

CUSTOMER CASE

# IMPLEMENTATION STEP MDM

**WILTEC**

“ *A digital transformation relies on efficient data management.* ”



## INTRODUCTION

A digital future is in the works for Wiltec. A small percentage of all orders are completed online at the Dutch supply partner. The organization expects a big growth in online sales in the near future and wants to be prepared. For its digital transformation, Wiltec will implement the STEP MDM\*-platform by Stibo Systems, with YellowGround as implementation partner.



360 EMPLOYEES



1.100 BRANDS



23.000 SALES  
PER MONTH



400.000 PRODUCTS

*\* Master Data Management is the collection of all master data that is relevant to an organization.*



## WILTEC

Wiltec defines itself as a full-service supplier. The organization from The Netherlands finds its origins in the professional painting industry for **furniture and car companies**. Their field of activity has expanded with the acquisitions of other companies. **Currently the group consists of three branches**. The full-service organization Wiltec sells a diverse range of products on several professional markets: from personalized clothing for first responders, spraying cabins and pumps, to all sorts of office equipment, always combined with personal advice and an extensive service package. Arvas aims at sales through partners and has made a name for itself with Deltec Tape, amongst others. The third cornerstone of Wiltec is an e-commerce organization, active in the professional and the private market. Their catalog consists of a variety of security materials, like earplugs, face masks and safety goggles, but also includes printers, beverages and much more. In a whole, there are **360 people employed** at Wiltec.

Data plays an essential role in the business operation. Their catalog contains **400.000 products**. In order to offer these products in an efficient way in an online store, accurate data management is an absolute must. In the past, each category manager was responsible for a specific product group. The category managers took the lead in the management of their data. *“There were no set guidelines.”*, according to Master Data Specialist Thomas Brouwer. The lack of unified, standardized data management resulted in missing information on the e-commerce platform. Likewise, new employees had a hard time accessing information about products.

**“As such, different, valuable excel lists were created on different product groups, but this did not happen in a standardized way. A large portion of the product information remained in the minds of our category managers.”**



**Thomas Brouwer**  
Master Data Specialist - Wiltec



## ERP, CRM AND MDM

When Wiltec decided to fully invest in e-commerce, they determined three important keystones. The first was already present: the **ERP-package** Unti4 Agresso Wholesale. In addition, Wiltec invested in two new keystones; **CRM and MDM**. *“The selection process of an MDM-solution was already on the agenda.”*, says Product Owner PIM & E-Commerce Patrick van der Heijden, *“but the strategic choice for a digital transformation fast tracked the process.”* Good product data is indispensable, if you want to execute e-commerce in an efficient way.



Wiltec also understood that e-commerce does not function without CRM. Salesforce was their choice. The selection procedure for a suitable MDM-system – where Wiltec compared three possible solutions in detail – led to the STEP MDM-platform by Stibo Systems, with YellowGround as implementation partner.

They quickly learned that categorizing all product in one data standard was not feasible. So Wiltec decided to split their catalog in two. For technical products, Wiltec chose the ETIM-article classification. The data of the textile and office supplies were built according to the GS1-format. The GS1 was too general for the technical products, but the ETIM offers sufficient additional information. *“In the end, the MDM-solution has to be more than a database with product data”,* says IT-manager Jan-Willem Kuijpers.

**“Convincing everyone in the organization about the added value MDM offers, was an important challenge in the process.”**



**Jan-Willem Kuijpers**  
IT-manager - Wiltec



## DATA MAKES A DIFFERENCE

YellowGround suggested taking an agile approach to the implementation of STEP. Their first objective: delivering a minimal viable product by the summer of 2020. In the next step, the process will be expanded gradually. In the new situation the category managers have a greater responsibility over the data.

*“They are more involved in the entire process and have much better insights in the consequences of the use of the data”,* says Data Owner Sander Hovestad. Previously, Category Managers searched for the data when they needed to add a product to the online selection. *“We work differently now, in a proactive way. The category managers ensure that all relevant data is present in the system, even before a specific question has been posed.”*

The customer also benefits from Wiltec’s new approach to data.



*“They get access to a content-rich website, where it’s easier to find the suitable solution.”*, according to Jan-Willem Kuijpers. STEP has also made an impact on Wiltec’s service center. *“Before, the same questions would pop up many times, because the information was missing from the online store. These kinds of questions have decreased, opening up time for our employees. They can spend it on activities that add more value, through other forms of sales support.”* This is the big strategical difference, according to Wiltec. It’s nearly impossible to compete on product or price with the major American and Chinese e-companies. But with in-depth product expertise and the corresponding support, Wiltec can make an important difference. This is the true return of the entire digital transformation by the organization, with the MDM-platform as a key player.





# WE'LL HELP YOU WITH THE EFFICIENT MANAGEMENT OF YOUR MASTER DATA.

Having many years of experience in the field of PIM and MDM has not only provided us with expertise in PIM and MDM processes, but has also given us a broad knowledge of different PIM and MDM solutions, from mid-market to enterprise solutions.

**That's why we are the number one PIM and MDM experts in the BENELUX.**



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