



FIT FOR THE CHALLENGES OF DIGITAL RETAIL

MTS Group places its product content management on a new foundation and the right system with Bayard Consulting

THE CUSTOMER



MTS MarkenTechnikService GmbH & Co. KG successfully operates the international manufacturing, retailing and distribution of over 20,000 products with its strong brands NIGRIN, FISCHER, cartrend and UNITEC. These four manage an almost inexhaustible brand portfolio across the sectors of car accessories, car care, bicycle and bicycle accessories, and electrical installation materials.

To complement the range, the group distributes a broad spectrum of products from leading manufacturers in addition to its own four brands. With a leading market position in the DACH region and an international presence with headquarters in Germany and subsidiaries in Switzerland, Austria, Poland and Hong Kong, the group of companies has a strong international network of manufacturers and suppliers.

BACKGROUND SITUATION AND CHALLENGE

MTS Group has developed from a reseller to an international branded goods manufacturer. In addition to the main distribution channels of bricks and mortar DIY stores, grocers, discounters and specialist retailers, the MTS Group now sells a large part of its product range via e-commerce channels.

The demands on the product content to be provided have increased enormously. Retail customers expect precise and compre-

hensive product content, images, SEO texts and error-free master data. Conversely, MTS has to deal with many time-consuming and personnel-intensive manual adaptation and customisation processes when capturing, preparing, validating and passing on product content for the various national and international sales channels. The existing approach to data management was prone to errors and no longer worked.

THE REQUIREMENTS ON PRODUCT CONTENT CONTENT HAVE INCREASED ENORMOUSLY

»If you don't have a decent data basis, e-commerce is a real pain.«

(Moritz Förster • Chief Digital Officer (CDO) • MTS MarkenTechnikService GmbH & Co. KG)





Driven by the increased requirements of e-commerce projects, the MTS Group wanted to reach customers faster with standardised, error-free product content. The realignment in the handling of its data was clear:

MTS aimed to publish high-quality data to its trading partners with as little manual effort as possible.

Safe journey with competent advice

MTS Group searched for an experienced partner to work with on the reorganisation of its master data management processes, the selection of the appropriate master data management (MDM) solution and the implementation strategy. Bayard Consulting was selected for its outstanding expertise in the retail and FMCG sector. Moritz Förster, Chief Digital Officer (CDO) of MTS, is very satisfied with the choice.

And not only because Bayard Consulting had also delivered a competitive offer in terms of price: »As a medium-sized company, we were looking for a pragmatic partner who could ensure us practical implementation expertise. Bayard Consulting understood our specific requirements very quickly. That was a deciding factor.« (Moritz Förster)

THE PROJECT

In order to gain a common understanding of all processes from the perspective of all stakeholders, Bayard Consulting experts first conducted a total of 12 as-is analysis interviews with MTS stakeholders from 11 different areas. In addition, workshops were held on target processes for product creation, maintenance and usage, as well as on data quality, measurability, metrics and IT architecture.

Summarising all the results, it quickly became clear that MTS had too many manual, time-consuming and error-prone steps between the various data sources, the enhancement and the transfer of data and product content to the customers' output channels or to the GDSN. After a thorough analysis of the current system, MTS designed a target scenario for the DACH region with the help of consultants from Bayard Consulting:

All manual processes in data entry, maintenance and transfer would be reduced to a minimum.



Data and product content should be collected from supplier portals, the GDSN and various in-house systems, enriched and validated via automated workflows and published to retailers, marketplaces and web shops even more easily from a central MDM system. The MDM system should be established as a single source of truth and seamlessly integrated into the existing IT architecture along the entire value chain via interfaces.

Neutral and objective consulting

First, all MDM vendors mentioned in the Gartner Magic Quadrant with relevant projects in Europe received a comprehensive questionnaire developed by Bayard Consulting. The results showed whether content sourcing, content aggregation

and content enrichment of the MDM software met the requirements of MTS. This resulted in three promising vendors who ended up on the shortlist based on MTS's specific business needs and were invited to give presentations.

»The experts from Bayard Consulting gave us neutral and open-ended advice. We ultimately selected a solution that was not in the system set of Bayard Consulting's partners at the time.«
(Moritz Förster)

The company selected Stibo Systems. The MDM system presented impressed MTS and Bayard Consulting with its extensive functionality, as well as a simple and user-friendly interface. Stibo's presentations were extremely professional and addressed MTS's requirements very well. »The standards for the supplier connection between MTS and Stibo are top notch and the interfaces fit our data model,« says Moritz Förster enthusiastically. In the future, Stibo will enable MTS to operate in a workflow-based, future-proof, cloud-based MDM system.





IMPORTANT MILESTONES

The consultants from Bayard Consulting assisted MTS by

- > conducting a comprehensive as-is analysis
- > drafting a description of the target process
- > epreparing a recommended course of action for MTS and supporting the selection of the right solution
- > assisting in the selection and decision-making process for the MDM system
- > defining a detailed implementation plan



ONE OF MY SHOWCASE PROJECTS

»The strategy project with Bayard Consulting is one of my showcase projects. That's exactly how it should be. It would be perfect if I had such little stress with all projects.«

(Moritz Förster • Chief Digital Officer (CDO) • MTS MarkenTechnikService GmbH & Co. KG)



RESULTS



MTS Group was able to approach Stibo Systems with a complete catalogue of requirements and a clear scenario of how the product content management should run in future. The implementation planning prepared by Bayard Consulting and MTS was fully

incorporated for the project implementation. »It saved us a lot of money to have Bayard Consulting ask Stibo the right questions so that we could map our MDM process in a future-proof way,« says Moritz Förster.

OUTLOOK

Following the successful completion of the strategy project, MTS continues to retain Bayard Consulting consultants as technical product owners for the implementation project. MTS, Bayard Consulting and Stibo have agreed on a joint implementation phase consisting of training and usage, SAP integration,

rapid data migration and supplier onboarding. »Bayard Consulting has really earned the follow-up project. We continue to employ the masterdata experts because they understand our business and help us enormously with important acceptance criteria,« explains Moritz Förster.