

# IWOfurn Catalogue Center

Concentrate on your core business

We can help you with ours



## Product information – the key to success

Who would not nowadays wish to know the sales figures of the dealers at the press of button or see the stock levels of individual stores so as to be able to plan more effectively and reduce warehouse and transport costs?

But how could this become reality when manufacturers and the trade speak different languages when it comes to product identification?

Correct product master data in the trade are the key to your success. EDI, VMI (Vendor Managed Inventory), CD (Cross Docking), integration of RFID technology in logistics and complaints processing - all this can only be successfully implemented if the manufacturers and the trade speak the same language with product master data.

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## IWOfurn - Integrated World of Furniture

IWOfurn efficiently and flexibly combines companies, information and processes. IWOfurn offers electronic communication for all cross-company processes from the initiating of business, through provision of product information to Order2Pay business transactions.

The task is to network the existing infrastructure and software in trade and industry. IWOfurn offers solution components to network the processes of business partners along the value creation chain for local use or as ASP service portfolio.

IWOfurn supports companies irrespective of size and technical requirements.

Rational cooperation thanks to technology standards!

IWOfurn interconnects heterogeneous technologies.

## IWOfurn Catalogue Center, collection point and administrative tool for all kinds of product information!

Loading, entry, testing, correction, publishing, activating and updating of product information, i.e. of commercial data and multimedia information. High security for your data. You control roles and rights according to the owner principle and activations concerning who has access to your data when and for how long.

### Increase in the EDI ratio

The quality of every business data communication is improved enormously if correct master data are available to the trade. EDI ratios will only reach 100% if all current data are available at the POS in electronic editable form.

### Less work for order clarification

Correct electronic information at the POS automatically leads to correct orders. The product master data ensure that only reliable version configurations are offered for sale and therefore that 100% error-free orders are generated.

### Training of sales staff

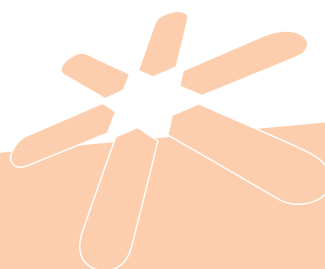
Electronically guided product selection and compilation increase the competence of the sales staff.

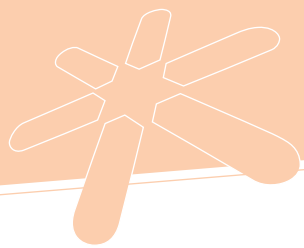
### Improved customer satisfaction

Order handling without complaint, without the need for subsequent clarification and correct delivery dates automatically increase customer satisfaction.

### Time to Market

Electronic product master data facilitate distribution and are therefore available at the POS in a daily up-to-date form. New products can be effectively publicised and distributed.





### **Quality from experience**

IWOfurn has many years of experience in the advising and support of companies in the presentation, creation and distribution of product master data for optimum use in the trade. Experience from cooperation in the standards committees of the GS1 Germany for multi-variant articles have facilitated the development of a new scalable and open solution platform.

### **Furniture as a special task**

The technical challenge in the furniture industry is heterogeneity. Clearly outlined stocked and boutique goods, multi-variant products as in the upholstered segment, planning-intensive programmes in the merchandise group of living and sleeping, specialisations in kitchens, for example, show the breadth of requirements. The IWOfurn Catalogue Center has the right answer for all these requirements.

### **IWOfurn Catalogue Center development stages**

The IWOfurn Catalogue Center is completely integrated in the IWOfurn solution platform. Decide for yourself which additional modules you wish to use to implement your e-Business strategy:

- IWOfurn B2B Shop – supply even smaller customers with current product and supply information and tie them into electronic order handling

### **IWOfurn Catalogue Center range of performance**

You as user benefit from this experience. IWOfurn will meet you where you are and will not dictate how and with which software you must approach your work.

### **Simplification**

Also simple interfaces for Excel or CSV Files.

### **Cooperation**

If you have already created data for other platforms or Market segments, you can also use these data in IWOfurn. Without additional project or additional software.

### **Cost-free tools**

If required, IWOfurn will provide you with free software programs with interfaces to your ERP systems for the creation of electronic catalogues.

### **Standardization**

IWOfurn is the only master data center in the furniture industry to ensure that your data always satisfies the standards such as EDIFACT irrespective of the provision technology. You can convert your data to these standards at any time.

### **Integration**

IWOfurn creates interactive interfaces to bidirectional updates of product information with other systems such as Scanprix, Crystal Design or BPI or the range card administration and merchandise management of your customers.

### **Flexibility**

Under consideration of the standardisation idea, IWOfurn consistently supports current technology. XML and Web-service components of your existing applications are processed.



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