

# COMPLEX AUTOMOTIVE INDUSTRY PRODUCTS IN ALL DIMENSIONS



***The knowledge of all relevant departments is now managed by the PIM system and prepared for the accessories catalog. This process is controlled by an integrated authorization system. Dedicated authorizations ensure proper procedures and all numbers and parts are clearly assigned.***

## **A Steering wheel is not the same as a steering wheel**

Audi uses the PIM solution (Product Information Manager) provided by OpusCapita to make the accessories information available worldwide in 18 languages. Here, regional and country-specific characteristics are taken into account (for example, right-hand drive). The data is not only used for internal workflows, but also for distributors, end users and suppliers.

## **Managing very large amounts of product data**

The processing time in the product data gathering stage has been drastically reduced with the introduction of the specific role system. The input and maintenance of data is performed with automated rule-based checks and the data release workflow. Even the largest amounts of product data information are managed reliably and further transferred to



**“Our philosophy ‘Vorsprung durch Technik’ now also applies to product data management. With the PIM solution, our data is quickly and accurately available for all fields of application.”**

Marin-Marcel Sandu, Audi AG

SAP or other ERP systems, so that the current information is also always accurate in these systems. Naturally, the standard formats in the automotive industry, such as TecDoc, are supported. And the usefulness of a product is automatically adapted to new developments throughout its life cycle.

### All combinations available quickly and accurately by pressing a button

To meet all requirements, the PIM system displays the articles in a granular detail, for example, in a clear tree structure. It also presents multiple assignments with information about the compatibility of parts with different vehicle models.

The product images are checked and managed with DAM (Digital Asset Manager) and assigned in PIM.

### Checked data reduce incorrect orders

With consolidated data quality the error frequency during subsequent processing could be reduced. The ordering processes now have significantly fewer complaints and returns. □

#### The challenge

To transfer existing data to various systems with different formats. To present multiple assignments and combination of products. To take into account country-specific features.

#### The solution

Workflow Engine with graded authorization management to monitor and control data collection and maintenance. Data exchange with merchandise management system for constantly updated sales-related data.

#### Applications and solutions

- **PIM**  
Product Information Management, collects, harmonizes, enables.
- **DAM**  
Digital Asset Manager, image management with quality control and license protection.



Audi

With the Audi and Lamborghini brands, the Audi Group has long been one of the most successful car manufacturers in the premium and supercar segment. Since 2012, motorbikes from the traditional Italian brand Ducati have supplemented the range. Audi produces vehicles in twelve locations, and it operates in more than 100 markets. In 2015 Audi delivered 2,024,881 cars.