

■ A Master Data Approach to Product Information Enables Miele to Meet the Demands of an Omnichannel Business Model and Diverse Global Markets



Company:

Miele

Industry:

Manufacturing

Region:

Germany (global)

Solution:

Product MDM

Executive Summary

Miele is a renowned brand in the home appliance sector with a history of almost 125 years. It operates globally with a diverse range of products spanning from kitchen appliances and laundry to professional services for hospitals. Eight out of fifteen production plants are located in Germany, and the company has sales and service subsidiaries in 50 countries.

Miele is committed to deliver delightful customer experiences, not limited to high-quality products but also to providing high-quality, useful content to the right people at the right time. Miele therefore embarked on a project to enhance its product communication strategy, focusing on establishing a single source of truth for product content.

Leveraging Stibo Systems' master data management platform, Miele has established the Miele Product Cockpit, a centralized PIM solution. This empowers the manufacturer to create an omnichannel approach seamlessly managing processes and product data across 50 markets and 8 business units in one leading environment.

The Business Impact Ready for omnichannel

The master data approach at Miele has enabled a shift from a focus on simple ecommerce catalogs to an omnichannel mindset, where the organization transforms to understand and utilize product content across various touchpoints and use cases.

Centralized master data management (MDM) has helped the manufacturer overcome challenges associated with global operations, product diversity and evolving digital landscapes, contributing to a more efficient product communication process.

Creating a single source of truth for product and marketing content within the global marketing and sales supply chain, Miele has established a smooth process from product content creation to publishing, enabling a seamless flow for marketing content, including extended capabilities for content syndication outside of the Miele ecosystem (B2B).

"Stibo Systems' MDM has given our marketing team a competitive edge. The visibility it provides into product data has empowered us to launch products faster and respond more effectively to market trends," said Jonas Guntermann-Schandelle, Head of Marketing Processes, Miele & Cie. KG

Future plans involve addressing challenges related to enhanced content, such as augmented reality data, and establishing information governance, harmonizing data models and ensuring transparency in the flow of data.

Challenge

Need for scalability

Miele was facing significant challenges in managing and harnessing their vast product data efficiently. With an extensive product catalog and a complex supply chain, the company needed a solution that could centralize and streamline their product data management, content creation, translation, localization and publishing processes.

Prior to the MDM implementation in 2016, managing product communication across global markets, each with its unique language and contextual requirements, was time consuming and incurring significant costs. Challenges involved managing information for various product groups, each catering to different markets and customer contexts.

The existing infrastructure, centered around SAP Catalog Management (CatMan), had limitations in scalability and adaptability to the evolving digital landscape. As Miele ventured into direct-to-consumer business and ecommerce, the need for an omnichannel approach became apparent. The existing approach of having product data in a catalog as a shop backend was deemed outdated, and Miele recognized the need to move beyond a traditional catalog-centric model. Publishing processes, especially in a global context with diverse languages and markets, were becoming increasingly complex.

Solution

Globalized master data management

Miele chose the Stibo Systems master data platform as the technical solution to overcome its challenges related to product information management (PIM). This solution is designed to handle product information and master data across a global scale. Miele therefore replaced its legacy SAP Catalog Management system with the MDM solution.

The MDM solution was implemented simultaneously across all 50 markets in a comprehensive and coordinated effort to roll out the new solution on a global scale in a so-called "big bang scenario".

The solution was integrated into Miele's existing technology landscape, which included SAP ERP systems and other systems such as CRM, logistical systems and digital asset management. The integration aimed to create a seamless flow of data across different parts of the organization.

The MDM has the flexibility to adapt to ongoing changes in the digital landscape, including challenges related to enhanced content, API connectivity and evolving data models.

Results

Time savings: Miele achieved a 50% reduction in the time required for translations, expediting time-to-market for product content.

Increased data quality: The user interface of the MDM significantly enhanced data quality by providing transparency, identifying gaps and implementing business logic to support data management.

Cost efficiency: Miele reported increased cost efficiency in its processes, attributed to the more efficient workflows, reduced manual efforts and improved data governance.

Scalability: As Miele continues to expand its product offerings, the scalability of the MDM ensures that the solution can grow seamlessly with the organization, accommodating increasing data volumes.

Data governance and quality: Miele approached data governance by defining data quality in clusters and establishing a maturity level for product data. This approach allowed the company to focus on mandatory fields, regulatory requirements and retailer-specific data needs, ensuring a nuanced understanding of data quality.

“Implementing Stibo Systems’ solution was a strategic move for us. It streamlined our workflows and allowed us to respond more effectively to market demands. The scalability ensures that we are well-prepared for the future.”

— Jonas Guntermann-Schandelle, Head of Marketing Processes, Miele & Cie. KG

Miele

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.