

# How KOMPAN achieved efficient and pain-free product information management



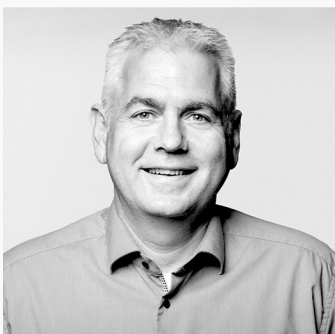
21 websites



50+ PIM users



21 languages



**“The Struct team is very agile and able to efficiently prioritize tasks, and they are a team that sincerely wants to help.”**

**Michael Beck**  
Group IT Director, KOMPAN

## Situation

As the world's largest company in its sector, KOMPAN aims to help its customers create healthier and happier communities by producing the best playground and fitness solutions available. The company also seeks to operate as efficiently as possible. That meant having a flexible and scalable product information management (PIM) system.

"A PIM system is the backbone of our marketing platform," said Michael Beck, Group IT Director. "It's one of the internal tools that help us tell customers how good we are."

But there was a problem: The company's existing, customized PIM solution was failing, and the provider of that solution was unresponsive. Using simple spreadsheets in its place was out of the question.

That left KOMPAN in a difficult position of quickly finding a PIM solution that was easy to learn so that team members in each country could use it to its fullest capabilities. That solution—with all the features KOMPAN needed—wound up being Struct.

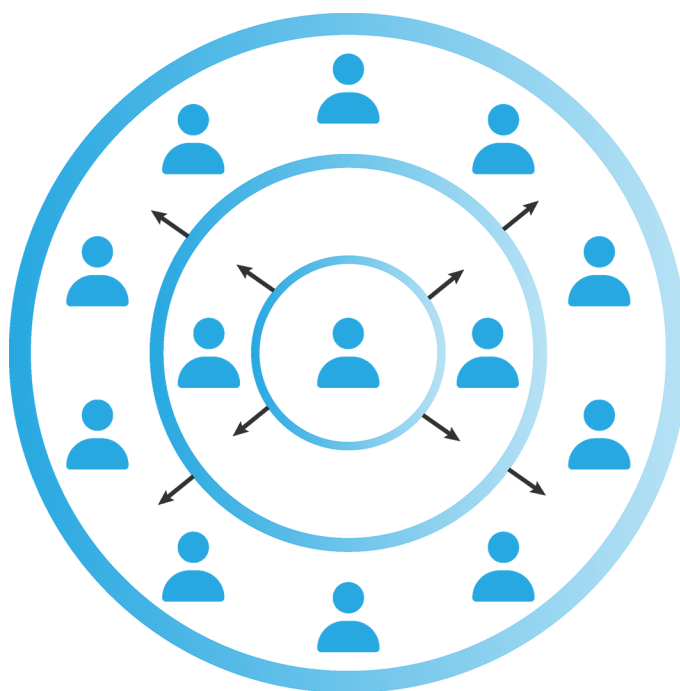
## Solution

Every feature in Struct PIM is purposefully designed to enable businesses to work efficiently and painlessly with product information—all in one single place. It has powerful built-in flexibility that allows users to create any product data model with a building block approach without ever having to touch code. Struct PIM is also fully scalable, allowing users to manage an unlimited number of SKUs and product variations.

"Just two days after selecting Struct PIM, we gathered together our task force and connected with the Struct team to have direct conversations about building our product database," said Michael. "Struct proved that, in a very short time frame, they could supply the right people to build the data structure and support us in implementing it."

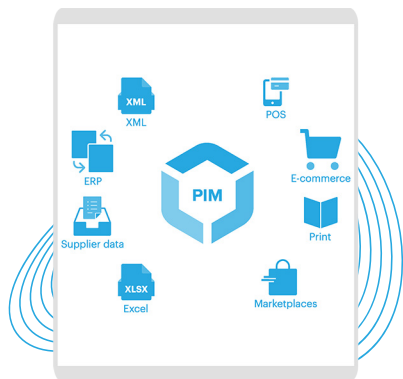
Struct's customized, no-code PIM solution enabled Michael's team to quickly change product data models and edit workflows without expensive, slow development and coding. Once that was in place, the Struct team, together with the assigned Struct PIM partner, worked with Michael to onboard an internal solution architect and two key employees as "super-users."

"One of the most essential things for system implementation success is to have at least one or two very good business people who are capable of taking ownership," said Michael. "The Struct team helped us train a trainer who has now educated more than fifty people in all twenty-one countries we operate in."



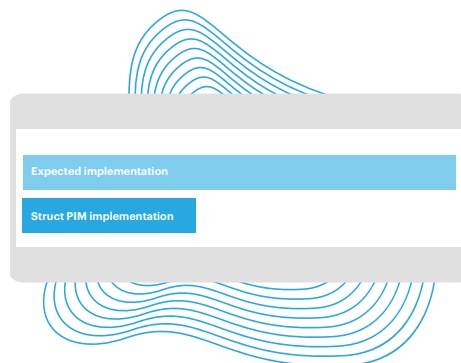
The diagram illustrates how the internal solution architect trained the super users, who then trained the PIM team members.

## Results



### Strong, Well-Documented Open APIs

“The open APIs ensured seamless integration with KOMPAN’s existing process and system landscape,” said Michael.



### Compressed Implementation Time

“Implementation went quickly,” said Michael. “We started the project in October, and we went live with a fully-functioning PIM in February. It was a nine-month project that was squeezed down to just four months.”



### More Robust Reporting

“Struct PIM’s customized reporting dashboard helps us create a dashboard for each role,” said Michael. “That lets every user see just the information they need to see, and with customizable data rules, the dashboard presents information in a way that makes it easy for them to do their work.”



### Easy Catalog Production

“We use Struct PIM to produce our product catalog,” said Michael. “Instead of using Excel sheets like in the past, everything we need is imported directly into Adobe InDesign for layout and printing.”