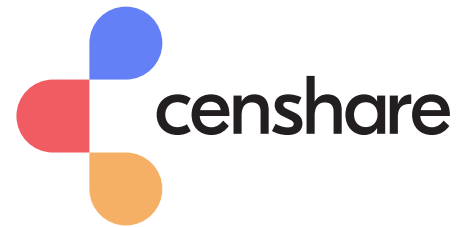# Purchasing cooperative for crafts and trade businesses takes digital transformation in its stride

censhare

MEGA eG centralizes all its contents thanks to censhare's professional content platform.

MEGA *Handeln fürs Handwerk* | kolb digital

master your content

"Data used to be scattered all over the company — on hard drives, on laptops, on network drives — so using and preparing content was a time-consuming affair. Today, we are storing and managing data centrally and have automated many time-consuming content processes."

Joachim Klein, Authorized Signatory, Head of Purchasing and Product Range Management, MEGA eG

> "The charm of the censhare solution lies in the possibilities of the platform, which we are only gradually exploiting, as in professional print production, for example."

Joachim Klein, Authorized Signatory, Head of Purchasing and Product Range Management, MEGA eG

AT A GLANCE

Industry

B2B trade

Products

• Digital Asset Management

• Product Information Management

• Print Production Management

Business need

The existing image database was outdated and was no longer capable of meeting the information requirements of modern online retail. Maintaining the range of products in the online store was time-consuming and impractical given the range of over 80,000 items.

The company was therefore looking for a centralized solution that could elegantly prepare and process all the available product information and content for use in the online store as well as in offline channels.
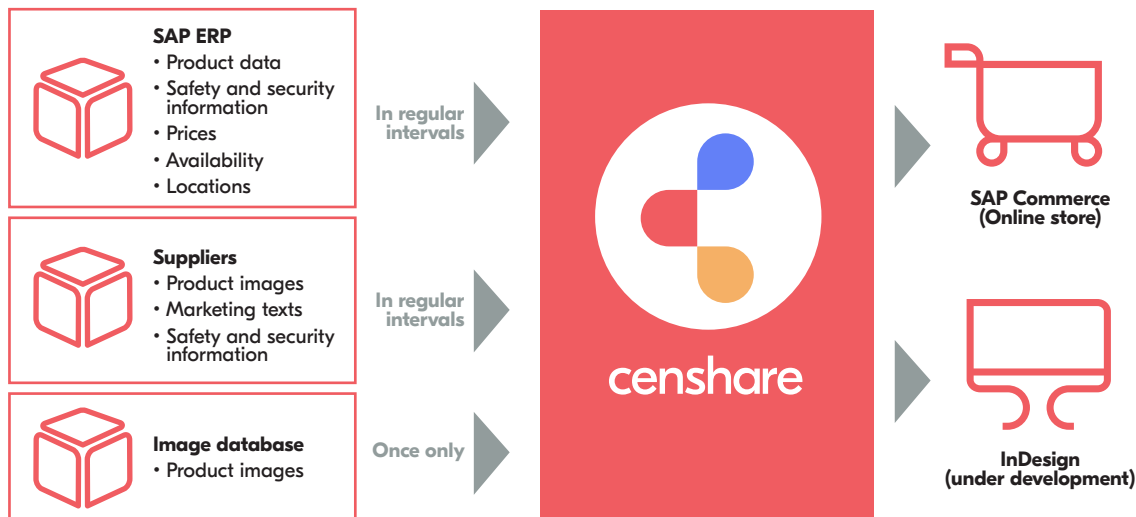
A success story for over 120 years

MEGA eG was founded in Hamburg in 1901 as the "Einkaufsverein der Maler zu Altona und Umgegend" (purchasing association of painters in Altona and the surrounding area). Since then, the purchasing association has served independent crafts and trade businesses by supplying them with materials at favorable prices. Today, the cooperative has over 1,700 employees and generates sales of around 400 million euros at 125 locations throughout Germany. Stationary trade has always formed the core of the business, which has been supplemented by an online store — an SAP Commerce System — since 2017.

Joachim Klein, authorized signatory and head of purchasing and product range management at MEGA eG, summed up the requirements for the online store as follows: "In addition to basic information such as product name, dimensions, price and availability, the online store should also offer a much more extensive range of media, such as images, data sheets or safety instructions, for example."

The company used a proprietary image database to organize product images. However, even basic information about the stored images was unclear or inconsistent, such as their resolution, origin or usage rights.

With the launch of the online store it also quickly became evident that maintaining the product information was more complex than expected. As Frank Günther, group manager in master data management in the purchasing/administration department at MEGA eG, recalls: "In order to import the media data into the store, my team had to maintain an Excel list that linked the media assets to the products. The list, including the media data,

SAP ERP		
• Product data		
• Safety and security information		
• Prices	In regular intervals →	SAP Commerce (Online store)
• Availability		
• Locations		

Suppliers		
• Product images	In regular intervals →	
• Marketing texts		censhare
• Safety and security information		

Image database		
• Product images	Once only →	InDesign (under development)

The content process automatically and regularly imports the relevant product data from the central SAP ERP. In the process, new products are also created and the attributes of existing products are updated. In censhare, the products are linked with media assets of all kinds, e.g. with images, videos and data sheets. The aim here is to make all relevant (marketing) information on a product available in a consolidated form in one single place.

was transferred to the IT department, where it was prepared and manually transferred to the SAP Commerce system. The time required for updates was about an hour each time."

As the existing image database was unsuitable for seamless, efficient collaboration with the online store, MEGA eG began searching for a powerful DAM system.

kolb digital as SAP expert

MEGA eG opted for censhare DAM and kolb digital as their implementation partner, a platinum partner of censhare. As a specialist for digital transformation, the latter was able to contribute its extensive experience in the connection of SAP systems — a decisive aspect in choosing the combination of censhare and kolb digital. "Connecting third-party systems via interfaces was a new topic for us and we had initially underestimated the complexity involved in this context," explains Joachim Klein. "Here, kolb digital and censhare provided us with valuable assistance."

The process implemented via censhare relies on extensive automation, as Frank Günther explains: "We create the products and materials in our SAP ERP. This data is then automatically provided to the censhare system and only needs to be linked up to suitable content. In the process, we immediately see which media files are still missing, such as images, data sheets, safety information, etc. This information is then procured from suppliers and uploaded to censhare for the respective products. After checking and approval, the media files are then transferred to SAP Commerce."

The online store — elegantly integrated

The improvements resulting from the use of censhare are immediately tangible. Whereas we used to spend a lot of time on manually preparing media data for the online store, today it takes only seconds to update media assets in the online store. A satisfied Frank Günther added: "The online store works very well and is now achieving the turnover volume of a regional office." This was, however, not the focus of the project,

Business Results

8,000
articles in the online store

700
suppliers

60x
faster content updates

400m
euros in annual sales

---

because, "Many customers use the online store to download data sheets and safety information and, above all, to check the availability of products in the retail stores. The high access figures to this information confirm this impressively," as Günther stated.

censhare convinces MEGA

For MEGA eG, the project has been an outstanding success, as Joachim Klein explains: "The look and feel and the functionality of the censhare interface convinced us, as did the elegant integration of our SAP systems. Our expectations were fully met." Frank Günther adds: The seamless processes have resulted in my team being much more satisfied than previously."

The next step: expansion of print production

The team is already working on expanding the censhare system for print production. Vanessa Nafzger, brand manager at MEGA eG, perceives many synergies here: "As soon as all the data is available in the censhare system, it makes sense to use it not only in the online store, but also, for example, for creating offers, for magazine production and for regional campaign flyers. In a later phase, these items will be created autonomously by the branches in a later phase."

Joachim Klein is looking forward to these changes: "In the long term, we want to optimize all our content processes and manage them with censhare, because the charm of censhare lies in the platform's possibilities, which we are only gradually exploiting, as in professional print production, for example."

"The look and feel and the functionality of the censhare interface convinced us, as did the elegant integration of our SAP systems. Our expectations were fully met."

Joachim Klein, Authorized Signatory, Head of Purchasing and Product Range Management, MEGA eG

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.

About kolb digital

kolb digital is a modern software integrator active in the areas of PIM, DAM, enterprise publishing and e-commerce, combining solutions for content management with solutions for customer experience.

Our goal is to make our customers' everyday work as simple and resource-saving as possible. In the era of digitalization, we use the most common programming languages and products for this purpose and implement automatisms that provide our customers with more time for other important tasks.

Our specialists from the areas of IT, development and project management support our customers in an advisory capacity. Moreover, they develop process strategies on the basis of which the systems are implemented individually tailored to the customer — user-friendly and efficient in all aspects of content.

This provides our customers with perfect databases for interacting with their customers and consumers.

In addition to content management solutions, our Customer Experience team integrates best-in-class solutions that enable our customers to communicate with their customers across all touchpoints — online and offline.

master your content

www.censhare.com