



PIM at Sika - March 2009

Sika AG, located in Baar, Switzerland, is a global specialty chemicals company supplying construction markets and manufacturing industries (automotive, commercial vehicle, building component manufacturing). Sika is a leader in processing materials used in sealing, bonding, damping, reinforcing and protecting load-bearing

Structures. Sika AG, Zugerstrasse 50, CH-6341 Baar, Tel: +41 (0)58 436 68 00, www.sika.com

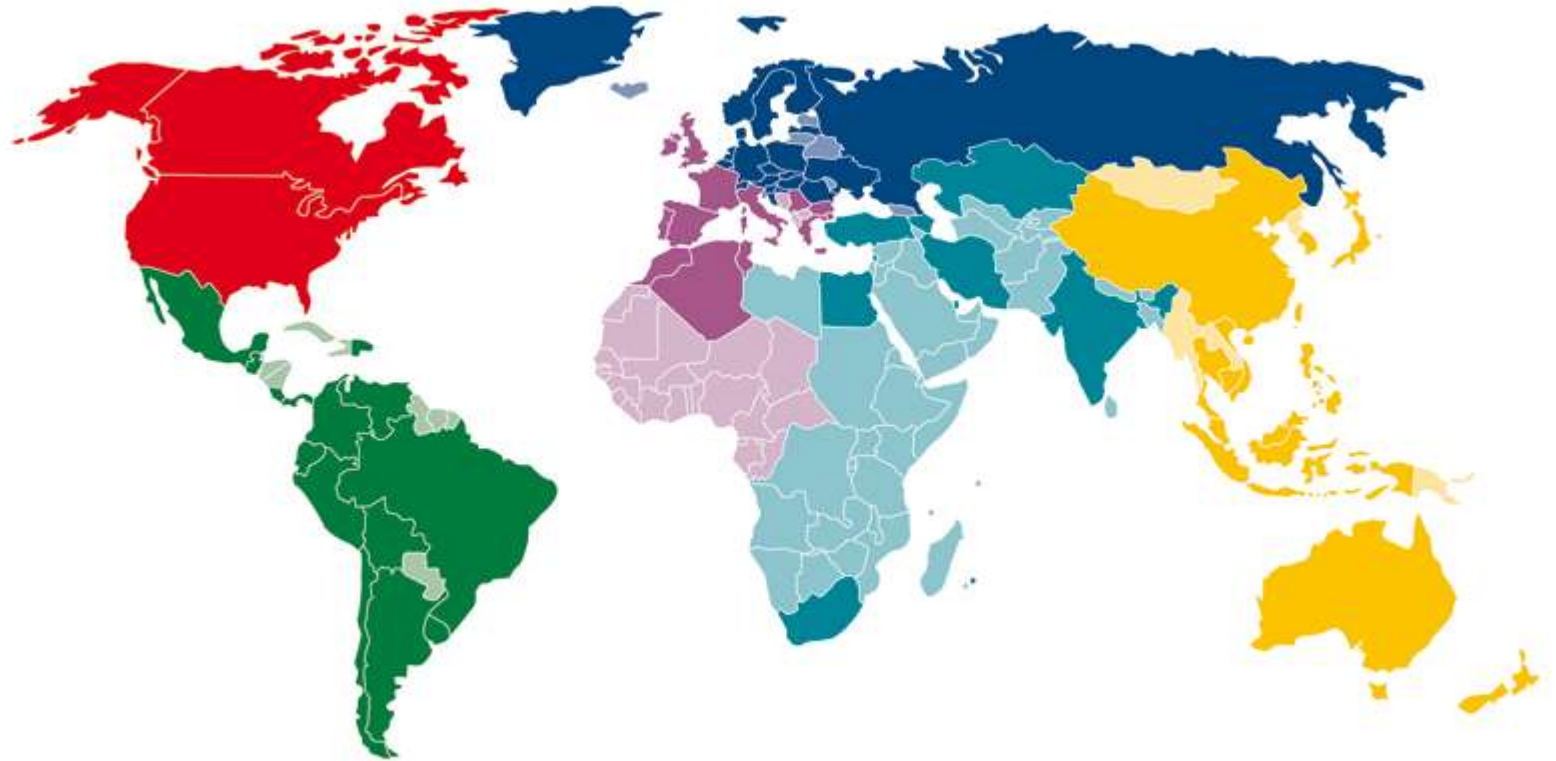


Sika Informationssysteme AG

Sika Group – Key figures

in CHF mn	2007	% of net sales	2008	% of net sales
Sika Group				
Net sales consolidated	4 573.2		4 624.5	
EBITDA (Operating profit before depreciation)	637.8	13.9	556.1	12.0
Depreciation, amortization and impairment	-127.0	-2.8	-134.1	-2.9
EBIT (Operating profit)	510.8	11.2	422.0	9.2
Consolidated net profit after taxes	342.0	7.5	267.4	5.8
Earnings per share (EPS) in CHF (excluding minority interests)	135.4		107.0	
Cash flow from operating activities	362.7	7.9	376.8	8.1
Free cash flow	182.7	4.0	89.5	1.9
Operating free cash flow	191.4	4.2	165.8	3.5
Balance sheet total	3 317.8		3 209.4	
Shareholders' equity	1 474.9		1 464.7	
Equity ratio in %	44.5		45.6	
ROCE in %	26.0		20.3	
Number of employees	11 723		12 900	
Net sales per employee in 1000 CHF (calculated based on the annual average of number of employees)	397		376	

Regional Organization



Europe North

Europe South

IMEA

Asia/Pacific

America North

America South

Sika®

Sika Informationssysteme AG

Concrete Production



Products

Sika® ViscoCrete®

Customers

Ready Mix
Tunneling & Mining



Sika Informationssysteme AG

Waterproofing



Products

SikaSwell[®], Sika[®] Injection

Customers

Applicators
Dealers



Sika Informationssysteme AG

Roofing



Products
Sikaplan[®], Sarnafil[®]

Customers
Applicators
Dealers

Sika[®]

Sika Informationssysteme AG

Industrial Flooring



Products
Sikafloor®

Customers
Applicators
Dealers

Sika®

Sika Informationssysteme AG

Automotive OEM / OES



Products

Sikaflex[®], SikaBaffle[®]
SikaReinforcer[®]

Customers

Manufacturers (OEM)
Suppliers (OES)



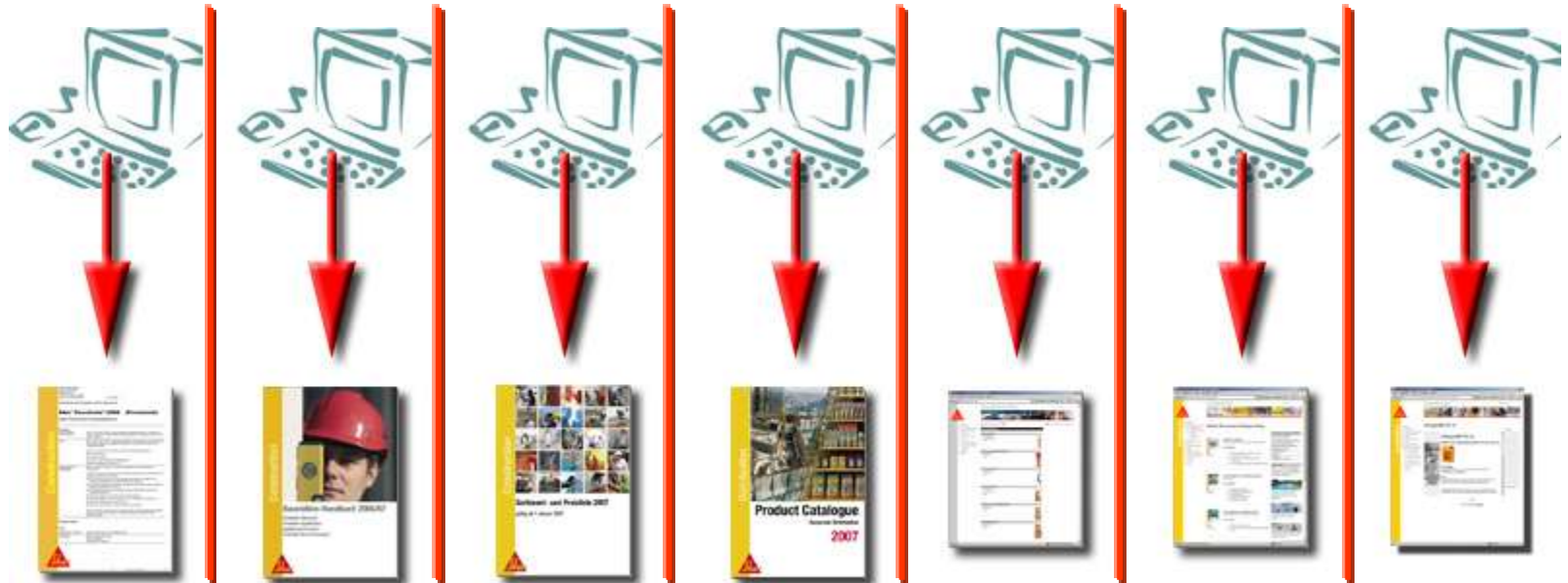
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Global marketing situation today

- **Decentralized marketing organizations**
- **Globally unstructured data**
- **No marketing data in the leading ERP systems**
- **Data redundancy and no version control**
- **Slow roll out of corporate templates**
- **Different CI/CD interpretations**
- **Expensive production of print media**



Local marketing situation today



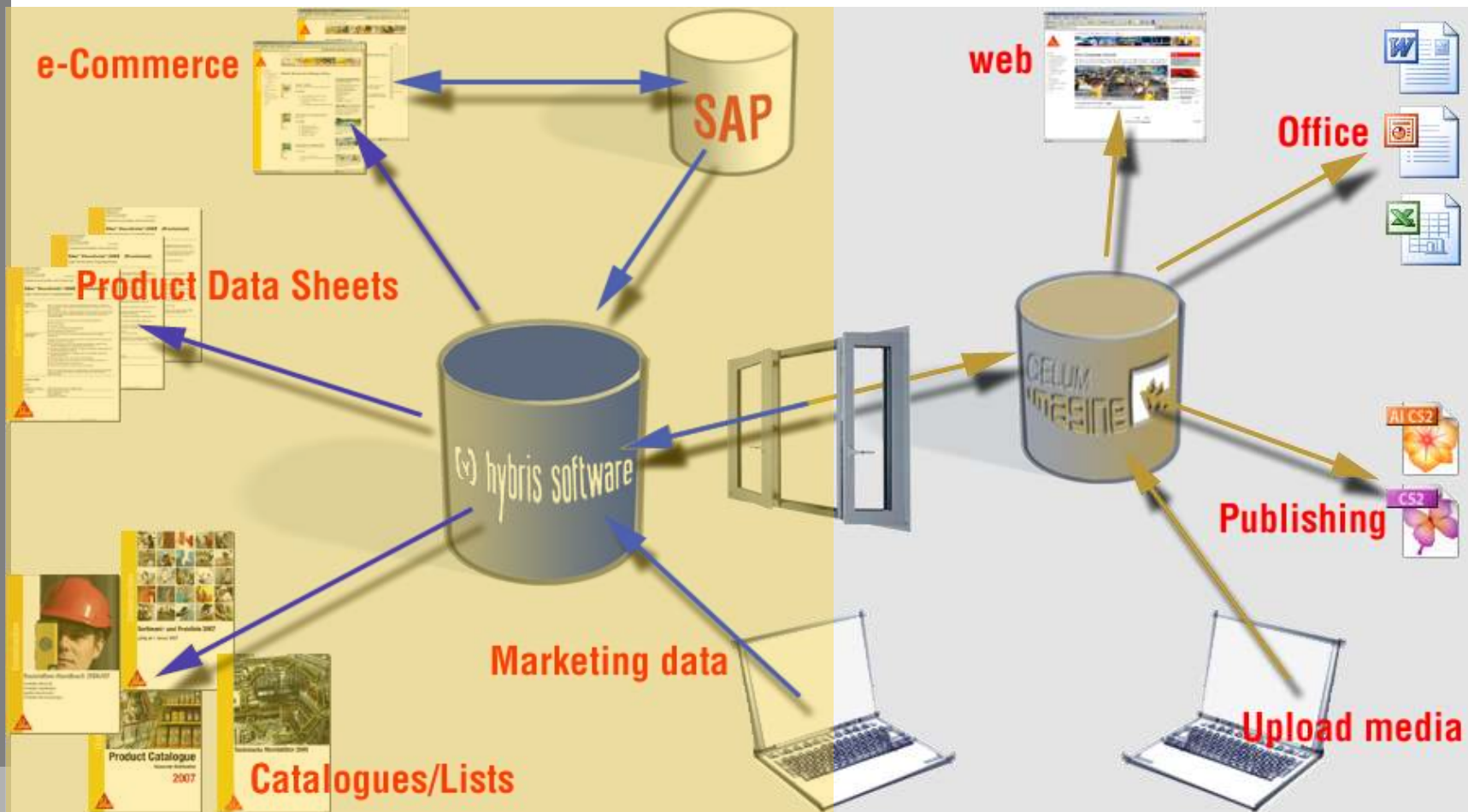
- Different software tools
- No text information sharing
- No media asset management

The main project challenges

- **Central product information management**
- **Online interface to ERP system**
- **Central catalogue production** (print and online)
- **Central production of product data sheets**
(approx. 30'000 items)
- **Realization of a standard e-commerce system**
- **Centralized media assets management**
- **Possible local media upload**
- ...



The PIM project solution



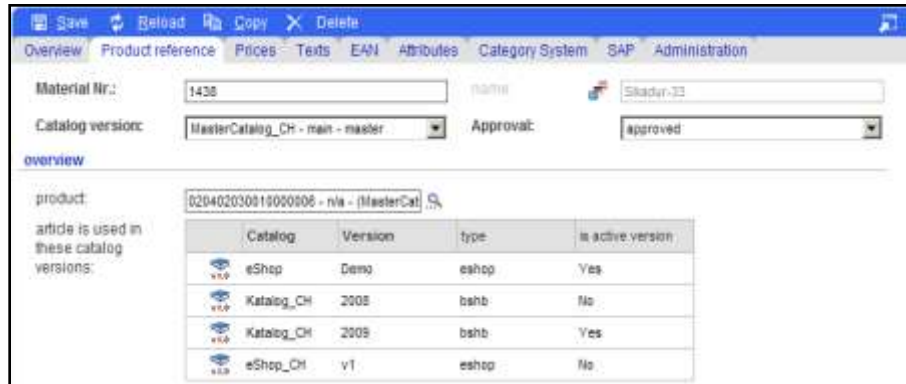
The inside of PIM: Principle of Master Catalogue

The screenshot displays a software interface for managing Master Data on the article level. The interface is organized into several sections:

- Overview:** Includes fields for Material Nr. (1438), name (Bakter-03), Catalog version (MasterCatalog_CH - main - master), and Approval (approved).
- Status:** Contains SAP cross-plant status (ZF), SAP plant-specific status, SAP delete indicator (Yes, No, n/a), and SAP plant-specific delete indicator (Yes, No, n/a).
- Tradingunit informations:** Includes Min order quantity (1.00), Package quantity (15.00), containment (Carton/Box), Min order size (1.00), Content unit (L), and component (A).
- additional informations:** Includes numberSellingUnit, materialType, sammelfarbtton (Yes, No, n/a), material status, predecessor material, and color.
- Special fields:** Includes fields for [code] and [name], a note "(The list is empty)", and Doctype (TA).

- SAP is lead for Master Data on article level
- Update process for Article Master Data (SAP => PIM) once every 24 h on article level and with it on catalogue level with user interaction
- Multi lingual data model

The inside of PIM: Principle of Master Catalogue



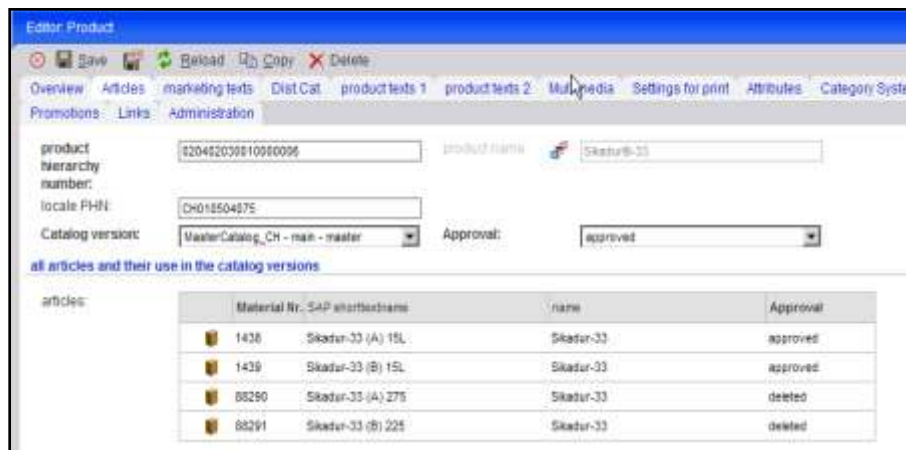
Material Nr.: 1438 name: Skatur-33
Catalog version: MasterCatalog_CH - main - master Approval: approved

product: 020402030010000006 - n/a - (MasterCat)

article is used in these catalog versions:

Catalog	Version	type	is active version
eShop	Demo	eshop	Yes
Katalog_CH	2008	bsnb	No
Katalog_CH	2009	bsnb	Yes
eShop_CH	v1	eshop	No

- Catalogues consist of products
- Products consist of articles
- Articles / products can be assigned to multiple catalogues
- Semi automatic approval process on article level for e-Shop

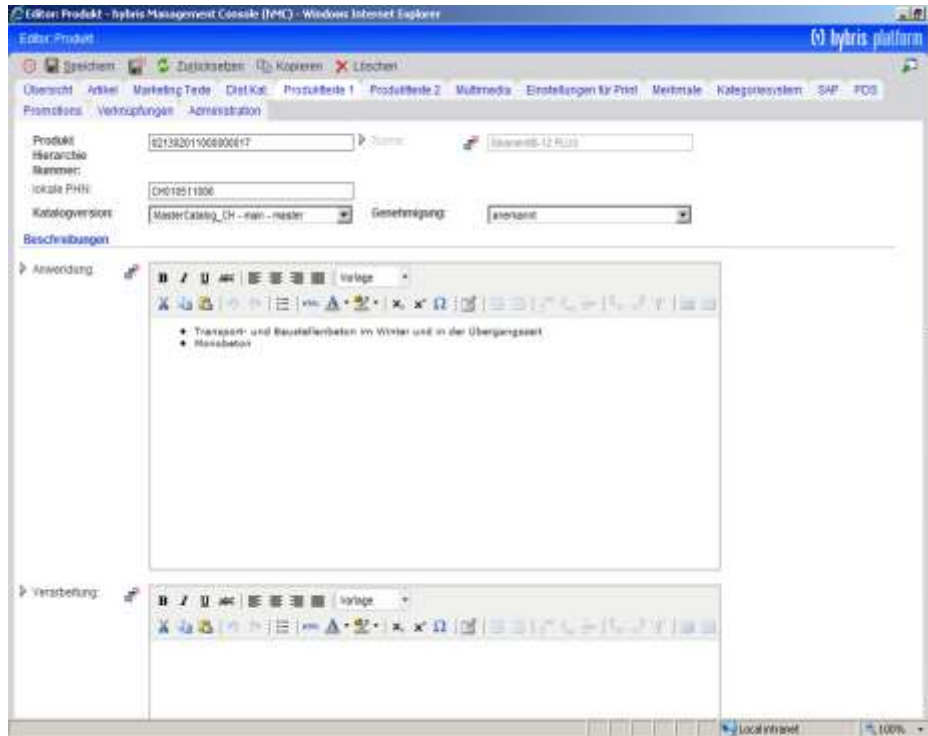


product hierarchy number: 020402030010000006 product name: Skatur-33
locale PHN: CH018504875
Catalog version: MasterCatalog_CH - main - master Approval: approved

all articles and their use in the catalog versions

Material Nr. SAP shortname	name	Approval
1438 Skatur-33 (A) 15L	Skatur-33	approved
1439 Skatur-33 (B) 15L	Skatur-33	approved
88290 Skatur-33 (A) 275	Skatur-33	deleted
88291 Skatur-33 (B) 225	Skatur-33	deleted

The inside of PIM: Principle of Master Catalogue

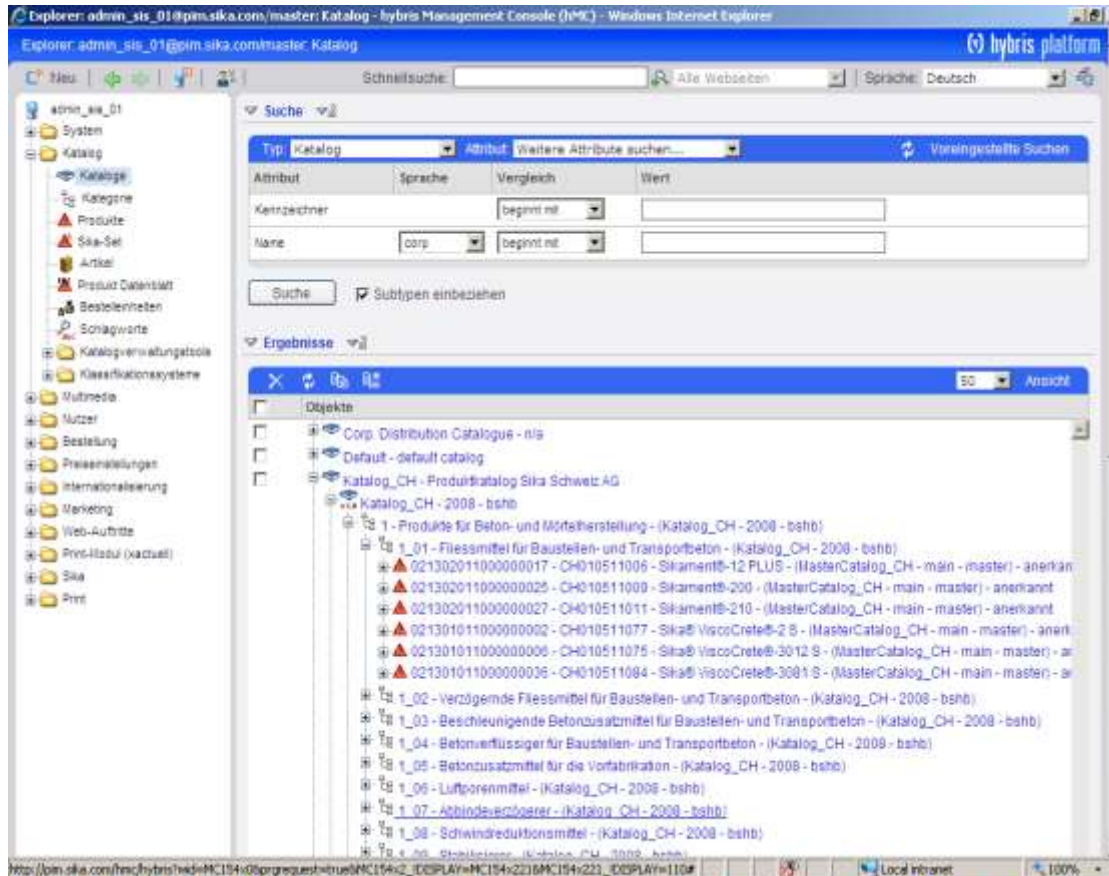


- Marketing text is maintained on product level in PIM
- PIM is lead for “Master” marketing text data on Product level
- (partial) Integration to Celum (pictures)

The inside of PIM: Principle of Print



The inside of PIM: Principle of Print



- Catalogue Chapters are manually created
- Chapters based upon products which contain the articles



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The inside of PIM: Principle of Print

Editor: Kategorie - hybris Management Console (hMC) - Windows Internet Explorer

Editor: Kategorie hybris platform

Speichern Zurücksetzen Kopieren Löschen

Allgemein Kategoriestructur Multimedia Sichtbarkeit Verknüpfungen Administration

Kennzeichner: Katalogversion:

Übergeordnete Kategorien

Übergeordnete Kategorien:	Kennzeichner	Kategorie-Titel	Katalogversion
	1	Produkte für Beton- und Mörtelherste	Katalog_CH - 2008 - bshb

Untergeordnete Kategorien und Produkte

Untergeordnete Kategorien:

Die Liste ist leer.

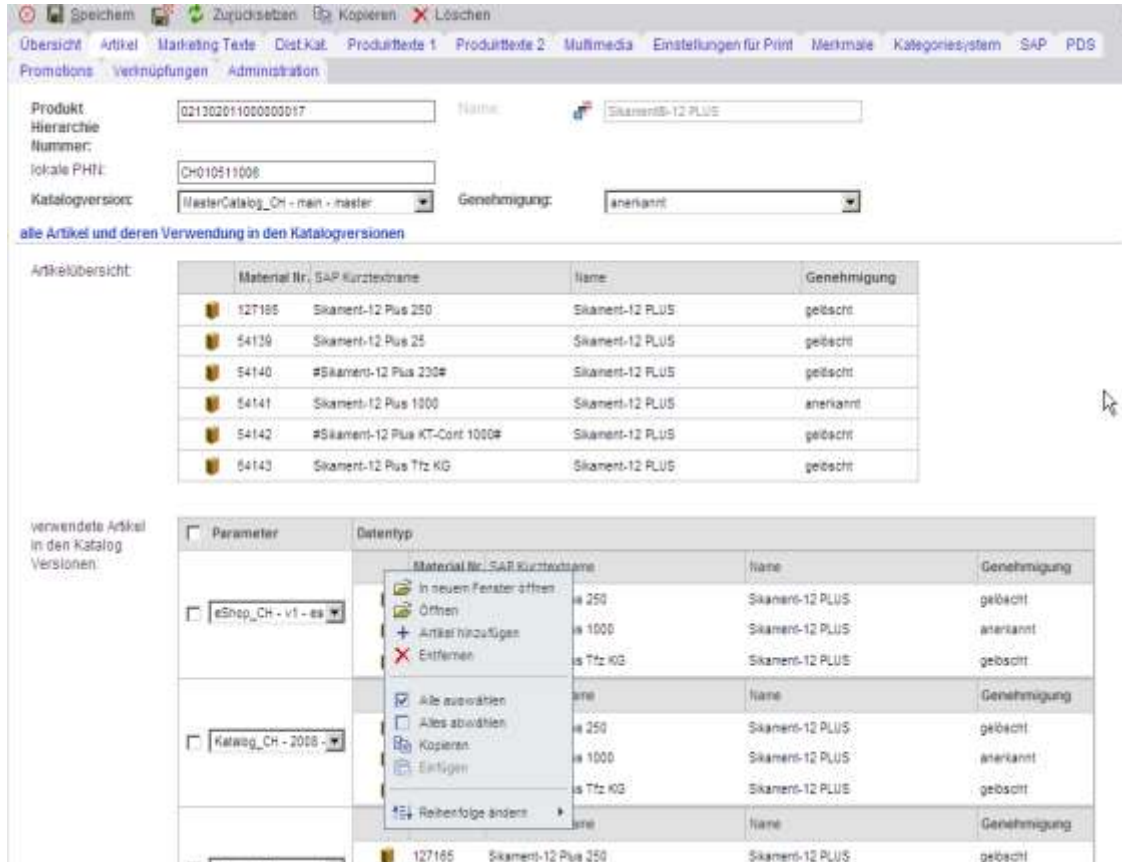
Enthaltene Produkte:

Produkt Hierarchie Nummer	Name	Katalogversion
	Sikament®-12 PLUS	MasterCatalog_CH - main - master
	Sikament®-200	MasterCatalog_CH - main - master
	Sikament®-210	MasterCatalog_CH - main - master
	Sika® ViscoCrete®-2 S	MasterCatalog_CH - main - master
	Sika® ViscoCrete®-3012 S	MasterCatalog_CH - main - master
	Sika® ViscoCrete®-3081 S	MasterCatalog_CH - main - master

Done Local intranet 100%

- per chapter, products to be selected and assigned

The inside of PIM: Principle of Print



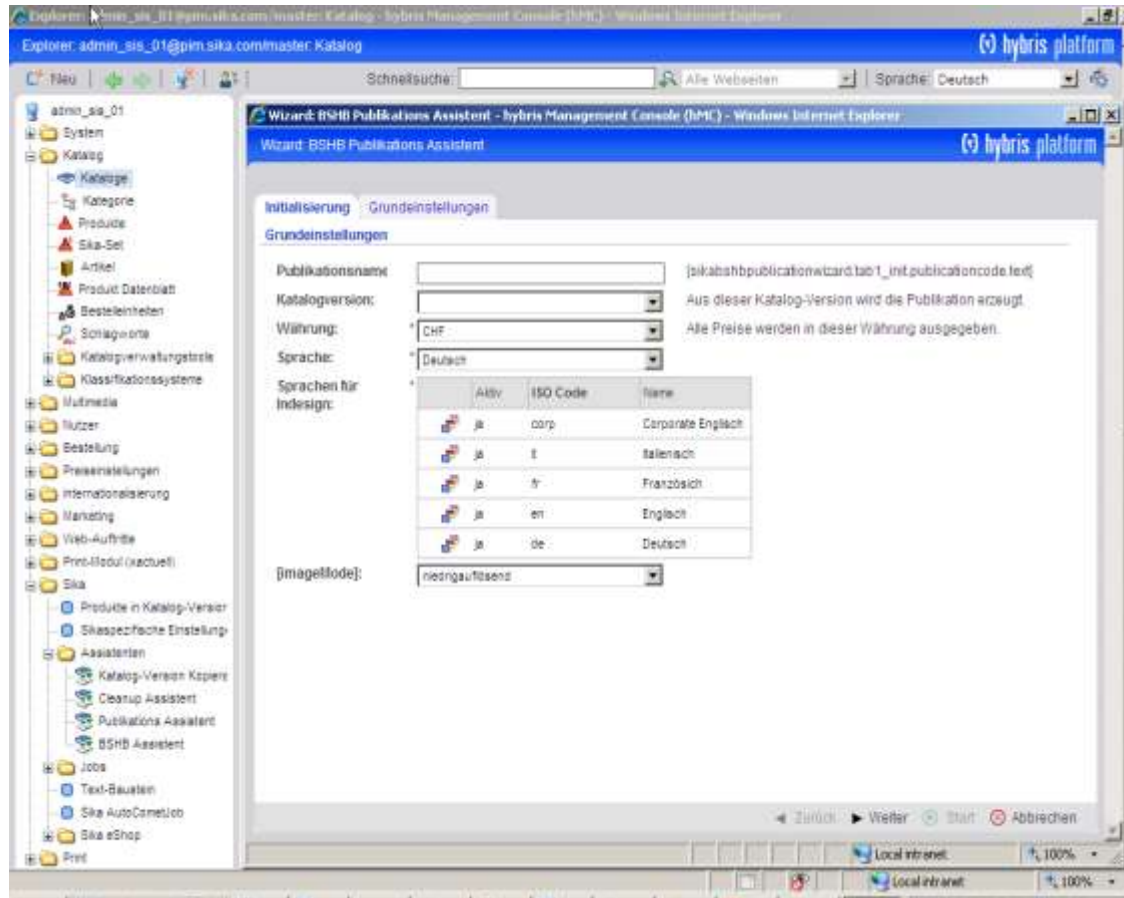
The screenshot shows a SAP PIM interface. At the top, there are menu options like 'Speichern', 'Zurücksetzen', 'Kopieren', and 'Löschen'. Below that, there are tabs for 'Übersicht', 'Artikel', 'Marketing Texte', 'Dist.Kat.', 'Produkttexte 1', 'Produkttexte 2', 'Multimedia', 'Einstellungen für Print', 'Merkmale', 'Kategorie/system', 'SAP', and 'PDS'. The main area is divided into sections: 'Produkt Hierarchie' with fields for 'Produkt' (02130201100000017), 'Name' (Sikanent-12 PLUS), 'Hierarchie Nummer', 'lokale PHL' (CH010511008), 'Katalogversion' (MasterCatalog_CH - main - master), and 'Genehmigung' (anerkannt). Below this is a section titled 'alle Artikel und deren Verwendung in den Katalogversionen' with a sub-section 'Artikelübersicht'. This section contains a table with columns 'Material Nr.', 'SAP Kurztextname', 'Name', and 'Genehmigung'. The table lists several articles with their respective material numbers and names. Below the table, there is a section 'verwendete Artikel in den Katalog Versionen' with a table showing parameters and data types. A context menu is open over the table, showing options like 'In neuem Fenster öffnen', 'Öffnen', 'Artikel hinzufügen', 'Entfernen', 'Alle auswählen', 'Alles abwählen', 'Kopieren', 'Einfügen', and 'Reihenfolge ändern'.

Material Nr.	SAP Kurztextname	Name	Genehmigung
127185	Sikanent-12 Plus 250	Sikanent-12 PLUS	geblöcht
54129	Sikanent-12 Plus 25	Sikanent-12 PLUS	geblöcht
54140	#Sikanent-12 Plus 230#	Sikanent-12 PLUS	geblöcht
54141	Sikanent-12 Plus 1000	Sikanent-12 PLUS	anerkannt
54142	#Sikanent-12 Plus KT-Cont 1000#	Sikanent-12 PLUS	geblöcht
54143	Sikanent-12 Plus Ttz KG	Sikanent-12 PLUS	geblöcht

Parameter	Datentyp	Material Nr.	SAP Kurztextname	Name	Genehmigung
<input type="checkbox"/> eShop_CH - v1 - es		127185	Sikanent-12 Plus 250	Sikanent-12 PLUS	geblöcht
<input type="checkbox"/> Katalog_CH - 2008 -		1000	Sikanent-12 Plus 1000	Sikanent-12 PLUS	anerkannt
		Ttz KG	Sikanent-12 Plus Ttz KG	Sikanent-12 PLUS	geblöcht
		127185	Sikanent-12 Plus 250	Sikanent-12 PLUS	geblöcht

- On article level:
decided whether printed or not in catalogue

The inside of PIM: Principle of Print



- Select finished Catalog for Print preparation



The inside of PIM: Principle of Print

Demo Movie



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Lessons learned Project Management

- **Specifications: stronger focus on (lived) business process(es) – understand and document underlying processes detailed**
- **Never underestimate SAP (time & costs) – involve them at early stage**
- **No “project management by email and/or Black Berry”**
- **IT Security – ensure that they are on your side**
- **Documentation of the realized system: must be part of the project**



Benefits

- **Consistent Data structure among publications
(Re-usability of data)**
- **Personalization in Print**
- **Cost / Time Savings in Print**
- **Better control of accuracy / actuality in Product Data Sheets**
- **Clearly defined lead systems, clearly defined responsibilities of updating process of relevant data**



Benefit: Principle of Re-usability

- PIM is lead for “Master” marketing text Data on Product level

Sika Katalog - Kleben und Dichten - Starke Klebstoffe

Sikadur[®]-33

2-Komponenten-Epoxydharz-Kleber für vielseitige Verklebungen sowie für das Combiflex-System. Zur maschinellen Verarbeitung mittels Sika Comix.

Anwendung:

- Als vielseitiger Kleber für starke Verbindungen auf Beton, Mörtel, Naturstein, Baustahl
- Als Kleber für das Sikadur-Combiflex-System

Verarbeitung:

- Auf trockenem Untergrund mit Kelle, Traufel oder Spachtel
- Schichtdicke 0,5 - 10 mm

Vorteile:

- Maschinelles Mischen und Dosieren
- Mischungsverhältnis 1:1 Volumenteile
- Hohe Ergiebigkeit, dünne Klebschichten möglich

Hinweis:

- Zur Verarbeitung der 15-Liter-Gebinde ist die Mischstation Sika CoMix-101 einzusetzen

Material-Nr.	Bezeichnung	Mindest-Schichtmenge	ME	Bestellmenge	In den
1438	Sikadur-33	15.0 (A)	BT	1.0	Warenkorb
1439	Sikadur-33	15.0 (B)	BT	1.0	Warenkorb

- SAP Lead for Article Master Data

Sikadur[®]-33

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NO	Material Nr.	Gebinde	Verbrauch	Stoffmenge/Leistfaktor	Einheit	Bruttogewicht einzelnes Obj.	Stoffpreis	Nett.	VOC
4	1438	15 l (A)	Pro 1 mm Schichtdicke und m ² ca. 1,4 kg Fertigmischung	-	-	29,50	-	-	-
	1439	15 l (B)		-	-	29,50	-	-	-