

CASE STUDY

Teka

How Teka Group standardized their catalog information in an international network using Sales Layer's PIM



Half of Spanish people have at least one Teka Group's appliance in their homes. Teka manages a huge quantity of catalogues tailored to different markets and countries, so finding a system capable of offering a single source of information for the whole company was a complex project. Thanks to Sales Layer, it has been a "very interesting, positive and enriching" experience for Teka Group.

STORY

Founded in 1924 in Germany, although the brand Teka was created in 1957. They began their expansion in Spanish markets in 1964, and nowadays have 14 factories and 33 subsidiaries across Europe, America, Asia, Africa, Oceania, and the Middle East, with commercial distribution in more than 120 countries.

OFFICES

Madrid, Spain.

NICHE

Kitchen and bathroom products.

SALES PROFILE

B2C

Teka keys



120

COUNTRIES



+40.000

SALES POINTS
IN SPAIN



+3.000

PRODUCTS



+7.000

IMAGES
CATALOG

The challenge

Before the company took Product Information Management into consideration, Teka Group's team was handling data with a lot of internal tools in a decentralized way. Editing information directly on the CMS, accumulating lots of spreadsheets, getting lost among different versions and updates... chaos which is common to many companies of this size.

The main problem for Teka Group was their data ramifications: they needed to unify the data sent to subsidiaries, partners, and all output channels. It was fundamental to work with a single source of information where anyone could easily find trustworthy data among thousands of references and product updates.

“Now our corporate marketing department can tailor the messages we want to communicate, while all of our subsidiaries adapt those contents to their language, based on a centralized reference. This way all local messages are using a global tone and style.”

This task becomes more complicated when the need to adapt content to several countries arises, besides connecting all operating markets. Working with multi-language fields in Sales layer's PIM has been one of several great advances for Teka Group's global management.

The solution

A thorough search process began at Teka Group, as the team compared all proposals that could meet the transformative process the company needed at that point.

After analyzing more than a dozen of European software tools, they found three essential advantages in Sales Layer:

- Ease of use.
- Flexibility.
- Quick setup.

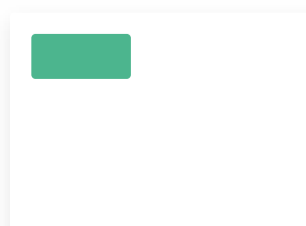
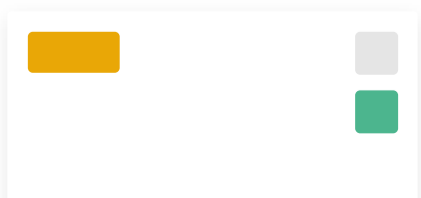
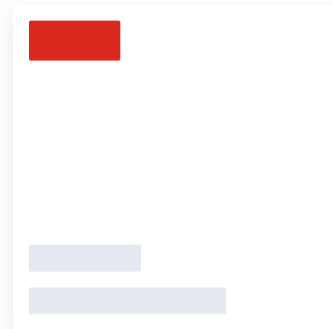
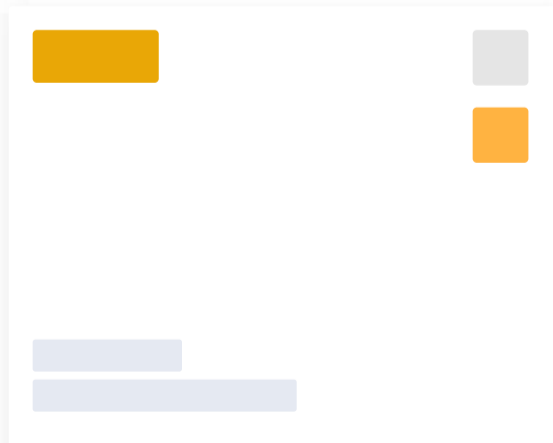
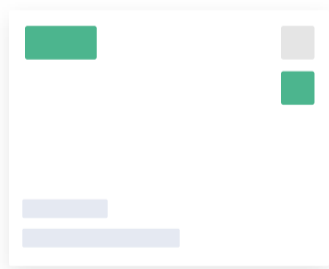
Apart from the guidance and constant technical support of Sales Layer's support team, Teka was supported from the very first moment and solved any issues, incidence, petition, or readjustment.

Now Teka Group manages all their product information in Sales Layer's PIM, such as marketing contents (descriptions, highlights, images, gifs, videos...), technical details (specifications, measurements, energetic certifications...), and assets associated to each product (manuals, technical drawings, indexes, etc.).

Not only that, they also manage common content to different product ranges inside the PIM, and PoS in 120 countries and 49 languages.

All of this information is connected to Teka's website, as well as to Google, Amazon, and several vendors. At an internal level, they are also using the PIM to design catalogs semi-automatically.

"It's key to show precise data about our products for our brand reputation. A direct connection between our Sales Layer PIM and Google improves the information sent to our customers, and every novelty or update in our catalog is shown in search engines within minutes."



A new website: The essential companion to a PIM

Sales Layer's software has been key for Teka Group at this strategic point, as adding all product information was the main challenge before launching a new brand website.

These tasks included working with thousands of references, and launching more than one hundred simultaneous websites. A flexible and scalable solution that allows the connection between the catalogs and the website was imperative for the project's success.

Timing was another risky factor for the company, as Teka Group needed to meet the deadlines. The PIM not only gave them control over their workflows, it also made it possible to reduce the stipulated periods by several months compared to initial planning.

The future

Teka Group's team have taken on board the possibilities offered by a Product Information Manager, and they will continue to work with Sales Layer to keep improving their catalog management, design, and distribution at a global level, while saving resources in the process.

Their catalog management has already skyrocketed, as their team is now able to create a new product catalog in just one week with semi-automatic features, while before the PIM they would need up to two months in total.

The time and resources saved thanks to Sales Layer has been a breakthrough for Teka Group, and they now face endless options to expand their strategy and streamline their processes through the PIM system.



Multi-language fields for 120 countries



One single source for marketing,
technical data and assets



Catalogs in 2 weeks



Semi-automatic management



“Working with Sales Layer has been a great step forward for Teka Group at a timing and resources management level. Old laborious tasks are now quick and easy, and we can launch a catalog in just a few days, while that could take up to two months in the past.”

Alfonso Román

GLOBAL DIGITAL & ADVERTISING MANAGER



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