PRODUCT ARTICLE MASTER

Würth Business Services handles the article data management operations related to the Product Article Master Department. We handle a wide range of processes for maintaining the accurate and standardized article data through SAP system. Our Team utilizes the advanced tools and software, implements standard procedures, maintains quality standards, and efficiently manages and maintains the article data.

PART IDENTIFICATION

In this process, we find the right Würth article based on the article description. We transcode articles for a received Request for Quotation (RFQ) or for a competitor's catalogue. We carry out this process for standard and Maintenance, Repair and Operations (MRO) articles. Once the article is identified in the Enterprise Resource Planning (ERP) system, we inform the customer about it.

PROCESS FLOW AT WÜRTH BUSINESS SERVICES:

- **Step 1:** Receive a competitor's catalogue or RFQ from internal customers
- **Step 2:** Analyze the content and propose lead time to the customer
- **Step 3:** Avail customer's acceptance on the proposed lead time
- **Step 4:** Contact the customer and receive required inputs if the received data is inadequate
- **Step 5:** Search each article in the ERP system with the help of the data provided
- **Step 6:** Update the RFQ document if the article is found in the ERP system
- **Step 7:** Suggest an alternative to the article if exact article match is not found
- **Step 8:** Inform the result of the search to the customer

BENEFITS:

- Place the order easily with identification of exact article required
- Suggest equivalent articles to customers if the exact article is not found, which continues to generate revenue
- Avail a holistic view of Würth articles along with article description and specifications

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