

Catalogue management system



Sealey Power Tools

Sealey, a major wholesale supplier and distributor of power tools and equipment, wanted to re-launch their website with additional features and functionality.

PDMS used their Foundations TM technology platform to develop a catalogue management system that can publish product data not only to the web but also to CD/DVD and paper catalogues.

The new catalogue system and website have helped Sealey reduce costs and improve the quality of information to both, customers, dealers and internal departments.

"We are very pleased with the way PDMS has helped us develop our Marketing IT strategy. We have come a long way from the initial brief of creating a basic 'information-only' website. The solution we now have manages the entire lifecycle of the product from purchasing to packaging and promotions. PDMS, with their 'cando' attitude, has brought much to our business already – and we have only just started!"
www.sealey.co.uk
Tim Thompson
Commercial Director, Sealey Power Tools



New catalogue management system delivers time & cost savings

Challenge

Sealey Power Products are a major wholesale supplier and distributor of garage, bodyshop and engineering equipment with over 5000 product lines and 250 employees. As their product lines were increasing, Sealey were seeking a solution to the complex problem of managing product information which needed to be published on the web, CD-Rom and in paper catalogue format.

The original brief was to publish Sealey's catalogue on line as a reference point for both consumers and dealers, whilst at the same time to develop a new central catalogue management system. As Sealey sells only to dealers, their website is an essential reference point for product users and Sealey's senior management recognised the need to invest further in the development of their site www.sealey.co.uk. This would involve not only a new look and feel, but additional new features to help improve the quality of service provided to their customers. Since the new site was to be a platform from which to launch new services and

functionality, it was imperative that it was not only technically robust but flexible enough to grow with their business. Sealey selected PDMS on the basis of their skills and demonstrable experience in electronic catalogues and web development.

Project at a glance

Solution

PDMS transferred Sealey's existing static website content into their Foundations TM framework which provided new inbuilt functionality whilst also being able to easily support future web developments. New features have already been added to the site including warranty registration and promotions areas. The warranty registration scheme helps Sealey's customers keep track of Sealey products in the workshop which are in warranty. As the warranty database grows, it will also provide valuable intelligence on market pricing and performance. In addition to publishing list prices, the new site also has details of the latest promotions which change on a regular basis with every product search returning relevant products currently on promotion.

Crucial to the success of the new site was the development of a new catalogue management system that would allow Sealey to publish their full product catalogue on the website together with comprehensive search facilities. PDMS delivered a content management system that centralises all of Sealey's product data enabling them to publish it in a variety of different formats. The system allows Sealey staff to add, edit and delete product data, upload images and technical specifications and installation and repair instructions. This central product database feeds not only the website, paper catalogue and CD production process, but also provides Sealey's own internal sales team with up to date catalogue information over their corporate intranet.

With the new content management system up and running with cleansed data, Sealey then decided to launch their catalogue in CD-ROM format. PDMS Foundations TM platform provided the ideal tool to control the entire process of presenting product information in CD-ROM format. Using Foundations TM PDMS were able to deliver a fully priced CD Catalogue in a much shorter time frame than would normally be expected. The catalogue features product and barcode searching and an order function allowing users to add items to a wish list which they can print out and take to their local Sealey dealer.

Results

The new improved website is a valuable resource for Sealey providing information to their customers and dealers while allowing the Sealey management team to gather important market intelligence in return. It has substantially improved the user's experience allowing them quicker and easier access to the relevant information. For example, the publication of diagrams and instructions on-line makes the selection of correct parts a far more certain science. The new site is a complete platform from which many new features and services will be launched including a dealer only domain with price downloads and bankrupt stock lists.

The new catalogue management system has had an immediate and positive impact on Sealey's business. It has enabled the company to distribute up to date product information in different formats, not only to their customers but also to different functions within their organisation. This means that the Logistics, Marketing, Technical Authoring and Parts Departments now all have an absolute point of reference in relation to product and associated information on which to build. Having a single set of clean data will also increase Sealey's ability to position themselves strategically within their dealer's supply chains making them a much easier and therefore attractive partner to trade with.

The new electronic catalogue has helped Sealey to both reduce their catalogue distribution costs whilst at the same time increasing their visibility in their key markets. Over 150,000 copies of the CD catalogue were distributed with publications including Practical Classics and Car Mechanics magazine with further copies also being distributed by local Sealey dealers.