

Customer Success Story

Alanko turns to AutomotivePIM for more flexibility and efficiency

Global manufacturer & supplier of engine components
benefits from APIM



Customer Success Story Alanko

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About Alanko

Alanko GmbH's roots date back to 1948. Ever since then, Alanko has established itself as a nationally renowned point of contact for engine add-on parts in the automotive aftermarket. With more than 45 employees, the company has positioned itself as a professional manufacturer and supplier for the buying cooperation and trade.

The third-generation family-owned business supplies customers in over 50 countries worldwide with products for turbochargers & professional kits, starters & alternators and air conditioning compressors.

As a TecDoc data supplier, it is essential for Alanko to receive and deliver data quickly and efficiently. The implementation of a suitable PIM system was essential - not just for data transfer, but also for managing a large amount of product data within the automotive aftermarket sector.

In response, the company opted for AutomotivePIM (APIM) from Bertsch Innovation. The use of an industry-specific PIM system offers numerous advantages and provides Alanko with optimum support for its business processes.



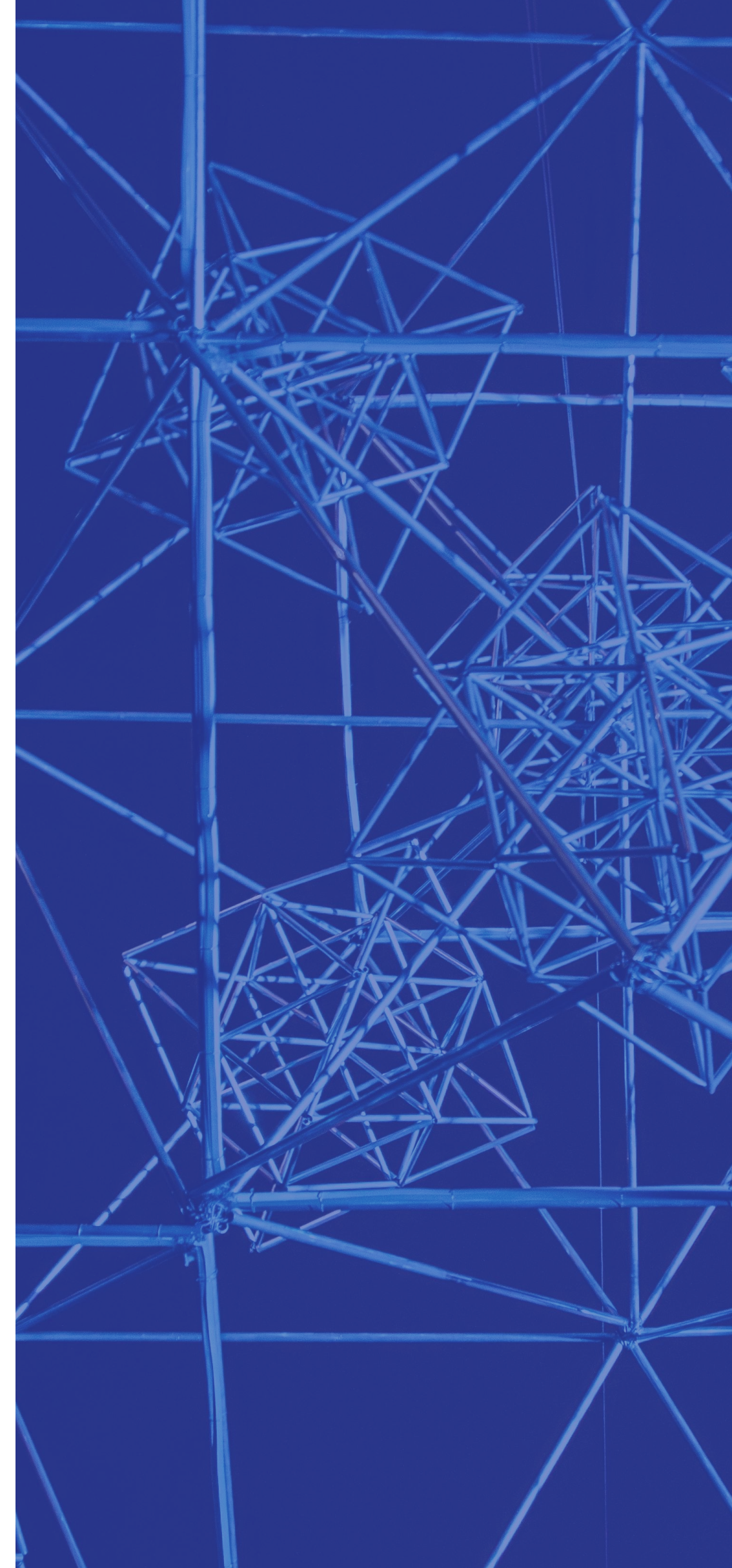
Initial Situation

Inconsistent & complex data situation

Alanko's previous PIM system was very limited. The data was managed in **different formats and levels of detail** and from different systems.

This led to fragmented data packages, a high level of manual work and a significant tendency for errors.

In order to create a **unified starting point for managing information**, the introduction of a new PIM system eventually became the only option as the number of articles increased.





Challenges

Inefficient data processes

Existing data management processes lacked flexibility, were inefficient and therefore very time-consuming. The need to address this problem by introducing a clear and standardized solution was obvious.

The problem: Different data sources, growing number of products and data, time-consuming data maintenance

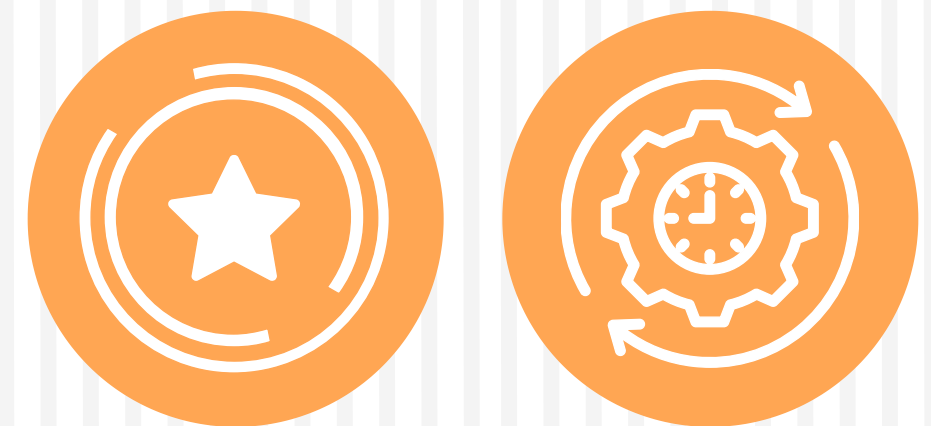
The goal: Increase flexibility, better visualization of data, more effective collaboration between departments

Objectives

Ensuring data quality & increasing efficiency

The aim in implementing AutomotivePIM was to **standardize the various systems** to ensure information quality.

One clear focus was to improve the visualization and transformation of the data in order to establish a **monitoring system for data quality**. Seamless integration with the existing ERP system (SAP) and an **interface to TecDoc** were also essential prerequisites for the implementation of a reliable PIM system.



Central product information system

AutomotivePIM developed by Bertsch Innovation was implemented as a **central product information system** for maintaining and managing all product data, media content and vehicle references. APIM also automates the import, maintenance, enrichment and output of data to various output channels. Simplifying regular data updates and advanced relationship logic in APIM are also major advantages.

Alanko currently uses APIM primarily to:

- assign new article numbers
- generate data packages required for entry in SAP and TecDoc
- verify the completeness of data for existing articles
- provide information to the sales department



Solution & Benefits

Central product information system

Thanks to APIM, product data management and maintenance has become significantly less error prone, making it much easier to manage **data records for over 22,000 articles**. The fact that AutomotivePIM now serves as a single source for all product related data has made collaborative work between specialist departments **much more efficient**. In addition to product managers and IT staff, procurement also currently works in the PIM system. Alanko is planning to extend this to other departments in the near future.

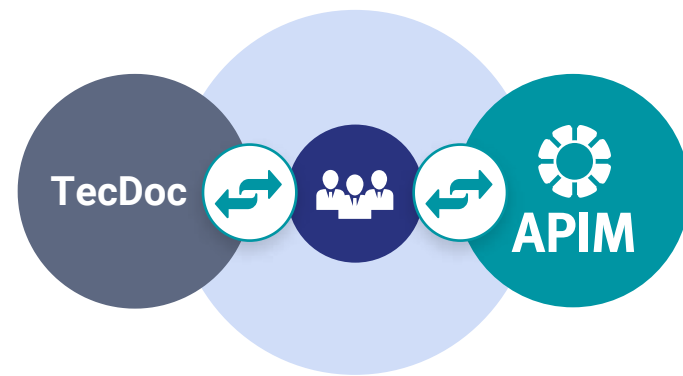
Why Alanko opted for AutomotivePIM from Bertsch Innovation:

“Initially, there were many options to choose from, including a good „open source“ solution. However, the scalability was not readily available as with APIM from Bertsch Innovation! In addition, we would have had to customize a lot for industry-specific requirements, which wasn't needed in most cases with APIM from Bertsch.”

- Talha AlahRachi – CEO Alanko

The Outcome

Simplification / Increased efficiency / Time savings / Flexibility



Simplification & increased efficiency

APIM simplifies all aspects of product data-related work in many respects. In the past, any changes to article data had to be maintained directly in the datasets for TecDoc by the IT department. The edited product information had to be generated as TecDoc by a different department.

Using APIM, product management can now work more flexibly at both ends. Requests for data lists can be provided to the sales department even faster, data adjustments can be made directly in APIM and uploaded to TecDoc as scheduled.



Time savings & flexibility

Numerous processes can now be carried out directly by the inquirer or user him/herself in APIM, meaning that a large number of processes do not require a separate person to manage the requests. The product management team can now respond to more intensive projects and deliver better results, completely independently of the IT department. This allows for flexibility and shorter workflows. Costs are reduced thanks to the fact that high-quality work can be completed much quicker and more flexibly with APIM.

“APIM has streamlined the way we work with our data. The extensive options offered by the system provide us with a degree of flexibility and accessibility that was previously not available.”

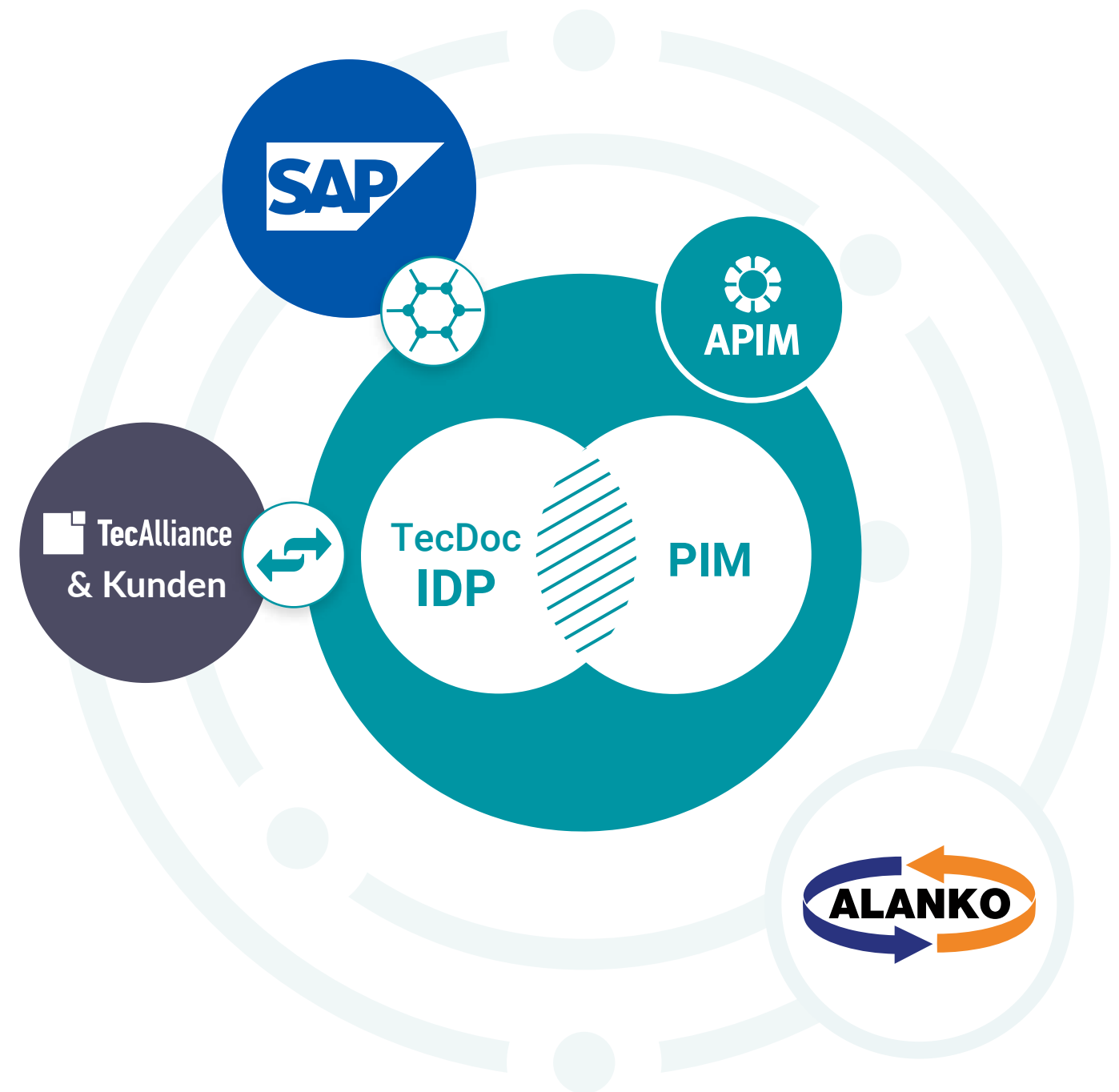


- Philipp Knauf – Product Manager Alanko

Future goals

Future goals

The successful connection to SAP was an important milestone for Alanko. The company is currently planning to redesign the **link to TecDoc using** Bertsch Innovation's **IDP interface** to TecAlliance. Once this phase is complete, the aim will be to expand and improve access to data and information for the procurement and sales departments.



smart product information

About Bertsch Innovation

Bertsch Innovation is committed to connecting product information with creative content for more than 20 years now, with the goal to help companies communicate better and more effectively. The combined experience of more than 1,000 successful projects is transferred into the further development of technology to support companies in a comprehensive and sustainable way.

BERTSCH INNOVATION
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Bertsch Innovation GmbH
Kronenstrasse 25
70174 Stuttgart
Germany

Fon +49 (0) 711 9688-160
Fax +49 (0) 711 9688-1610
info@bertschinnovation.com
www.bertschinnovation.com