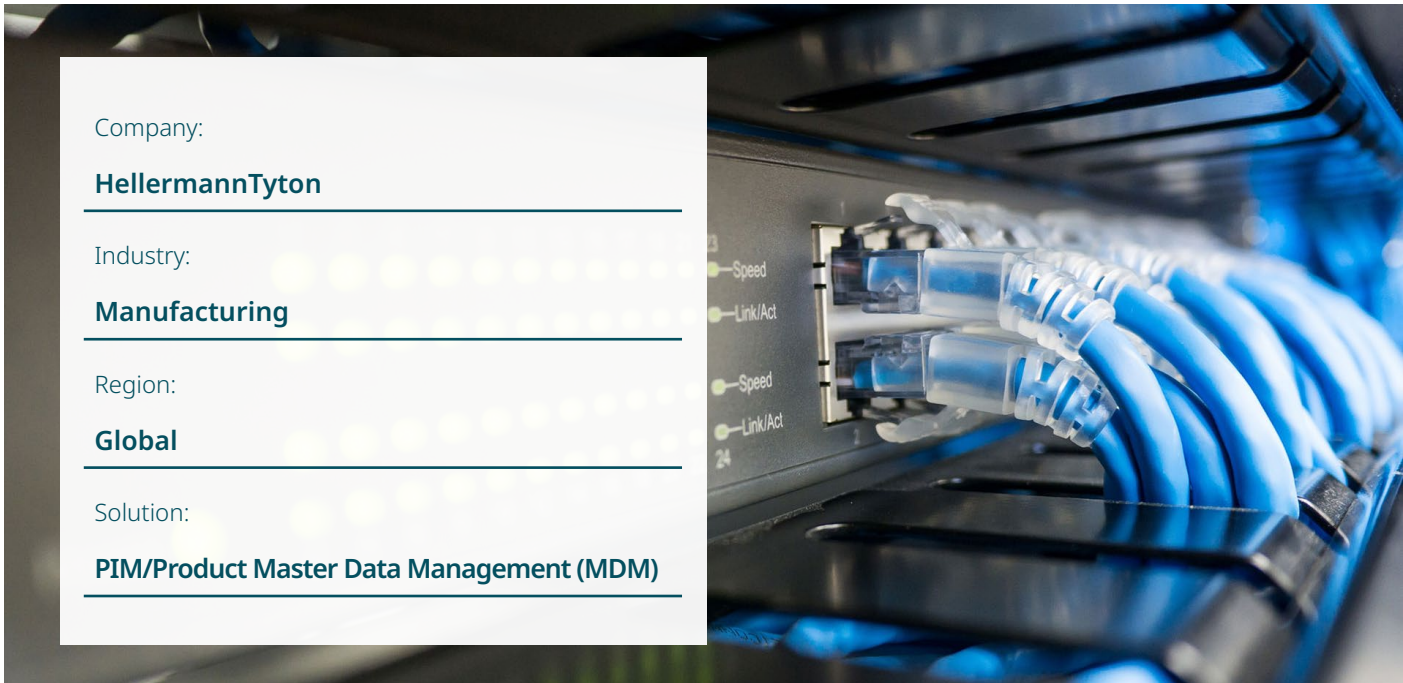


## ■ Trusted Product Information Makes HellermannTyton a Trusted Brand



Company:

**HellermannTyton**

Industry:

**Manufacturing**

Region:

**Global**

Solution:

**PIM/Product Master Data Management (MDM)**

### Executive Summary

HellermannTyton is a global manufacturer and supplier of cable management solutions for all industries. These include thousands of market-leading products for fastening, installing, connecting, insulating, protecting and identifying electrical and data cables. The company manufactures at 18 facilities around the world and employs 6,000 people across 39 countries.

Customers of HellermannTyton value the impeccable product quality, as well as the validity of the accompanying information with up to 250 attributes for a standard cable tie.

HellermannTyton is today the benchmark within their industry because they prioritize customer experiences. The inclusion of high-quality product information as part of their product offering has helped them to build a reputation as a most trusted supplier.

HellermannTyton has been using Stibo Systems' product information management (PIM) solution, built on the STEP platform, since 2003. The solution enables the company to present themselves to their customers as one brand across the world.

### The Business Impact

Unified and governed product data is the secret behind excellent customer experiences and quick time-to-market. All marketing and sales channels are fed with clean data and detailed product descriptions which makes it intuitive for customers to choose the right product. Furthermore, the accuracy and richness of the information reinforces their customer perception as a reliable supplier.

Containing the entire product knowledge of the company, the PIM solution provides the transparency needed across the company's many locations and departments.

"STEP is our brain," said Dirk Tonak, Product Information Manager at HellermannTyton. "The real value of our PIM solution is that it enables us to roll out a global marketing effort and that it makes it easy to do business with us."

## Challenge

In the years running up to the start of the new millennium, HellermannTyton had expanded significantly around the globe. In the early 2000s, the challenge was to consolidate, unify and utilise data across a range of heterogeneous structures and local languages. The company looked for a practical way to manage and leverage product information.

The present operational challenge stems from the fact they are manufacturing extremely important, but relatively invisible products. Customers don't want to spend time on cable ties. Therefore, it was essential to make it exceptionally easy to choose and buy the right products. Simply put: their customers prefer to do business with them because they have well-managed, accurate data.

"We're not satisfied with 80% clean data. We aspire to 100% clean data," said Dirk Tonak.

## Solution

HellermannTyton is using Stibo Systems MDM for product information management (PIM). They moved to a SaaS solution in order to benefit from quicker release updates and increased scalability. The ability to quickly add more products and users and make data globally accessible is crucial for the company's growth ambitions.

Integral data governance capabilities enable important business processes, such as data enrichment, maintenance and validation. Through governance of metadata, the solution helps determine accountabilities and accessibility, providing guidance and transparency on who can change and who is responsible for product data.

Product information is captured from different sources, including product development.

## Results

HellermannTyton has increased their operational efficiency tremendously. It previously took over a year to publish a product catalog because data wasn't clean, and product images were often missing. That process was reduced to two months. And, by adding the Print Publisher capability, creating a product catalog became almost a press-of-a-button action. Quality of the data is never questioned because it is already validated and enriched in PIM.

Today, in addition to printed catalogs, HellermannTyton publishes 80 digital ETIM standard catalogs per year in multiple languages. These feature twice the content of the print versions and are also enabled by a push of a button.

But the most important result is reinforcing their reputation as a leading brand in the industry. By complementing high product quality with well-governed product data, HellermannTyton has earned themselves the position as preferred supplier in the industries they serve.

Making trusted information a strategic factor has supported double digit growth rates over the last decade.

## Future

With the achievement of transparency of product information, HellermannTyton is now looking into expanding use of the MDM platform to manage supplier and customer data. Understanding customers, their differences and commonalities better can help companies achieve customer centricity, while unifying supplier information can help streamline supply chain management. Embarking on the journey from PIM to multidomain MDM can be a catalyst for further growth.

“ The Stibo Systems PIM has supported our status as a trusted brand because both we and our customers rely on high-quality product information ”

— Dirk Tonak, Product Information Manager, HellermannTyton



## 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](https://stibosystems.com).