
- Implementation of placeholders for the automation of the price list with over 70,000 identified price fields, including an intensive examination of various price types such as factor prices, article numbers, material prices and price groups, as well as the digitalization of price updates and updates of images using attribute placeholders.



Enterprise Solution Partner Parsionate // Data management

Data is at the core of any digital transformation. Since 2013, Parsionate has been advising companies, unlocking their potential, and working with them to invent entirely new solutions – all on the basis of data and what it has to offer. Parsionate calls it Data Leadership.

Parsionate leverages their expertise to focus on the benefits and successes they generate for their customers and partners. This is exactly why Parsionate works end-to-end by customers side: from strategy development to full technological implementation. With the holistic focus on data and the opportunities it creates, Parsionate takes on a longer-term, more comprehensive responsibility than traditional consultants or implementers. Their vision is to help clients harness the unique potential of data and analytics and empower them to use it more smartly and efficiently.

All this is what more than 200 experts are working on at the Parsionate locations across Europe - for international market leaders such as Hapag-Lloyd, Hoffmann Group, Festo, Stihl or Dekra.

Technology Partner Contentserv // PIM & PXM

Extraordinary Product Experiences. Unlimited Digital Commerce.

Product experience management without limits: With the Product Experience Cloud, Contentserv offers an AI-supported, intuitive cloud solution that companies can use to create exceptional product experiences – on-brand, omnichannel and customer-centered. Where previously marketers, IT professionals and global product teams have invested immense effort in managing product data, Contentserv ensures pure efficiency: automated product data in a central location and seamlessly integrated feedback from all channels enable manufacturers and retailers to use their content more successfully and increase sales in the long term – B2C and B2B.

- Offer the best product experience
- Targeted use of market and customer insights
- Realize and increase revenue on all channels
- Continuous optimization thanks to new developments



Cover page of the 2024 price list featuring a total of 440 pages



Flanged safety valves are just one product group (of nine total) in the LESER product portfolio

Approximately 70,000 price fields are regularly updated



"The introduction of SPOT was a milestone for the efficient management of our product information. With the help of the priint:suite publishing software and support from Parsionate, we have created a basis for print output. In the SPOTgoesPrint pilot project, we were already able to significantly reduce the manual effort required to update price lists and strengthen product communication."

Carina Ernst, Marketing | Product Communication, LESER

Key Facts

Parsionate is certified Enterprise Solution Partner
Contentserv is certified Technology Partner

Region: Worldwide

<https://www.priint.com/en/partnerprofile/parsionate.html>
<https://www.priint.com/en/partnerprofile/contentserv.html>

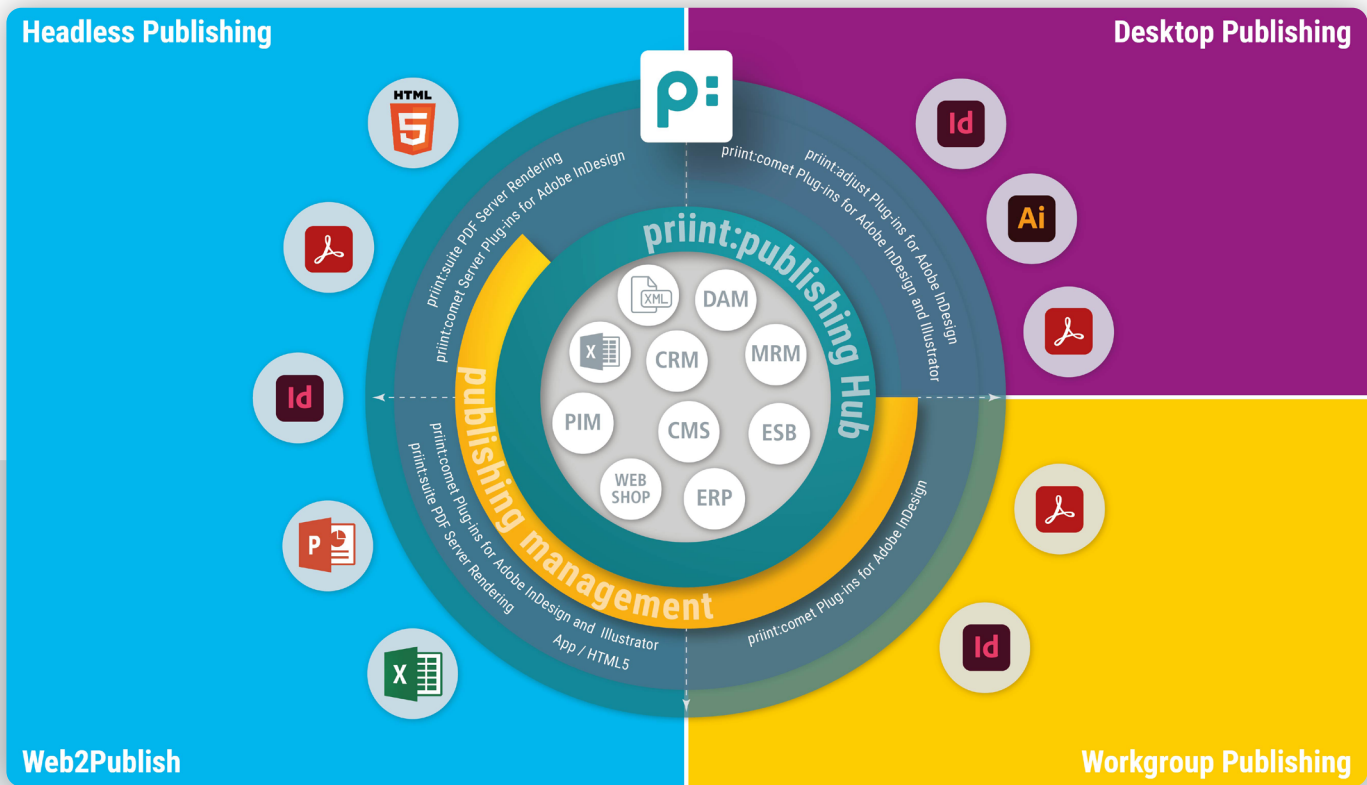


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The Solution for all Marketing Publication Challenges



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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