

Sigma-Aldrich® Optimizes Catalog Publishing with PTC's Arbortext Solution

Leading chemicals supplier consolidates product information while decreasing costs

Sigma-Aldrich, St. Louis, Missouri, USA

Sigma-Aldrich is a \$1.4 billion Life Science and High Technology company. Its biochemical and organic chemical products and kits are used in scientific and genomic research, biotechnology, pharmaceutical development, the diagnosis of disease and chemical manufacturing. Sigma-Aldrich operates in 34 countries and has over 6,000 employees worldwide.

The Challenge: Enforce Consistency

- Standardize publishing for 115,000 products
- Produce Web, print, PDF and CD-ROM output from the same data source
- Support multiple languages and currencies

The Solution: PTC's Arbortext Dynamic Publishing Solution

- Arbortext Advanced Print Publisher

The Result: Faster Catalog Production at a Lower Cost

- Reduced catalog processing time by 60%
- Reduced page production time by 50%
- Throughput for catalogs has increased by more than 200%



Sigma-Aldrich biochemical and organic chemical products and kits are used in scientific and genomic research, biotechnology, pharmaceutical development, the diagnosis of disease and as key components in pharmaceutical and other high technology manufacturing.

By automating their publishing, Sigma-Aldrich was able to speed up the delivery of new catalogs while realizing significant savings through more efficient processes.

Highlights include:

- Throughput for catalogs has increased by more than 200%. Additionally, Sigma-Aldrich is able to re-allocate 50% of their publishing resources to other areas of their business due to consolidating their catalog production to one location.
- By merging data from business systems directly into tables that are automatically formatted using Arbortext Advanced Print Publisher, Sigma-Aldrich cut the cost of table creation by over 85%—down from \$80 per table to approximately \$10 per table.
- Product additions, deletions and price changes can be made up until the final proofing. Previously all changes needed to be completed 3 months before final proofing. This allows Sigma Aldrich to get last minute products into their catalogs and also have the most up-to-date pricing.
- Reduced catalog processing time for larger catalogs from 15 hours to 7 hours.
- Reduced catalog processing time overall by 60%.
- Reduced page production time by 50%.

Sigma-Aldrich sells approximately 115,000 products via their paper-based and online catalog. Product information changes constantly because of product updates or mergers and acquisitions. Newly acquired companies often have different systems, processing and publishing tools, so it required more time and effort to maintain a consistent look-and-feel for all the products the company offered—not to mention the task of supporting multiple languages and currencies.

Enforcing Consistency Across the Organization

The company built the following four-tier strategy for product information:

1. Build a single corporate repository containing product information for all brands.
2. Create a standardized process for gathering product information from all locations with production and marketing responsibilities.
3. Standardize the publishing processes.
4. Use the same data source to produce Web, print, PDF and CD-ROM output.

Streamlining Production and Reducing Costs

Sigma-Aldrich selected PTC's Arbortext Dynamic Publishing solution because it fit the strategic profile the company had created: flexibility of formatting, page layout, scripting and programming. Additionally, using the Arbortext software streamlined their process by eliminating the need to maintain a number of different publishing tools.

For More Information

To learn more about Arbortext Advanced Print Publisher and other Arbortext products, visit: www.single-sourcing.com/products/arbortext



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