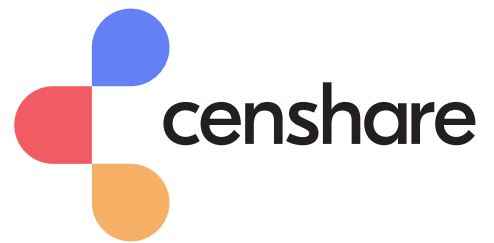# Added Value Thanks to Semantically Managed Product Data

censhare

Leister was looking for a PIM solution. In censhare, the company found a platform that — in addition to flexibility in extracting product data — offers further significant advantages.

LEISTER

master your content

"censhare's platform approach enables us to enrich and organize product data in an efficient and differentiated manner. Consequently, we are well equipped for existing and future requirements of channel specific data exchange."

Oliver Odermatt, Project Manager PIM, Leister

> "The new conception of the product information content was a central issue for us. A PIM can only deliver comprehensive benefits if information and associated content are continuously available in all languages and across all channels."

Oliver Odermatt, Project Manager PIM, Leister

At a glance

Industry

Equipment and apparatus engineering

Products

• Digital Asset Management

• Product Information Management

• Content Management

Company

The Leister Group is a globally active Swiss technology group, headquartered in the Canton of Obwalden in central Switzerland. Leister AG is the umbrella organization of the Leister Group. The Leister Group includes Leister Technologies AG with subsidiaries on three continents and around 130 sales and service centers in more than 100 countries, as well as comprising Axetris AG.

Business need

Leister wanted to further develop its product and content management system in order to improve the use and completeness of product information, as well as ensuring the relevant data exchange.

Rapid growth called for a PIM solution

The fast growth of the Leister Group necessitated the reorganization of product data in order to create convincing customer proximity in all established channels and optimal profitability.

The entire evaluation was preceded by preliminary conceptual work with a consulting partner from the PIM environment. Thanks to the consultant's in depth knowledge, a comprehensive catalog of requirements was drawn up, among other things. The focus was not only on conventional PIM functions, but also on specific areas for future implementation projects.

Given Leister's innovative development culture, it quickly became clear that it must be always possible for centrally managed data formats (asset types) to be supplemented by and linked with additional functions/dependencies at any time in order to meet future requirements.

In addition to the actual scope of PIM functionalities, interfaces to the CMS — which was conceptually revised in the platform approach — as well as to the CDN and to the translation software were implemented.

The censhare PIM serves Leister as a central hub for all product information and enables the design of new and efficient processes. Future brands and touchpoints can be easily handled and edited via the same backend. This advantage for user acceptance should not be underestimated.

Consistent Collaboration and Agile Project Methodology

Together with their consulting partner, Leister worked out the conceptual aspects that were formulated in a detailed catalog of requirements. The system analysis was performed on this foundation — and censhare emerged as the most convincing solution.

Following the evaluation, the project phase kicked off and was implemented with agile methodology. Requirements were formulated as work packages, listed in a backlog and implemented from there according to priority. Thanks to this approach, Leister was able to control which functions should ultimately be available within the defined project scope. Active in both an advisory and operational capacity, censhare supported the implementation on the customer side as well as on the partner side.

Integrated Requirements from an Interdisciplinary Perspective

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. Systems must therefore be capable of mapping such an interdisciplinary view, including data storage and management, and of course the associated processes.

During the concept analysis — which also involved workshops — the various requirements were specified in greater detail by way of so-called user stories. The diagram below shows symbolically the data sources and destinations. This also means that all processes must enable such integration.

Reorganization from the Ground Up

In addition to the technical concept, Leister also realigned product information content while building up the PIM structure. This new structure was defined with its own wording and terminology. Following the respective approval, it was translated into the required languages via the TransPerfect interface.

Leister made a well considered decision to accept the additional work involved in revising its product information while introducing the PIM system at the same time. For Oliver Odermatt, Project Manager at Leister, it was clear that a PIM system would only deliver the full benefits if all product information and related content was consistently available, in all languages and for all channels. In keeping with the Leister claim: We know how.

As a result, Leister not only gained a PIM customized to its needs but it was ultimately prepared for the future with complete and newly structured content.

Cloud Based

Today's companies differ greatly when it comes to where their respective systems and data are to be managed. Security, costs, and existing IT competencies are driving factors here. In addition to other operating modes, censhare solutions also run in the cloud. By opting for censhare in the MS Azure Cloud, Leister secured flexibility in terms of its operating landscape.
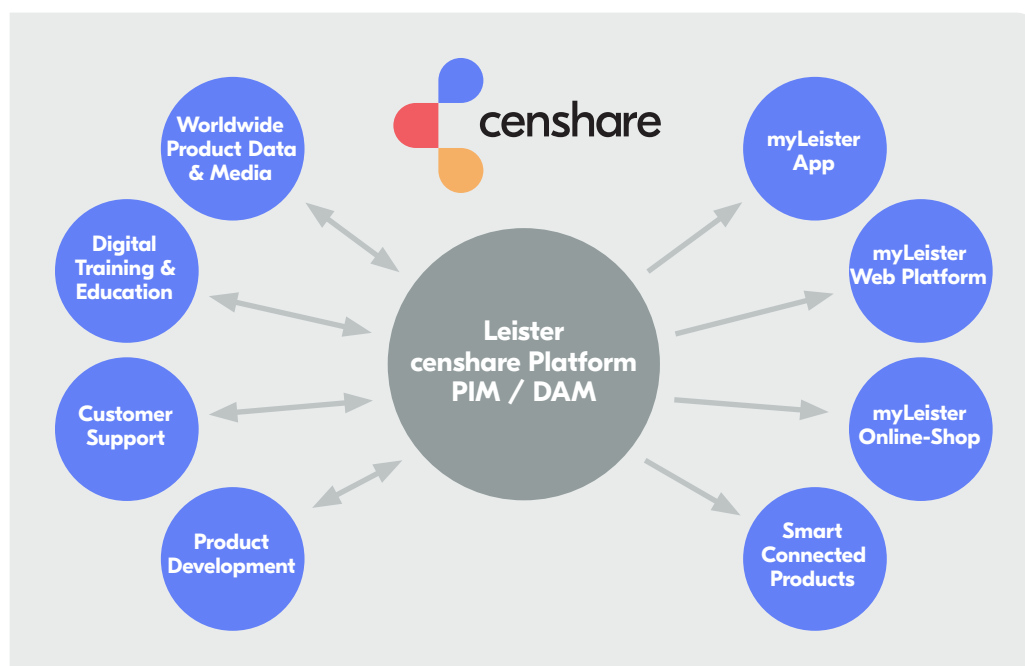
Business Results

1,300+
products
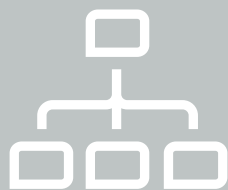
400+
product and media
links per product

3
brands: Leister,
Weldy, Axetris

100+
countries using the data

Involving the Customer

During the implementation, Leister indicated the need to participate in system configuration. Thanks to training and integration into the processes, Leister was able to build up the necessary knowledge and take an active role in the implementation.

From the customer viewpoint, this resulted in several advantages: Leister gained a deeper understanding of censhare, while reducing external costs at the same time. In addition, a closer relationship was established between the customer and the system provider.

Conclusion: Team Success

The requirements identified in the workshops helped to define user-oriented interfaces, workflows and processes.

The involvement of the key users was decisive in ensuring that the system lived up to expectations. And it also became clear that additional functions and processes can be added at any time — thanks to the censhare platform concept.

Leister's requirements set out for the censhare platform

Central structuring of product data and uniform wording	• Ensuring data quality for different outputs • Central access for users from different areas
Integrated solution for the enrichment of product data with text, images, videos, etc.	• Linking logic between asset types • Automation via linking logic
High user acceptance for different service providers	• Central intuitive interface • Expansion options in the same UI
Automation of recurring tasks	• Relief from repetitive tasks • Greater efficiency thanks to automated processes
Customer training in censhare	• Deeper understanding of the platform • Reduction of external costs
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

www.censhare.com