



Success Story

Product database at WELEDA

Weleda produces and distributes anthroposophic pharmaceutical and natural cosmetic products, constantly expanding its global market. It is increasingly important to have corporate data available to all offices.

As a pharmaceutical company, Weleda requires product and marketing data available at a glance all over the world. Country-specific configurations of the products, ingredients, recipes, descriptions and approvals need to be centrally and clearly organized.

"Because we were constantly in contact with the staff of LIMBAS, who advised us in a friendly, competent and honest fashion, follow-up projects could be added to the existing, flexible core structure.

Only a platform, with an intelligently designed core structure, could react as flexibly, during the course of the project and allow easy implementation of newly arising requirements. In the meantime, More Weleda departments have in the meantime begun to manage their data on the LIMBAS server. The information maintained in the LIMBAS data base, is available to employees, anytime. The possibilities, offered by LIMBAS, are a positive surprise to our employees."

(Dr. Petra Suter, Associate, Scientific Information and regulation, Body care, Weleda AG)

[Translated by LIMBAS GmbH!]

Requirements

The cooperation between Weleda AG and LIMBAS GmbH started in 2002 with a local project for the Marketing Department of Weleda Switzerland.

The goal of the project was, to publish an internal data pool from Weleda Switzerland and enable a simple, web based maintenance. Previously manually created reports, product data sheets and cataloges needed to be generated dynamically from the current database.

The linguistic peculiarities from Switzerland, data security, as well as, in the long-term, international usability for the entire Weleda Group had to be considered.

Solution

With a flexible database system, an extensive access rights system, comprehensive report and form features and language independence, LIMBAS meets all the prerequisites. The application is accessed through a Web browser and allows the shared use by all Weleda offices, with different devices and operating systems (Windows /Mac..). There is no SW installation or labor intensive adjustments of infrastructure needed.

By means of the integrated MaxDB database the system ensures data security, so all business processes are carried out transaction-safe and efficiently.

The modular concept of LIMBAS allowed an easy adaption for Weleda, so that the products, taking into account country specifics, such as different ingredient labeling, product approval or multilingual product descriptions could be represented.

Additionally the new product platform was extended with other LIMBAS modules. Product related documents (articles, certificates) from the DMS can be linked to the product master data. This means double data maintenance is history. The reporting function creates all data sheets or entire product cataloges with just one click.



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Conclusion

After successful implementation, the Product Master Data project was expanded, to the cosmetics R & D area to allow a web based management of Weleda product and resource data. Using interfaces to existing systems, the maintenance of product master data can be reduced to a minimum.

Through the extensive search mechanism products or product groups that contain same ingredients can be found quickly.

Secure access to the Web-based system is guaranteed by various mechanisms, such as data encryption, access permissions, and your own VPN connections. All data is doubly secured through regular backups and an outsourced server location.

The LIMBAS GmbH takes care of the service and maintenance of the server. This reduces the administrative workload for the client and the work is carried out by experienced specialists.








International knowledge database on body care products, food supplementaries and swiss remedies

Sie sind angemeldet als: **Axel Westhagen**

Produktdatenbank | Dokumente

Profil | admin | Info | Abmelden | reset | home

hello **Axel Westhagen**, welcome to the international weleda-portal for product database, literature and imagearchiv
your last login was on **12.08.2008 10:26:45**

International Products Database		International Literature Archiv	
Weleda Knowledge Portal		Mistel Literature Archiv	
International Picture Archive		Event Management	
Documentation and Help		International book index	

Event calendar | Wiedervorlage | Datei-Manager | Meine Aufgaben | Meine Workflows

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