

# Effektiv hantering av produktinformation

New Wave Group  
Michael Ellmark, CIO

# Outline

1. New Wave Group
2. The Challenge
3. The Solution
4. The Result
5. Success Factors

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# New Wave Group around the world



> 70 companies

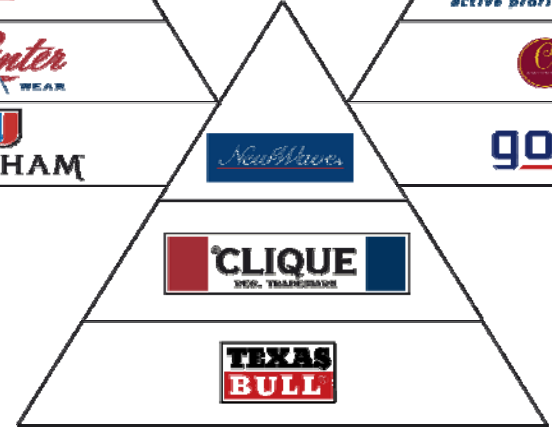
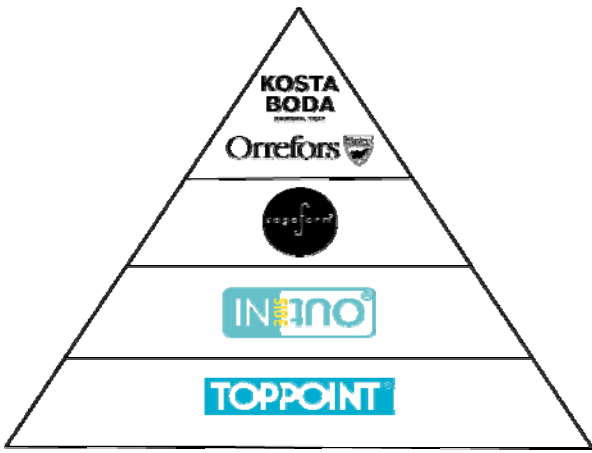
> 20 countries

3 channels:

- ▶ Business-to-Business
- ▶ Retail
- ▶ Trading

All types of business: source – sell – manufacture – process manufacturing – transport – seasonal variations – geographical variations – diff. product life cycles - ...

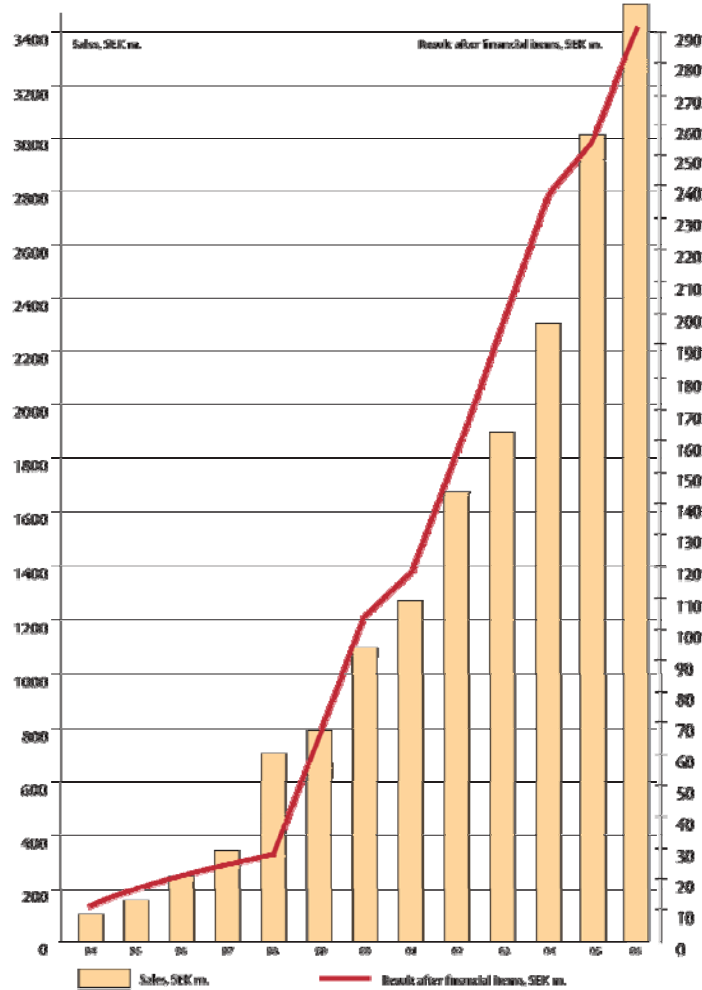
# New Wave Brands



Orrefors JERNVERK  
SWEDEN 1726  
KOSTA LINNEWÄFVERI  
SWEDEN 1878



# New Waves history – Tremendous Growth



- ✓ 1990 Sweden and Norway.
- ✓ 1994 Finland and Italy.
- ✓ 1996 Acquisition of Craft AB.
- ✓ 1997 Denmark, Spain and Germany.
- ✓ 1998 Acquisition of Hefa AB.
- ✓ 1999 Holland and England.
- ✓ 2000 France, Acquisition of Textet AB.
- ✓ 2001 Acquisition Sagaform AB, Seger AB.
- ✓ 2002 Acquisition of Frantextil AB, X-Tend and Toppoint
- ✓ 2003 China and Switzerland. Establishment of working clothes.
- ✓ 2004 Acquisition of SMAP, DAD Sportswear and Jobman.
- ✓ 2005 Irland, Wales and Ryssland. Acquisition of Dahetra, Orrefors Kosta Boda, Intraco.
- ✓ 2006 New establishments around Orrefors Kosta Boda in Sweden.
- ✓ 2007 Acquisition of Cutter & Buck in USA and Poland

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# The Challenge

- To push brands into all channels:
  - Faster
  - With control
  - Cost efficiently
- This means:
  - Cross sell between promo and retail
  - Sales in all countries
- Which requires tools and control of:
  - Brand image
  - Printed matters
  - Web content



# The Challenge in numbers today

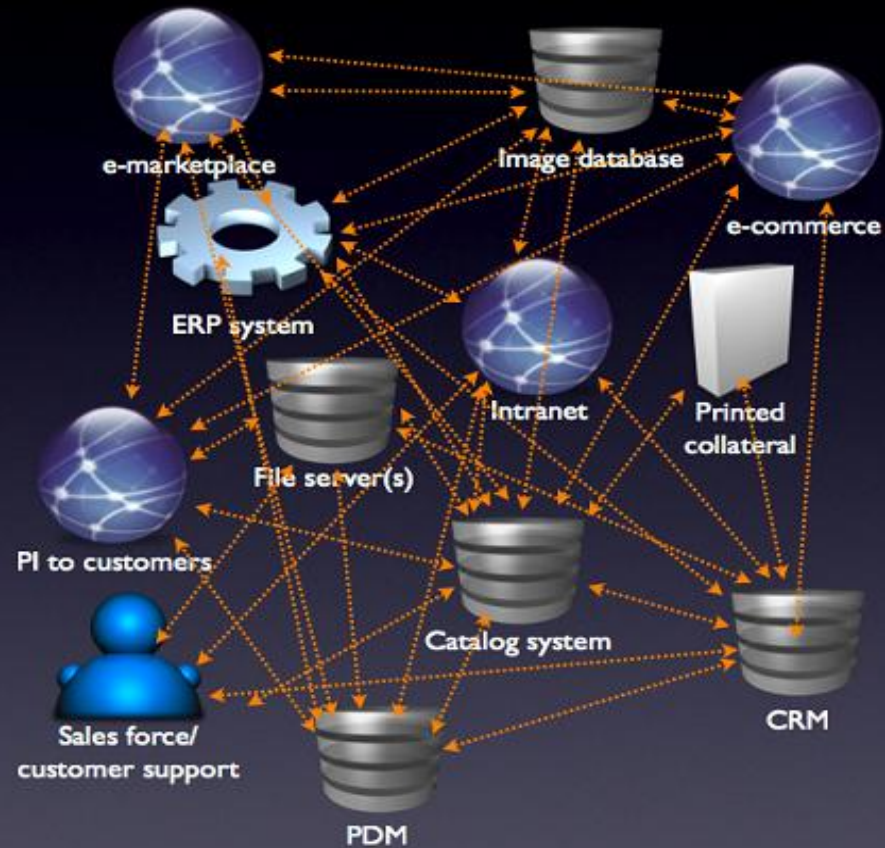
- > 200,000 products
- > 20,000 new products a year
- > 50 different printed catalogues a year
- > 400 different brochures and leaflets a year
- > 20,000 photos in use
- > 150 different web sites
- > 19 different languages

# The information island problem

Too many repositories...



...leads to content spaghetti!



# The Pains

- Time consuming and cost consuming
  - Long lead time from “raw material” to consumable material
  - Poor information consistency and quality
  - Low availability and hard to find the correct information
  - Inflexible and rigid to changes
  - Poor process control
- = Low performance in the information process!

# Outline

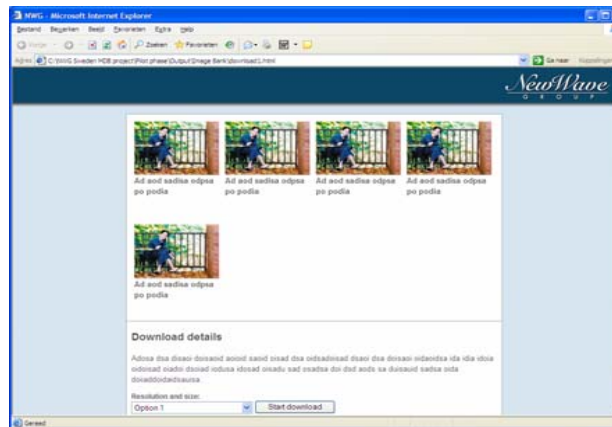
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# The Scope

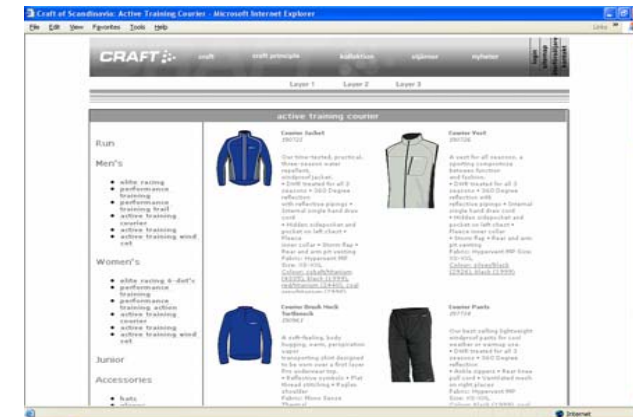
- To implement a solution that supports our marketing requirements during the stages of the product life cycle
- Integration for catalogue production
- Integration for web production



Quick printed matters

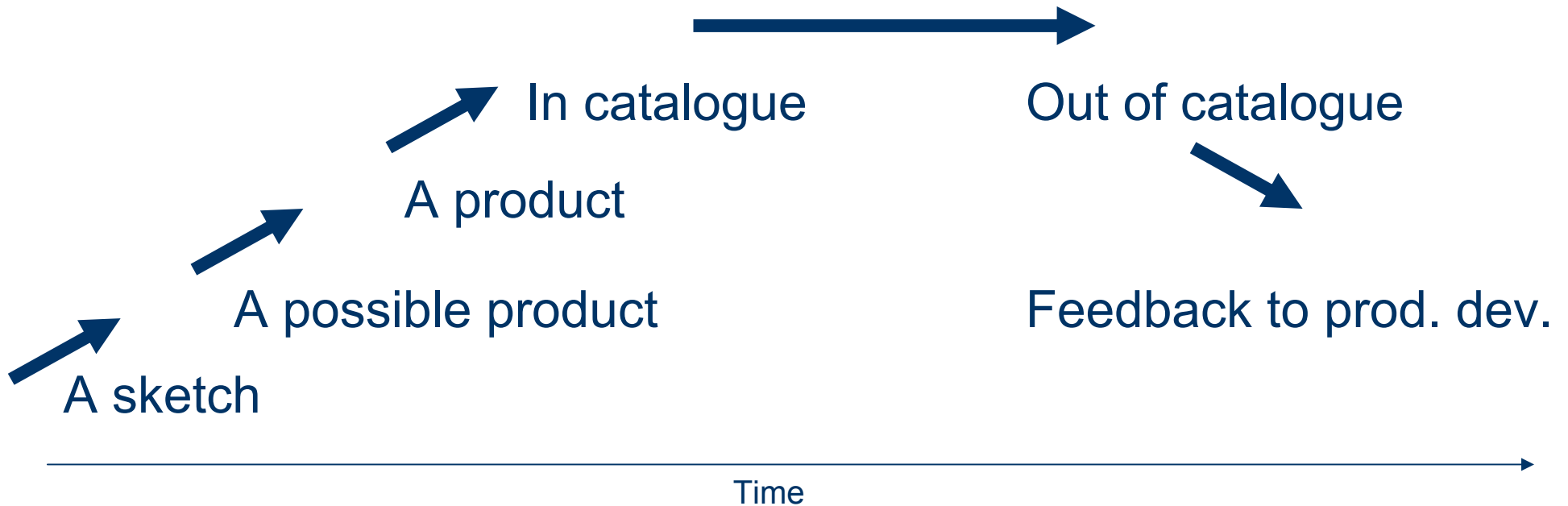


Better image bank

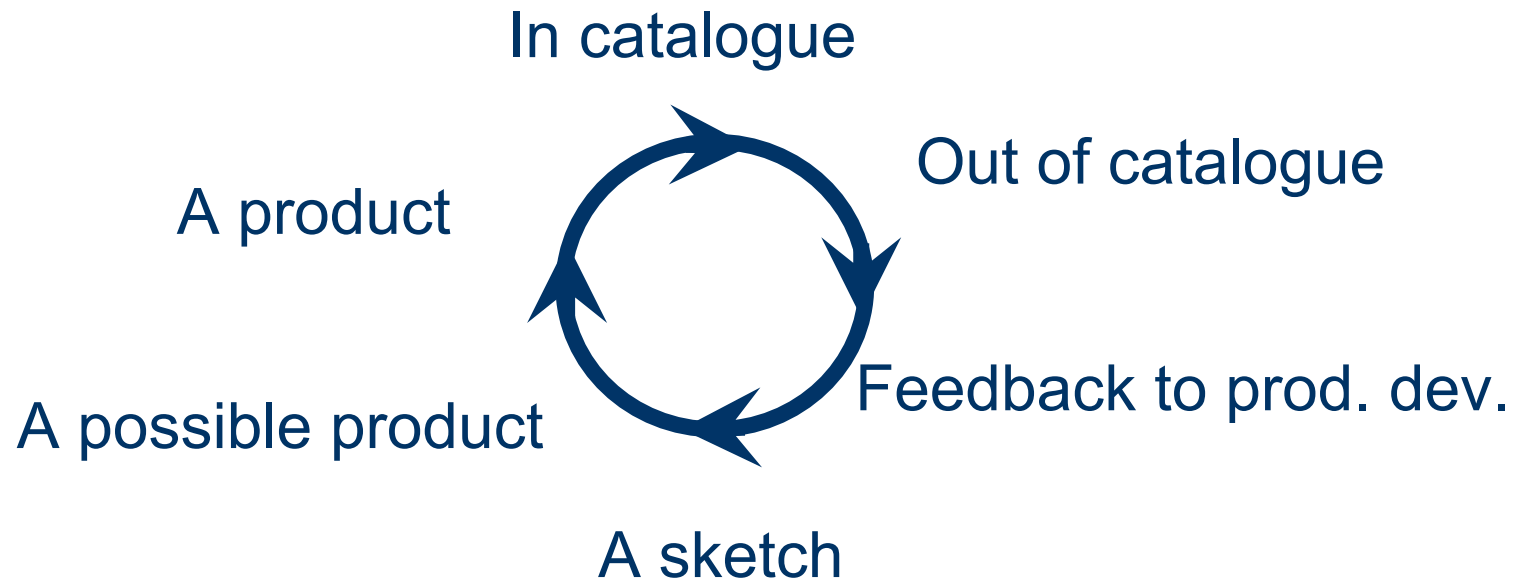


Automatic web assortment view

# Product life cycle

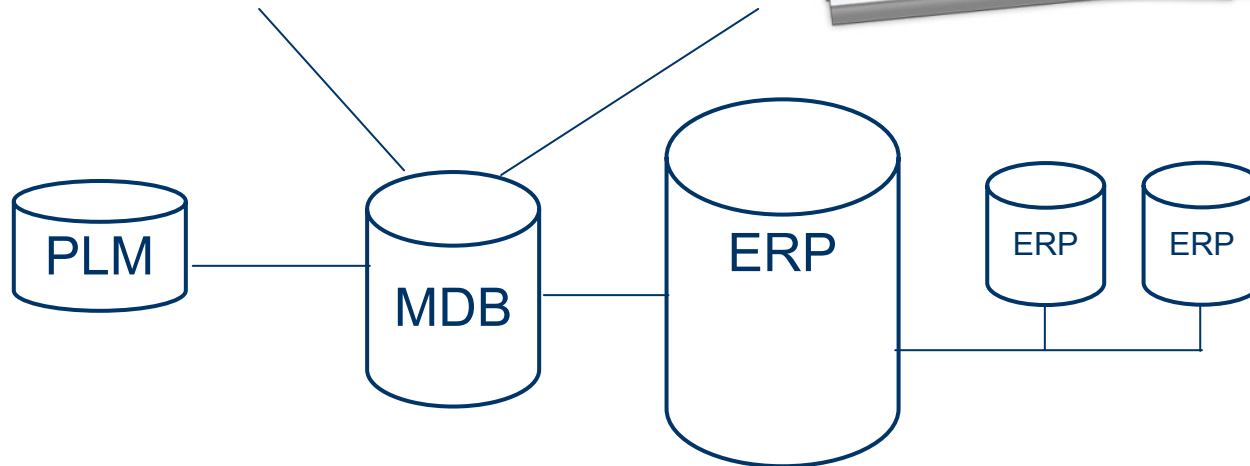
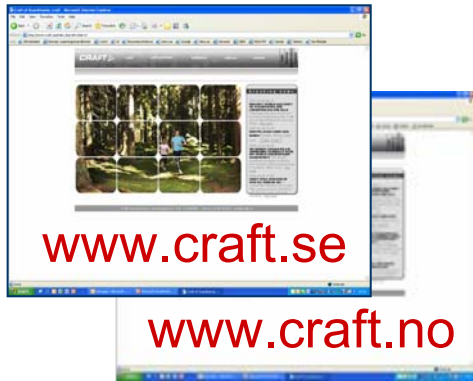


# Product life cycle



# The complete picture

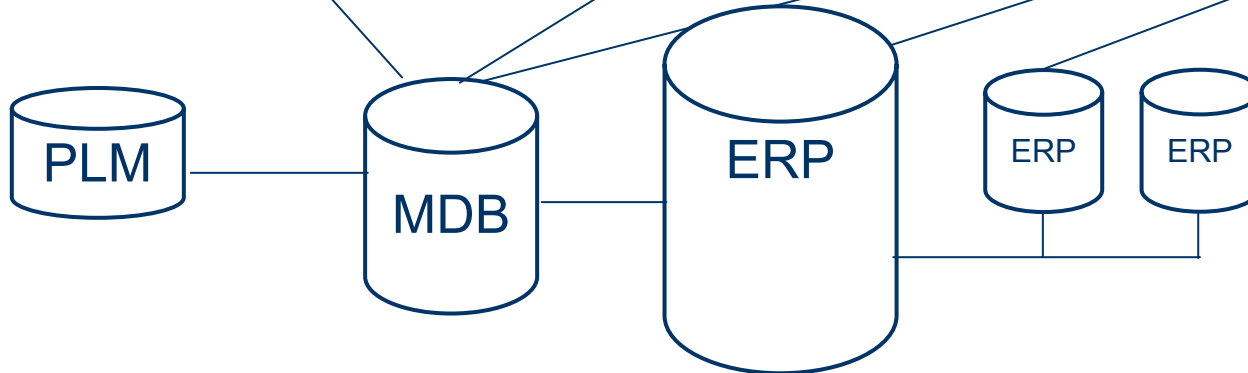
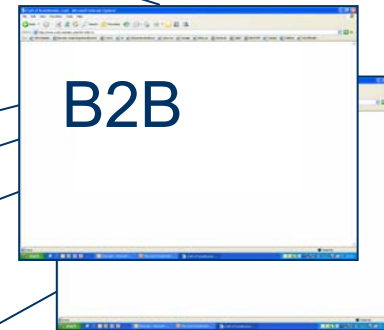
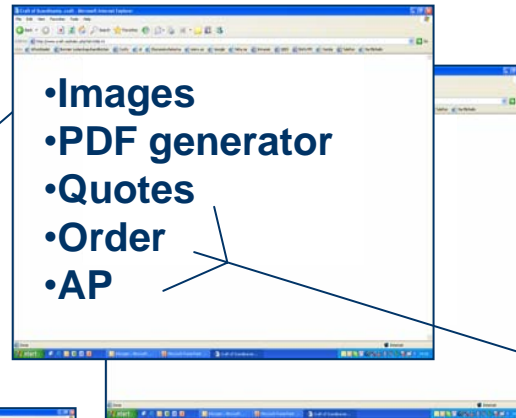
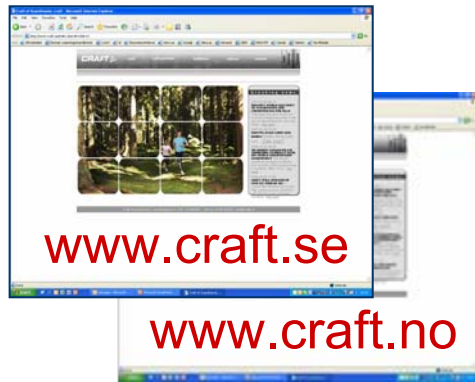
shop | gift | reseller



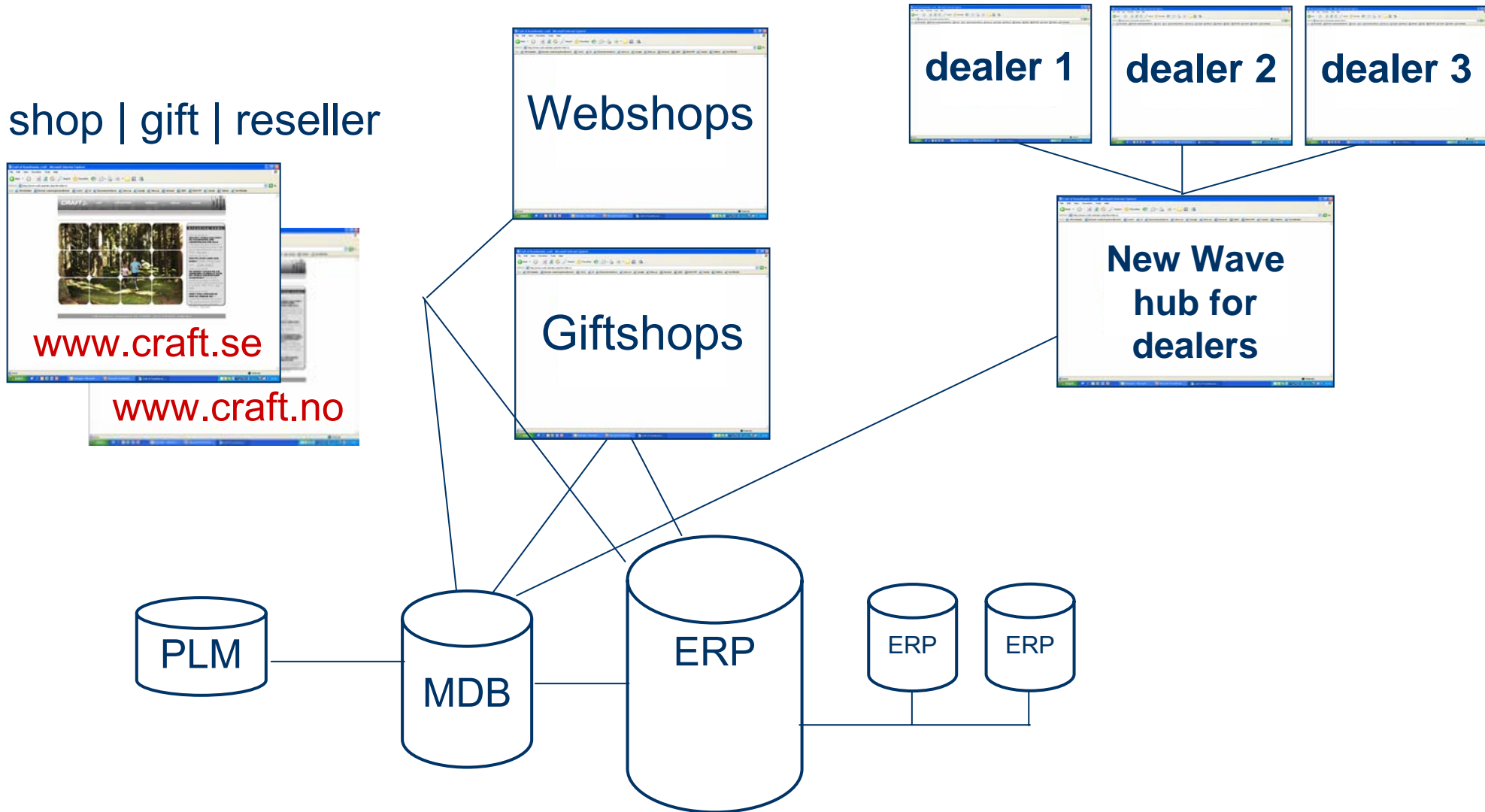


# The complete picture

shop | gift | reseller



# The complete picture



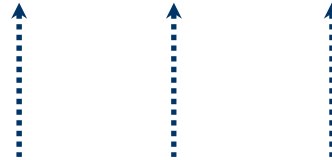
# The team

- Partnering with Cypoint & inRiver
- PIM Suite
- Collaborative project group with resources from
  - NWG Communication
  - Marketing staff from a number of our companies
  - NWG IT
  - Cypoint & inRiver
  - IBS (ERP & Integration partner)



# PIM Suite scope

Web – Improve existing channels  
New markets, e-commerce, new revenues



Content .....

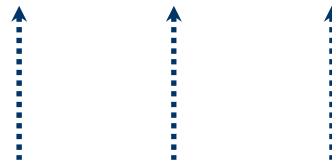
..... Printed matters

Improve efficiency .....

..... Often existing publications

Secure quality and consistency .....

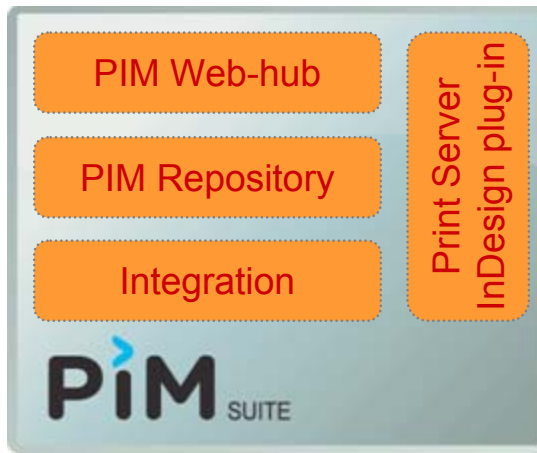
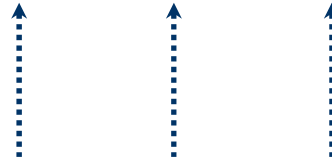
..... Manage more markets, languages, brands etc.  
..... Make new mixed catalogs  
..... Gain efficiency



ERP  
Often existing and works well

# PIM Suite contents

Web – Improve existing channels  
New markets, e-commerce, new revenues



Content

Improve efficiency

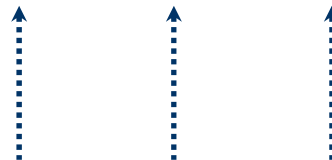
Take control of processes

Secure quality and consistency

Printed matters

Often existing publications

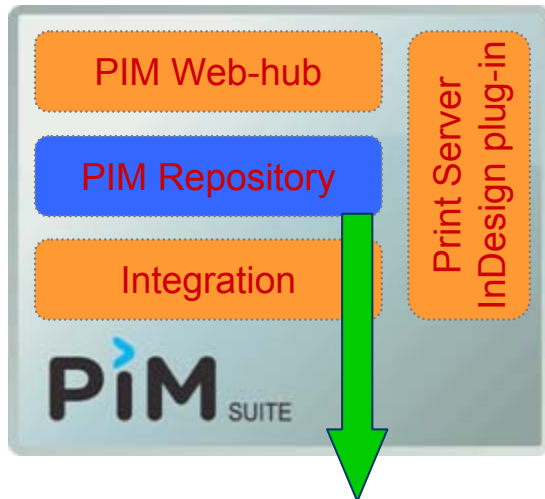
Manage more markets, languages, brands etc.  
Make new mixed catalogs  
Gain efficiency



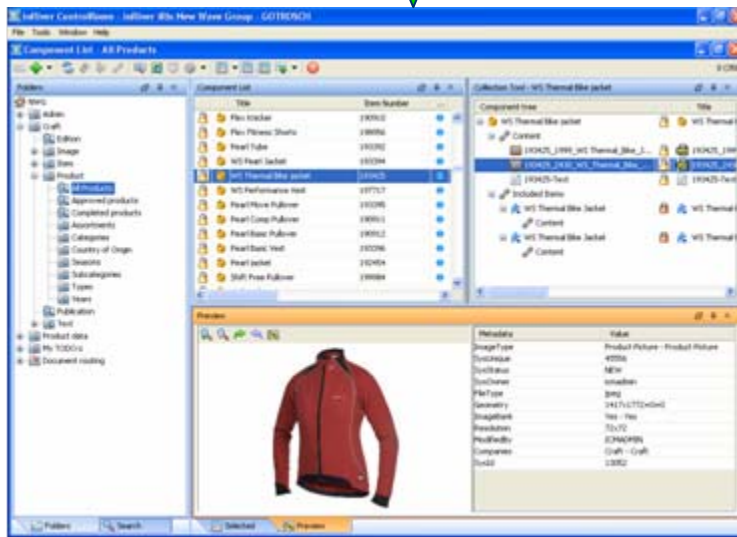
ERP

Often existing and works well

# PIM Suite – PIM repository



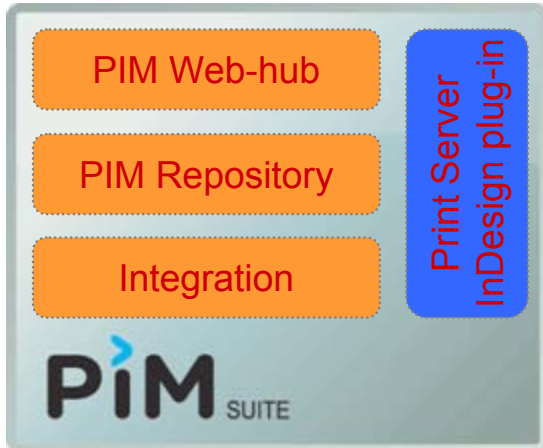
- All product information is stored in the PIM Repository.
- Work processes and other business rules are also stored and controlled by the PIM Repository.
- ControlRoom is the PIM Suite Client that runs on the users desktop and connects to the PIM Repository.



# Language support – even for metadata

- Language support is handled in all information types, including metadata and user interface.
- Possible to tag information from one language and search for it in other languages using the controlled vocabulary.
- Support for Unicode and thereby Japanese, Korean, simplified Chinese, Russian etc...
- The translation process can be managed effectively via workflow, transformation and access control.

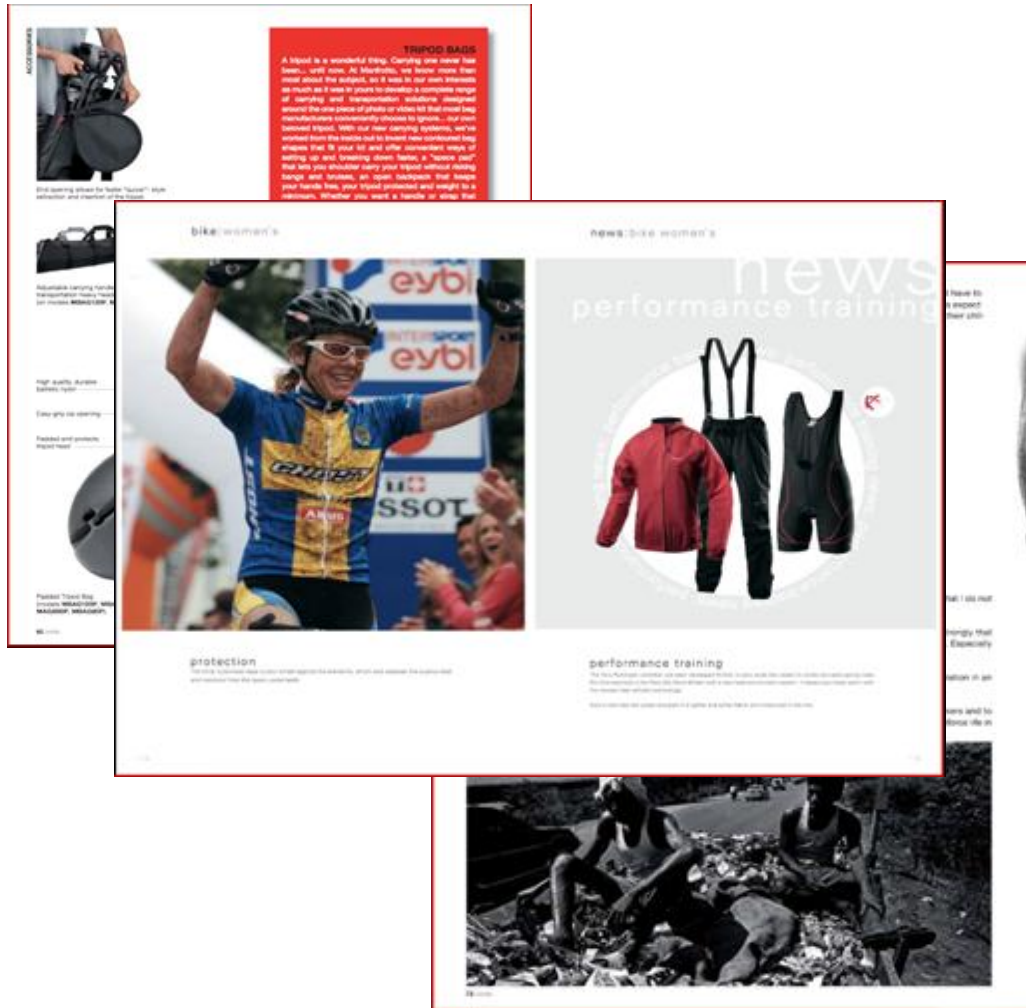
# PIM Suite – print automation



- PIM Suite is enabled with 3<sup>rd</sup> party software to support print automation
  - ✓ Automatic print – Miramo etc...
  - ✓ Semi automatic via InDesign



# Semi-automatic production of printed matters



## Characteristics for when to go for semi automatic production:

- Low amount of information in publication and/or low amount of pages in publication
- Layout based on “look & feel”.
- Information has to be positioned randomly on pages.

# Automatic production of printed matters

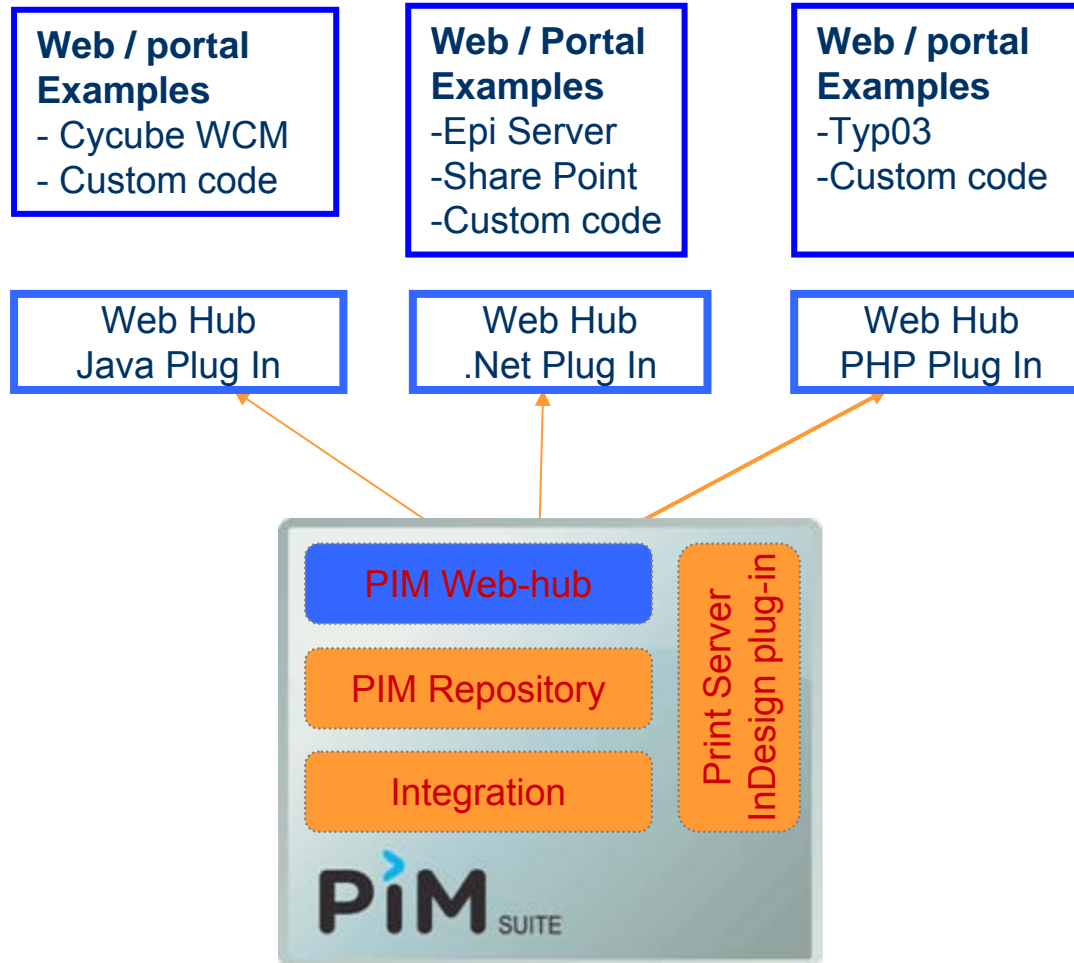


## Characteristics for when to go for fully automatic production:

“Flowing” layout:

- Layout based on repetitive patterns
- Information can be put in to the publication starting from the top of the page, flowing to the bottom.
- Large amount of information in publication and/or large amount of pages in publication.

# PIM Suite – web integration





- home
- the craft principle
- about craft
- technology
- news
- products
- sponsoring
- life on craft
- downloads
- contact

layer 1

- pro cool
- pro zero
- pro zero extreme
- pro zero windstopper®
- pro warm
- basic

layer 2

- windstopper®, flex, pearl, shift

layer 3

- cross-country
- bike
- run
  - elite men
  - elite women
  - performance men
  - performance women
  - active men
  - active women
- alpine



**Action Bruched Zip Mock LS**



**Action Capri - Women's**



**Action Fitness Short - Women's**



**Action Shorts - Women's**



**Action Stretch Jacket - Women's**



**Action Tight - Women's**



**Action Vented Jacket - Women's**



**Action Vented Long Sleeve - Women's**

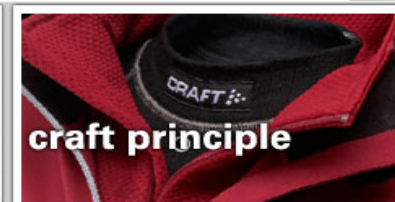
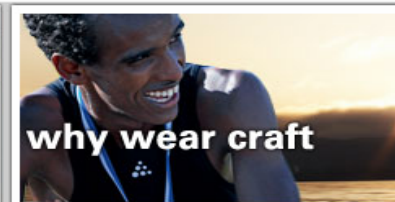


**Action Vented Tee - Women's**



**Action Winter Tights**

performance women





- home
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- layer 1
  - pro cool
  - pro zero
  - pro zero extreme
  - pro zero windstopper®
  - pro warm
  - basic
- layer 2
  - windstopper®, flex, pearl, shift
- layer 3
  - cross-country
  - bike
  - run
    - elite men
    - elite women
    - performance men
    - performance women**
    - active men
    - active women
  - alpine

### Action Brushed Zip Mock LS

**193410**

Designed with a soft-feeling lightly brushed interior for wear over first layer on cool days. MP3 pocket on left sleeve. Reflective pipings and logos for high visibility and added safety. Mesh on inside collar. Contrast flatlock. Zipper garage. Flat thread stitching.

Fabric: Mono Sense Thermal?

Sizes: 34, 36, 38, 40, 42, 44, XS, S, M, L, XL, XXL



product info



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# The MDB brings us

- A tool for better structure
- A tool for more effectiveness
- A tool for more control
- **Cost savings!**

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# Success factors

- Corporate initiative supported by top management
- Clear project directive
- High involvement of the people in the ground
- Great partnership with vendor
- Let process change take time