

# B/S/H/

## Product Information Management graduates to Product Experience Management

A new **E**nterprise **P**roduct  
**I**nf**O**rmation **S**olution for BSH

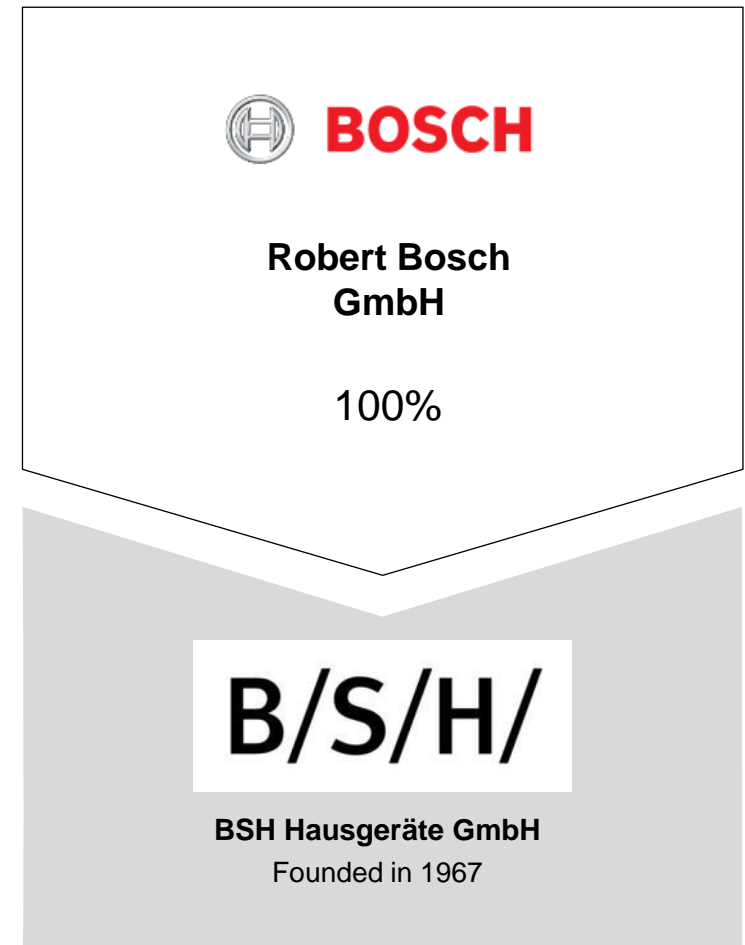
Julia Gramminger  
Daniel Correns

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## BSH at a Glance

- Founded in 1967 as a joint venture between Siemens AG and Robert Bosch GmbH
- Since the beginning of 2015 BSH fully belongs to the Bosch Group
- Market leader in Europe, No. 2 in the world
- Sales revenue: 13.1 billion Euros (2016)
- Product portfolio: all modern home appliances
- Employees worldwide: 58,300
- BSH named as a top employer in numerous countries
- R&D rate global: 4.4% (mio EURO/% of sales rev.)
- Around 3,500 R&D specialists in BSH's international production and development network
- Customer service: more than 8,000 specialists in about 50 countries



## Home appliances under the brands

Global Brands



**BOSCH**

**SIEMENS**

**GAGGENAU**



Local Heroes

*Thermador*★

**Balay**

*Coldex*

*Constructa*

**PITSOS**

**PROFILO**

*ufesa*

*zelmer*

Label Brands

**JUNKER**

**VIVA**

BSH Home Appliances Group is a Trademark Licensee of Siemens AG for the brand Siemens and of Robert Bosch GmbH for the brand Bosch.

## BSH's product portfolio covers the entire spectrum for daily life



Cooking and  
Baking



Washing and  
Drying



Dishwashing



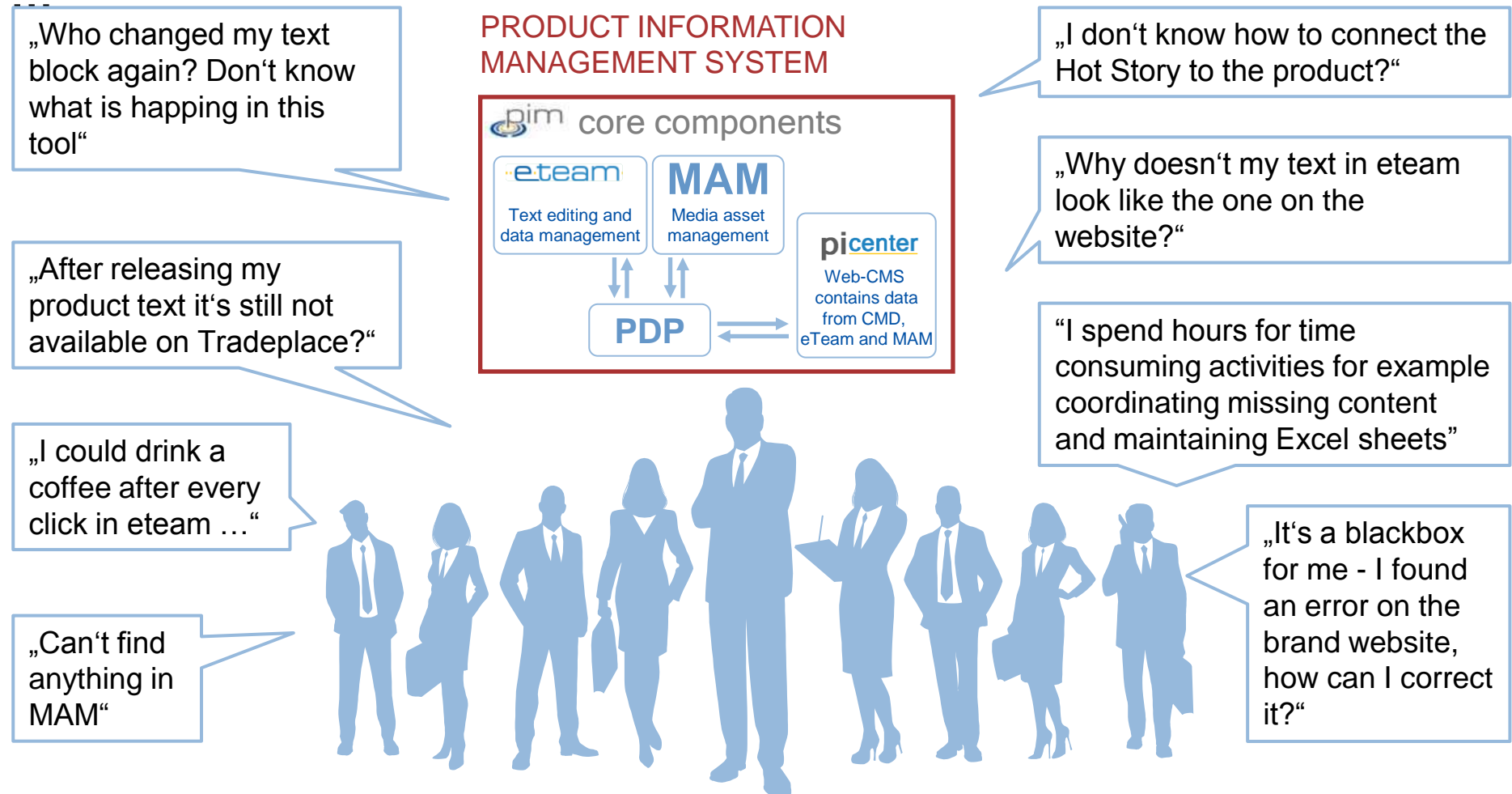
Refrigeration and  
Freezing



Consumer  
Products

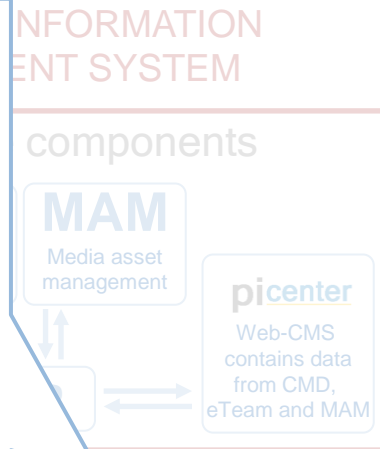


## Our current Product Information Management does not satisfy our users



## ... and we had to consider a completely new system

„We need no eTeam update, but *a completely new, integrated, comfortable to use content management system*, which is fast, easy to use, ready for future needs, flexible and ready for the requirements of the digital world.”



„I don't know how to connect the Hot Story to the product?”

„Why doesn't my text in eteam look like the one on the website?”

„I spend hours for time consuming activities for example coordinating missing content and maintaining Excel sheets”

„I could drink a coffee after every click in eteam ...”

„Can't find anything in MAM”



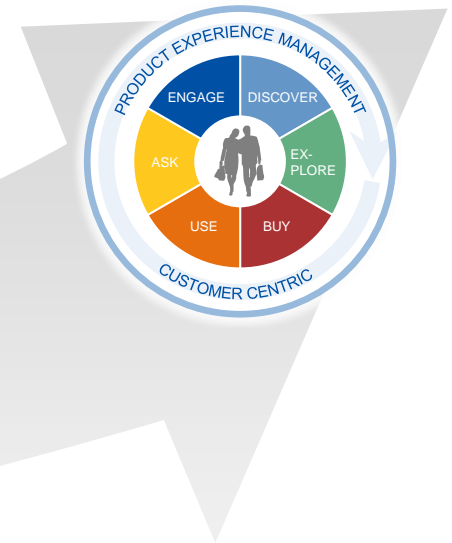
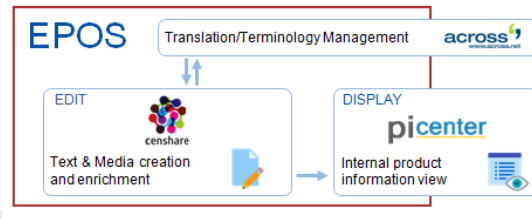
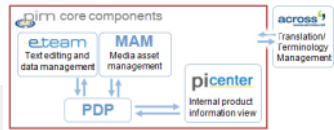
„It's a blackbox for me - I found an error on the brand website, how can I correct it?”

## We have embarked onto a journey for a holistic Product Experience Management

CURRENT

NEAR FUTURE

FUTURE



Silos  
(PIM components)

Integrated  
PIM solution

Customer  
centric

## Product Experience Management encompass' all customer needs

### Customer need reel<sup>1</sup>



### Key characteristics of Product Experience Management

- Synchronize product information across digital touchpoints and physical stores
- Develop and grow a single trusted source of reliable product information
- Reduce time-to-market for new product launches
- Merchandise products effectively

1. Based on „The role of PIM in a Customer Journey“, The Forrester Wave™: Product Information Management Solutions, Q4 2016



## Project EPOS is the answer to the user and management comments

### SITUATION summary

- eTeam and MAM identified as the two weaker PIM components in terms of technology (outdated and over-customized)
- Low acceptance by users due to usability, reliability and performance
- Current applications will not be supported in Bosch IT infrastructure long-lasting

### TARGETS

- Replacement of eTeam (text editing) and MAM (media assets)
- Market evaluation for new PIM solution provider
- Design and implementation of new integrated and intuitive PIM tool in 2018

### SOFTWARE evaluation

- Intensive software vendor screening
- Technical evaluation
- Vendor decision taken for an integrated solution



Project  
**EPOS**

## The EPOS solution facilitates the strategic target of increased consumer focus and provides new benefits to internal content creators

### Benefits for ...



CONSUMER  
& RETAILER

- Rich, accurate, and well-managed easy-to-understand product information
- Up-to-date and reliable product experience



BRANDS



CATEGORIES



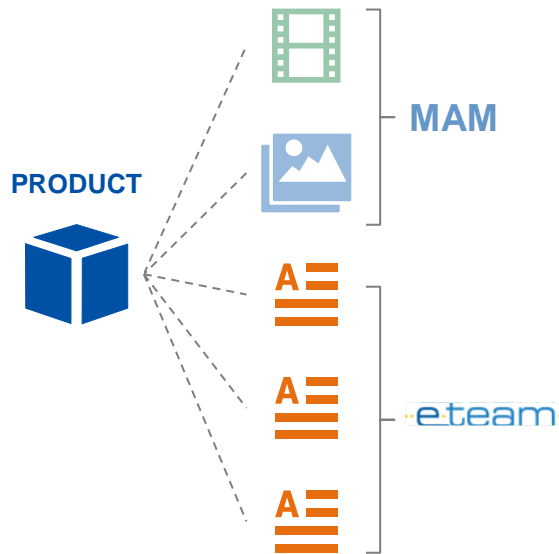
CUSTOMER  
SERVICE

- Intuitive integrated tool which is easier to use as eTeam
- Efficient and comfortable collaboration, review and approval cycle
- Time saving, less maintenance effort
- No double maintenance of marketing terms and always the right marketing spelling
- Support of work-flows and task management
- Transparent preview of a product (“Golden Record”)

## Deep Dive: One key element of the new PIM tool is a feature-driven approach which allows faster pre-launch parallel processing

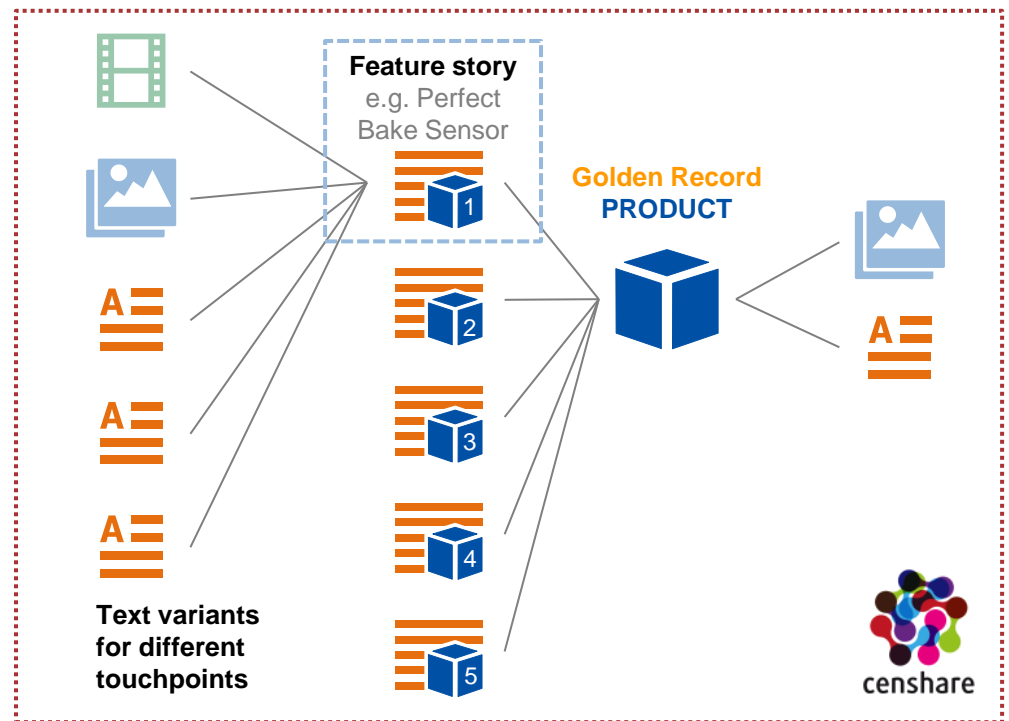
### CURRENT PRODUCT-driven approach

#### Sequential processing



### NEW FLEXIBLE FEATURE<sup>1</sup>-driven approach

#### Preparative parallel processing



1. Definition of "feature": All marketing relevant content describing characteristics of a product (texts, images, videos, pictos, certificates like Stiftung Warentest etc.)

**Please join our discussion ...**



## Contact

Daniel Correns

BSH Hausgeräte GmbH  
Global Information Technology  
Senior Project Manager Product Information Solutions (GIT-CIPP)

Carl-Wery-Straße 34  
81739 Munich

[daniel.correns@bshg.com](mailto:daniel.correns@bshg.com)  
[www.bsh-group.com](http://www.bsh-group.com)