

Central Product Information Management and Flexible Publishing



ESA was looking for a flexible platform to meet its demands of availability and relevance in product data for different target groups.



master your content



“censhare meets our very broad requirements. The system also impresses in its daily operation and we enjoy working with it.”

Heinz Rolli, Head of IT Development, ESA

Success Geared to Long Term Goals

The development process of the ESA project has enabled censhare to concurrently improve the capabilities of its platform, thereby making them available to other customers. Thanks to the holistic approach and the resulting requirements, new utilization aspects are gradually emerging, which, despite a central and integrative view, guarantee outstanding flexibility as well as long term development potential. Based on the censhare platform concept, additional utilization scenarios can be opened up at any time, further increasing system performance and thereby also system benefits.

“By integrating censhare, we have achieved significantly faster, simpler, and more flexible processes overall for data management and distribution.”

Christine Wälchli, Business Analyst, ESA

At a glance

Industry

Retail (B2B)

Products

- Digital Asset Management
- Product Information Management
- Headless Content Management

Company

Founded in 1930, ESA ranks as the leading cooperative purchasing organization of the Swiss car and motor vehicle industry. With the central purchasing department, the production and distribution of all articles and services required in the car and motor vehicle trade, the company makes major contributions to the success of their co-owners/cooperative members.

Business need

ESA needed to update its product and content management system to improve the quality and use of its product information, and to ensure the relevant routing and outputs — e.g. to eCommerce solutions.

Challenges in A Dynamic Market Environment

ESA is the leading purchasing organization of the Swiss automobile and motor vehicle industry. The company is organized as a cooperative and has been owned by its actual customers for 90 years — in other words, by some 7,000 co-owners.

It is the fact that the customer is ultimately also the owner of ESA which makes a convincing customer proximity and optimal cost-effectiveness absolutely essential to the organization's success.

Communicating Years of Competence

In the highly competitive car and motor vehicle trade, ESA draws on its 90 years of experience in commanding extremely extensive knowledge of the technical and organizational product and service requirements of its companies.

500,000 product data assets for a variety of consumer goods must be secured and expanded in an increasingly digitalized environment and market. In order to meet the requirements of such fundamental market shifts, a flexibly adaptable software and hardware infrastructure is absolutely crucial.

Replacing PIM and ERP, Simultaneously

As the previous Product Information Management (PIM) system was cumbersome and based on outdated technology, a replacement was well overdue for ESA.

ESA took up the challenge of renewing its ERP as the central data supplier, while tackling the upcoming PIM migration at the same time.

For Heinz Rolli, Head of IT Development, the simultaneous replacement of these two systems presented a major challenge. But thanks to foresighted planning and dovetailing project management, the challenges were readily mastered.

Extensive Demands On Touchpoints, Old and New

With the new PIM, ESA wanted to be more agile in the way it routes data to its various channels and touchpoints. Among other things, various online stores had to be connected, and offline material, such as flyers created inhouse, had to be produced both more conveniently and rapidly.

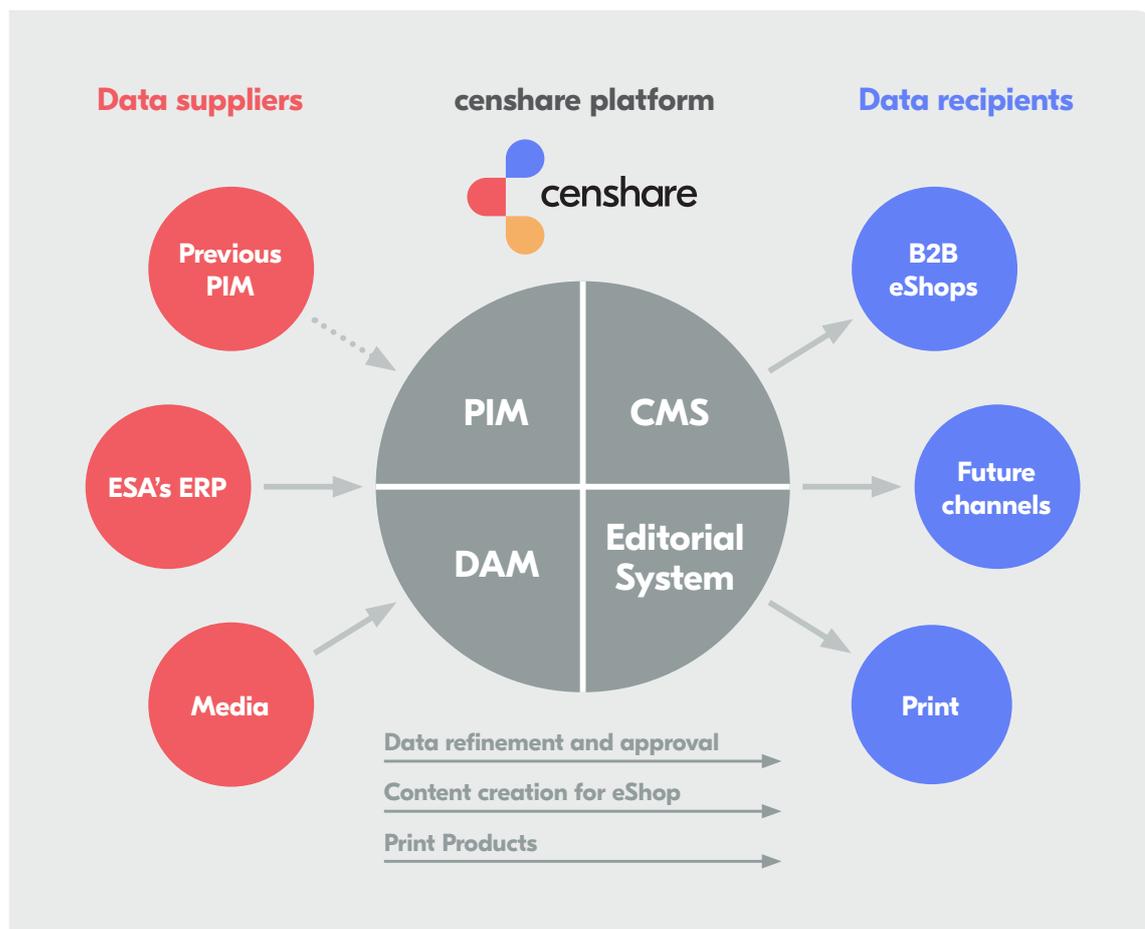
As a result, individual systems had to be replaced for content management and the creation, editing and releasing of content was to be mapped in a central process within Digital Asset Management (DAM).

An Interdisciplinary Perspective Means Integrated Requirements

In today's companies there are various areas that demand the ability to edit and publish data in an integrated context. Consequently, administration, product management, sales, and marketing all require data inputs, while generating data at the same time.

For Christine Wälchli, Business Analyst at ESA, it was also crucial that the organization's future PIM would be able to map data storage and management, as well as the associated processes from an interdisciplinary perspective.

The illustration below shows a simplified system solution with data suppliers and data recipients, as well as the processes that must enable the integration of such, including in the form of workflows.



Business Results



500,000+
products



5+
online Shops



7,000
B2B customers



80
flyers per year

Team Success

The requirements for the system solution were developed in various workshops. Users were able to actively participate and suggest new ideas and functions. Another advantage of involving users in the early process was that their respective needs could be taken into account during the concept phase, and consequently in user stories. In turn, this provided ESA with investment security for the entire project, since

the commitment of all participants was already given at the end of the concept phase.

Following this, the project was implemented in an agile manner. In the case of ESA, the responsible parties involved benefited from the consistent commitment of ESA employees and the censhare specialist departments of Project Management, Requirement Engineering, and Solution Development.

Early user involvement was definitely one of the decisive, key factors for the success of the project and the acceptance of the new solution.

ESA requirements set out for the censhare platform

Central structuring of product data

- Ensuring data quality for different outputs
- Central access for employees from different areas

Integrated solution for the enrichment of product data with text, images, videos, etc.

- Linking logic between asset types
- Automation via linking processes

Improved user acceptance

- Central user friendly interface
- Expansion options in the same UI

Automation of recurring tasks

- Relief from repetitive tasks
- Efficiency thanks to automated processes

Standardized interfaces

- Standardized interfaces (e.g. to ERP, eCommerce)
- Data hub for all routing and output scenarios (online & offline)

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

Copyright © 2021 censhare

All rights reserved. censhare, and other trademarks are trademarks of censhare GmbH or its subsidiaries. Other trademarks may be trademarks of their respective owners. This case study is for informational purposes only. The contents of this case study were accurate at the point of publication. censhare make no warranties 'expressed or implied' in this case study.