



Supporting Manutan's MDM Development Strategy

Context

Manutan is a European leader in multichannel equipment distribution for businesses and local authorities. Established in 17 countries through 25 operational subsidiaries, the group is one of the largest operators in Europe.

As Manutan covers all corporate and local authority requirements, product data management is an essential element. Prior to 2008, the company used several software solutions as well as bespoke in-house products to serve its IT requirements. As is often the case, Manutan had grown through acquisition, resulting in different parts of the business operating numerous legacy systems to provide product data management and crosschannel publication.

As part of a global project to streamline and rationalise, Manutan decided to build a single IT system through the implementation of an out-of-the-box solution.

CUSTOMER DETAILS

Manutan
www.manutan.fr

INDUSTRY

Multichannel distribution for businesses and local authorities

CHALLENGES

- Renew their IT system
- Standardise product information
- Reduce time-to-market
- Reduce production costs for the paper catalogue

SOLUTION

The roll-out of Stibo Systems' Multidomain Master Data Management solution STEP created an environment in which the data is only entered once but in the right format, whatever the source.

CONTINUING BENEFITS

- Better product information sharing between different countries
- Reduced time-to-market
- Long-standing partnership with Stibo Systems to get the best out of the STEP solution

Solution

Implementation in several phases

To find the provider that would best meet project expectations, Manutan asked companies to tender bids before creating a shortlist of the four frontrunning publishers. One of these was Stibo Systems and their Multidomain Master Data Management solution STEP.

Two criteria were of key importance in the choice of solution:

1. Operational coverage. The principal requirement was to replace existing solutions by using as many standard out-of-the-box functions as possible.
2. Solution longevity. After several less than successful experiences, Manutan wanted to choose a software publisher that could ensure a solution would not only be maintained over the long term but also be updated in order to take advantage of future developments.

This bidding process resulted in Manutan selecting Stibo Systems' STEP solution. The implementation started with version 5.1 and involved several phases. While jointly managed by the Netherlands and France, it was the Netherlands who were the first to roll out the solution in Central Europe, a year after work began.

This rollout began by pre-referencing the data in STEP and synchronisation with the Dutch subsidiary's existing ERP. The project team then had to enhance the content in three different languages for the four countries involved: the Netherlands, Belgium, Germany and Switzerland. Once the data was referenced in STEP, the platform produced four local internet sites as well as the annual 3,000-page catalogues for Manutan in all the different languages.

After the successful rollout of this first phase, the launch of the Southern region followed in 2009, with referencing and content enhancement in five languages for four countries, including France. Manutan was simultaneously client and prime contractor of the STEP implementation but to ensure a smooth implementation, partner providers were also involved, notably Capgemini for hosting and Cantor for integration.

Results

A collaboration that grows stronger every year

Manutan's initial ambition was to reduce production costs for its paper catalogues while reusing product content for web publications. However, since implementation, further widespread advantages have become apparent:

- Improved customer satisfaction due to the ease and speed at which product content can be produced and then shared between different countries
- A significant reduction in overall time-to-market. Before STEP, referencing a new product could take up to several months, which simply wasn't suitable for market demands
- Success has spurred on a second more ambitious phase to standardise all content and implement a single ERP across the entire group
- Manutan is investing in a governance project for its reference data. A dedicated team has already been assembled, while STEP is at the very heart of this strategy.

To anticipate all the possibilities provided by the platform's future developments and benefit from them fully, Manutan continues to stay in close contact with Stibo Systems in order to keep track of the STEP roadmap.



“An MDM project requires the commitment of everyone involved and starts with breaking away from old habits. The creation of a trained team and the existence of a solution such as STEP are fundamental preconditions to formulating a solid MDM strategy.”

Marc Gillot | MDM Director | Manutan



About **Stibo Systems**

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit www.stibosystems.com