The Habermaaß family of companies includes among others HABA, JAKO-O and Wehrfritz, and has been productively using SAP Commerce and CELUM since 2013. Meanwhile, five online shops with a total of over 41,000 products with texts, characteristics, images and other information and assets are now operated from the two systems. Along with eCommerce, print media is also a main focus for this family of companies.

**THE CHALLENGE - CLEVERLY MANAGE CHILDREN’S PRODUCTS**

The international market is very important to the Habermaaß family of companies. Products are sold by over 10,000 retailers across 50 countries under the HABA name. More than 33,000 products for kids are sold in the JAKO-O online shop alone.

The main Wehrfritz catalog comes in at over 1,200 pages, including configurable furniture. Alongside plenty of smaller mailings, JAKO-O produces two main catalogs per year, each at over 500 pages. HABA produces a special multi-language 600-page wholesale catalog. This results in a total of 41,000 products with around 170,000 articles/variants. The 270,000 assets require 2.5 terabytes of storage volume.

By 2010, managing assets using manual filing systems and Excel files was no longer possible. The storage volume of InDesign files and printable data had become enormous. The images for catalog production and online shop maintenance had to be available in the shortest timeframe possible. The number of clients with special target groups strengthened the need for a Digital Asset Management (DAM) and Product Information Manage (PIM) solution.

*Volker Neundorf, Head of Processes/IT Project Management Habermaaß GmbH*

“By using an integrated CELUM DAM and SAP Commerce PIM solution, catalog production at over 10,000 pages, and managing our 5 online shops has become so easy a child could do it.”
THE SOLUTION - THE PERFECT COMBINATION OF PIM & DAM

In 2013, the Habermaass family of companies had the CELUM DAM system, the SAP Commerce PIM system and catalog production tools such as Adobe InDesign and Photoshop seamlessly integrated. Since then, input data is centrally saved in CELUM, edited in SAP Commerce and refined with meta-data.

To make sure files can be found again, employees allocate keywords to the assets from a predetermined catalog of 611 possibilities. As a single source of truth for all channels, CELUM channels digital assets into InDesign files and five online shops fully automatically.

With this solution, the Habermaass family now has a unified workflow for catalog production. Photographers submit images via the FTP server wherever possible. These are then uploaded into CELUM by the photo editors using the Smart-Upload. The product information in SAP Commerce is then linked with the assets in CELUM. Product management allocates images to the right channel (e.g. print, web, mobile) and/or target group. Images are allocated at product or article level.

The catalog’s layout is created in InDesign. The images needed for catalog production are made available in a shared folder via an export task. The completed catalog pages are imported into CELUM as INDD and PDF files.

THE HABERMAASS FAMILY OF COMPANIES

The Habermaass family of companies is a family-run enterprise with over 1,900 employees and a yearly turnover of 365 million euros.

HABA is a woodworking company known for its high-quality children’s toys and furniture. For over 75 years, Wehrfritz has been a competent partner when it comes to furnishing social institutions. JAKO-O offers a complete range for young families that suits their slogan ‘for parents - by parents’. FIT-Z is aimed at youths aged 8 to 14, while Qiéro! offers bold, wearable fashion for women.

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