

■ Rich and Transparent Information on Auto Parts Enables Winkler to Go Faster to Market and Serve Their Customers with the Right Products

Company:

Christian Winkler GmbH & Co. KG

Industry:

Distribution

Region:

Europe

Solution:

Product MDM



Executive Summary

Winkler is a leading wholesaler of commercial vehicle spare parts in Europe. The company, based in Stuttgart, supplies over 200,000 auto parts such as axles, brakes, engines and fuel tanks to commercial vehicle owners, workshops and bus companies.

With 1,700 employees, the wholesaler is represented across 42 locations in seven countries.

Moving from managing product data solely in the ERP system to using a master data management (MDM) solution means that Winkler has gained much more flexibility to provide better customer experiences, as well as to empower their sales and marketing activities with rich and accurate product information.

The Business Payoff

Faster to market. Efficient access to the master data enables Winkler to offer its customers more individual information.

The visibility into their product master data has significantly enhanced the company's business agility, as well as the customer experience. They can open new channels and enter new markets with higher expediency and accuracy, and with the reliable data access and faster delivery, they can give their customers a decisive competitive advantage.

Challenge

Inconsistent data. When Winkler was still maintaining its product data in an ERP system, data maintenance was very time-consuming and there was no overview of all data.

In introducing a master data solution, Winkler looked to increase its data quality and significantly improve access to the data. The idea was to give customers product information in a more individual, faster, and consistent way through the online-shop and other channels. To that end, Winkler needed a solution that supported its very complex data model.

The commercial vehicle specialist also wanted to automate and accelerate multi-lingual translation.

Solution

Establishing relationships between brands and parts.

With the introduction of the Stibo Systems Product MDM solution as a central product database, Winkler harmonized and improved the quality of all its product data. The commercial vehicle specialist was able to map its data model with the necessary complexity. In doing so, the relationships between vehicle manufacturers and models on the one side can be mapped to parts on the other.

The Product MDM solution now serves as a reliable basis for a variety of applications and channels.

Result

Trusted data and enhanced searchability. Customers can search for items such as parts by the manufacturer's part number, keywords, or dimensions. The results displayed to the customer are then refined by a filter function, also based on the well-maintained master data. As a result, since all marketing materials, including web pages, can now be created much faster, Winkler can use its internal resources for additional marketing activities.

“ Thanks to our MDM solution, we now have overall visibility into our master data and can use it for new channels and new markets. Fast and reliable data access, and equally fast delivery, give our customers a decisive competitive advantage.”

—Bjorn Berger, IT Project Manager, Winkler

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.