

# PRODUCT ARTICLE MASTER

Würth Business Services easily manages thousands of articles and arranges them into the Würth Group hierarchy. Along with arranging articles, we manage end-to-end article-related tasks accurately and diligently. We ensure that the article master data is consistent, complete, and updated.

## TRANSCODING

Transcoding involves finding the correct Würth article based on the article description. We can check the articles based on the received Request for Quotation (RFQ) or from a competitor's catalog. We support transcoding for standard and MRO items.

### PROCESS FLOW AT WÜRTH BUSINESS SERVICES FOR TRANSCODING:

- **Step 1:** Collection of data related to articles under different standards (DIN/ISO) from the competitor's website
- **Step 2:** Sorting the product information in the respective product groups
- **Step 3:** Identifying the standard part numbers from SAP or Würth E-Shop based on the product descriptions, names, norms, measurements, and others
- **Step 4:** Preparing a report

### PROCESS FLOW AT WÜRTH BUSINESS SERVICES FOR QUOTATION REQUESTS:

- **Step 1:** Examining the RFQ for standard articles or MRO articles
- **Step 2:** Finding the relevant product website
- **Step 3:** Identifying the ideal fasteners and MRO articles using SAP and Würth E-Shop

#### BENEFITS:

- Identify article data for the sales team to quickly find the equivalent articles as per the customers' requirements
- Place the order easily after finding the Würth article number
- Avail a holistic view of Würth articles along with article description and specifications through the database

Reach out to Franziska Romer, Head of Sales, Admin & External Communications, Würth Business Services, and understand more about offerings.  [franziska.romer@wuerth-industrie.com](mailto:franziska.romer@wuerth-industrie.com)