StiboSystems

Replacement Parts to Achieve the Dream of the Perfect Harley

Background

Every hour of every day, someone harbours the dream of owning the perfect Harley-Davidson, and there are thousands of parts that turn a lump of Milwaukee steel into an unmatched V-Twin unit: more juice for the production engine, a fender that is true to the original for a classic model or something hand-made for a custom job. Whoever is looking for the material, they will find just about everything at W&W Cycles in Würzburg, Germany.

It all started when the founders ordered a few parts for friends, now the company's 60-strong team provides a range of 20,000 parts for Harley-Davidson riders all over the world. Today, W&W Cycles supplies specialist shops, workshops and motorcycle dealers, as well as direct to customers. The business is the top provider in Europe as far as materials for servicing and restoration are concerned.

Challenges

The printed catalogues that are produced in five languages were the most important sales medium until 2008. There was no online shop – a few new products were occasionally shown on the website. That had to change. W&W Cycles wanted to put all of their products on display in an online shop that was clear and looked attractive. A central management system was needed that could also easily handle several languages. At the same time, there had to be a link to InDesign as a layout tool, and a back-end system had to be connected.

CUSTOMER DETAILS
W&W Cycles
www.wwag.com

INDUSTRY
Trading in replacement parts for servicing and restoring Harley-Davidson motorcycles

CHALLENGES
- Merge product texts and image data with the current ERP system
- Ensure compatibility with macOS
- Actively intervene to design custom catalogues
- Involve external service providers such as copywriters, translators, photographers etc.
- Produce the catalogue more quickly, which spans 1,000 pages in five languages

SOLUTION
Implementing STEP, Stibo Systems' MDM solution, for managing product data to be used across all channels

CONTINUING BENEFITS
- 9-month catalogue creation timeline shortened by a third
- Avoiding duplicated work (saving on staff costs)
- Standardised pool of data for all departments

Solution

W&W Cycles opted for the Stibo Systems' STEP solution because they believed that this system was the most flexible platform. Compatibility with macOS, and the fact they see Stibo Systems as a long-term partner, were other deciding factors for the company. Product data, image texts and ERP data for 20,000 products were merged on the platform after errors and redundancies had been eliminated, which were uncovered due to systematic and hierarchical data management, as well as referencing. Today, data flows into the online shop that is always kept up-to-date with the help of STEP. In addition, this information flows into the catalogue layout using ready-made templates. This design is painstakingly edited by hand, because the business wants to show off Harley-Davidson flair in the catalogue, and in this way, they can give their customers yet another exciting experience when they are browsing.

Results

Introducing STEP to merge ERP, product texts and image data in one platform, has made life much easier at W&W Cycles. Systematic and hierarchical data management, as well as referencing, uncovered errors and redundancies. This data had to be cleaned up for the start of the project. Aside from an initial training session for the employees involved and support from the Stibo Systems helpdesk, the W&W Cycles team implemented the system independently.

With the help of consistent product information, the seven-man publishing department managed to send the catalogue print data, which is generated in five languages, to the printing office within six months. The online shop, which is also in five languages with 20,000 products, is continually maintained as part of everyday operations. "Without the STEP, we wouldn't be able to deliver a service like this with such a small team," said Jochen Hanebuth, Systems Coordinator at W&W Cycles. Today, seven users work with the system. This also includes external service providers such as editors, who can adjust the texts in the system directly.

Even if the catalogues weighing 2.4 kg are filled with product data from STEP, graphic designer Willie Demel and DTP Coordinator Jozef Benz take a long time designing the catalogue – as the high-quality book is not supposed to look computer-generated. "Our customers ride and repair motorcycles as a hobby. To some extent, it's their way of escaping the digital world. Product lists that are laid out in slick tables and feel impersonal are not what a Harley-Davidson rider wants to see. The catalogue has to reflect the Harley-Davidson legend, and that's why we take so much time for design."

"Without STEP, we wouldn't be able to deliver a service like maintaining 20,000 products in five languages with such a small team."

Jochen Hanebuth | Systems Coordinator | W&W Cycles AG

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**

StiboSystems Success Story **|** Retail **|** W&W Cycles