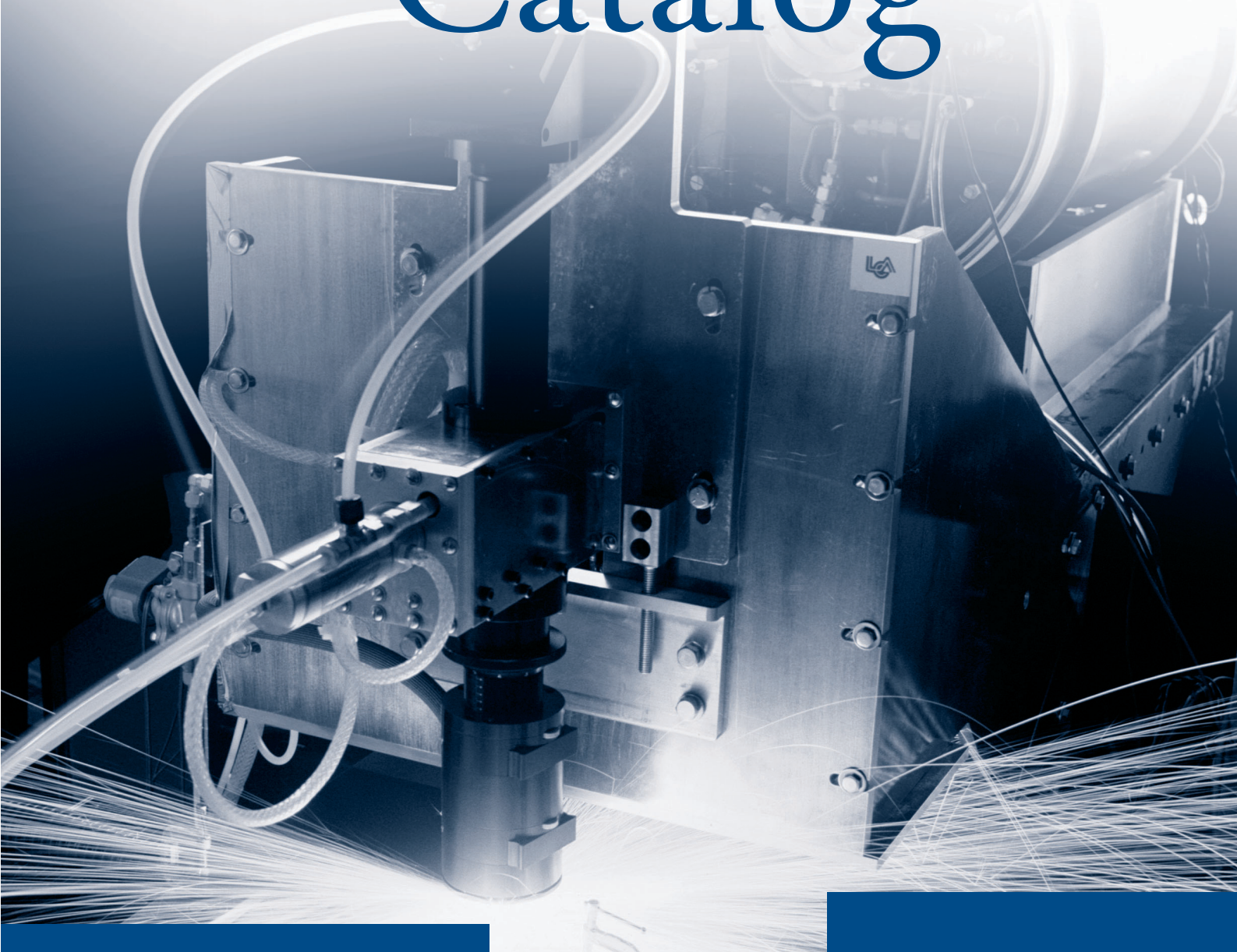


Multilingual Online Catalog



HAHN+KOLB



POET

Increasing Market Share with Online Catalogs

HAHN+KOLB



Project:

More than 500 electronic catalogs have been successfully created since Hahn+Kolb started working in the online business in 1998. Customized catalogs for tools and machinery containing 40,000 line items are updated twice a year and are available in German, English, French, Hungarian, Polish, Spanish and Italian.

Solution:

Two catalog managers create all the electronic catalogs using Poet's eSupplierLink. With Poet eSupplierShop all catalogs are presented in Hahn+Kolb's web shop.

Looking ahead:

Acting globally, the group is able to sign more and more contracts with international customers, as local dealers can often not satisfy electronic needs.

„More than 500 electronic catalogs with 40,000 products for tools and machinery have been created since 1998 – in German, English, French, Hungarian, Polish, Spanish and Italian. With Poet's catalog infrastructure solution we have gained a real competitive edge in B2B-Online-trading.“

Marco Jauchstetter,
Sales Director E-Commerce,
HAHN+KOLB Werkzeuge GmbH

HAHN+KOLB Werkzeuge GmbH, a company based in Germany, has a long tradition as a distributor for tools and machinery. 500 employees were responsible for 170 million Euros revenue in 2001. Additional companies in Austria, France, Poland, Hungary and China are also part of HAHN+KOLB group. An annual catalog of 1,400 printed pages forms their core business. The catalog is available in English, German, French, Italian, Polish and Chinese. HAHN+KOLB relies on Poet Software to fulfill its electronic Business activities.

„Our catalog for tools and machinery has always been in the core of our business. The current paper-version has over 1,400 pages and is sent annually to more than 100,000 customers in Germany alone. For producing CD-ROM catalogs we have founded our group „new media“ in 1997. With the advent of E-Procurement systems we had to face the challenge of creating customized electronic catalogs in different formats. We searched for a software solution – there is no need to re-invent the wheel every time! We decided to use Poet's solution in autumn 2000. Our catalog infrastructure has been in full every-day use since May 2001“, Otto Reinhardt, Head of Central Division HAHN+KOLB Werkzeuge (Tools) GmbH.

Online-Catalog with 40,000 products in six languages

„Our two catalog managers create customized catalogs. That means we offer a selected range of products with contracted prices, depending on each customer. The main catalog contains around 40,000 line items. All electronic catalogs are created with Poet eSupplierLink and then converted. We produce different language versions like German, English, French, Hungarian, Polish, Spanish and Italian. Converting in different formats is extremely important. Sometimes customer use their own format, very often they use BMEcat. All catalogs go through automated checks and are then electronically sent. We also publish our electronic catalog in our web shop. Buyers can access the shop via their interface of the SAP E-Procurement system.

Catalogs with BMEcat Quality Cachet

„Nearly every big buying organization is using BMEcat nowadays. It is extremely important for us that creating this format functions easily. Poet's catalog infrastructure has a big advantage: it is certified with BME's quality cachet. This guarantees that the created catalog is matching all BMEcat prerequisites. All together we are very happy with Poet's solution“, explains Otto Reinhardt, Head of Central Division HAHN+KOLB Werkzeuge GmbH.

More information

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