Axonlab

Axonlab is an innovative, customer-focused company providing healthcare services in the medical diagnostics areas, life sciences and software solutions for hospitals, doctors, medical laboratories, research and industry, and private individuals. Operating in 9 countries (CH, DE, AT, NL, BE, CZ, HR, SI, LU), AxonLab provides content in 8 languages.

https://ch.axonlab.com

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Centralized product data

Data quality and consistency

Increased performance

Reduced acquisition costs

> *Due to its intuitive user interface, the PIM was well-accepted and our process of transformation was made easy.*

Project Summary

Issues:

- Inadequate overview and quality of the product data

- No option to consolidate the peripheral ERP landscape with 8 distinct ERP systems

- Inconsistent product data across countries

- The effort of maintaining data across the multiple shops in multiple languages was very high

Key Figures:

Number of users: 85 users and 60 on a daily basis

Number of products: Approx 150 000

Data sources: 8 distinct Sage ERP system instances

Distribution channels: 9 e-commerce channels with Shopware, ERP system instances

Project duration: 12 months

Axonlab had no way of viewing product data across their system. Data accuracy and quality was an issue; data inconsistencies across countries were hard to identify, cumbersome and costly to correct.

AxonLab tried different options such as extending the ERP functionality by introducing new data fields, or modifying certain ERP processes and functions in order to merge data from the various systems, but these options proved inefficient.

To realize significant growth, Axonlab needed to centralize their product data, improve data quality and consistency, reduce acquisition costs, and improve performance. The need for a PIM was obvious.

Rationale for PIM
The lack of quality data - with no central repository of authoritative product data across 8 distinct ERP systems limited business growth in several ways:

- No common data management process
- Lack of insight into data
- Inconsistent data across countries
- High costs of maintaining data across countries
- Bypassing the cumbersome ERP system to directly list products for sale

Choosing Akeneo
A Swiss Akeneo partner recommended Akeneo PIM for several reasons:

- Ability to control and manage an authoritative record for each product in a centralized repository
- Easy and intuitive handling of product information
- Flexible and cost-efficient integration with the ability to configure the Akeneo PIM to support existing systems
- Scalable solutions that support business growth with easy upgrades from the Akeneo community version to the enterprise version
- Ongoing developments and enhancements to Akeneo PIM that anticipate market demands

Category
Blood CRP analyser

Brand
Microsemi

Description
The system is ideally used for emergencies for performing a rapid POC diagnosis and thus determining the best treatment

SKU
10036620

Speed
Results in only 4 minutes

Throughput
55 samples/hour

Noise stand by
65 dB

Sample volume
10 ul

> " *The out-of-the-box features of the PIM created a solid basis to reach visible results quickly and early.* "

Akeneo PIM gave Axonlab the ability to have one view across all of their product information, with an authoritative record for each product, in a centralized data repository. The Akeneo PIM supports the entire retail ecosystem - including multiple ERP systems and e-commerce channels on a global scale - with authoritative product data that is continuously enriched and maintained.

Design and integration:
Choosing an agile approach to integration, the out-of-the-box features of the Akeneo PIM made the process of integrating different system requirements straightforward.

Following the conceptual design of the data structures and processes, the next step was to align the different

requirements of the surrounding systems to the Akeneo PIM. For the storefront, marketing-oriented information is key but the data exchange with the storefront is not time-critical. For the ERP, a near-real time exchange is necessary. Akeneo PIM supports all these requirements.

Today the PIM instance serves 85 users from the marketing & sales teams, of which 60 are daily users. They take care of more than 150,000 products across 8 distinct Sage ERP systems sold through 9 Shopware e-commerce channels, in 8 different locales across 9 countries. AxonLab uses Akeneo PIM to define 49 different product families as well as 300 attributes.

The project lasted 4 months, and then it took 2 months of configuration before being finally operational.

> " *The intuitive user interface and well thought-out workflows reduce the training efforts and allow for a very short ramp-up phase for new users.* "

Results

Akeneo enables Axonlab to leverage the value of one view across all product information, with an authoritative record for each product, in a centralized data repository. Unique to Axonlab is the ability to use Akeneo to ensure high data quality across decentralized managed ERP systems to significantly lower new product acquisition costs. Akeneo helps Axonlab optimally manage the product data across all countries from a quality perspective, increasing the impact of marketing and sales to boost profitability.

Axonlab uses the benefits of Akeneo PIM to lower costs and increase revenue in several ways:
- Central product data and automatic transfer to ERP systems reduces the cost of data inconsistencies across countries
- Improved data quality and ability to capture more data that can be re-purposed reduces data-related costs
- Leveraging the product family data structure to simplify and streamline data capture and easily assign responsibilities across the organization improves workflows
- Ease of use across functional teams including product management, suppliers, data maintenance, marketing and product promotion simplifies adoption
- Intuitive user interface and streamlined workflows reduces the training effort and enables a short ramp-up phase for new users
- Use of power features such as the straightforward data import and mass edit function significantly increase performance
- Analysis of clear and visible data quality displays helps identify gaps to better allocate resources

The fully integrated e-commerce solution based on Shopware offers Axonlab customers the possibility to manage their customer relationship through easy functions. Customers are able to manage everything independently, starting with address management, through their re-orders, up to the batch certificates.

For Axonlab, this integrated solution has enabled them to take the first step into the digital future. The system landscape now provides a new degree of automation and frees resources to strengthen the expansion of market shares in the national distribution companies

SAGE ERP

MARKETING TEAM

SALES TEAM

9 SHOPWARE E-COMMERCE WEBSITES

8 SAGE ERP INSTANCES

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