

Market Information from Databases

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Use of market information from databases



- Receive or to search for required information
- increase sales
- Improve processes
- develop and promote new product
- penetrate new markets
- develop and implement a strategy

Examples of Databases

- Country information
- Branch information, Benchmarking
- Market share
- Strategic Marketing for suppliers
- Risk contracting
- Prices
- New products
- ...

Forms of Information



Users of Market Information

- Sales personal
- Retailers
- Manufacturers
- Managed care organisations
- Practice management companies
- executive search firms
- Consulting and research institutes

Problems

- too many different systems
- different forms and flows of information
- different technologies and format of information
- not always well defined
- not enough volume or entry of information
- difficult to find the right one

Benefits

- Market overview
- Comparison with the competitors
- Fast information on new trends and products
- Low costs
- Regularly and updated information
- Customise database that meets your needs

On line Examples

GENIOS Navigator: Markt & Branchen allgemein - Netscape

Datei Bearbeiten Ansicht Gehe Communicator Hilfe

Leseseichen Adresse: <http://www.genios.de/navigator/MARKT.HTM> Verwandte Objek

Branchen
Quellenart
Themengebiete
Datenbanken A-Z
Neue Datenbanken

Direktes Login

Nur für registrierte Benutzer!

Benutzername:

Passwort:

LOS

Anzeige EINFACH.

Mit dem Navigator finden Sie gezielt die Datenbank, die Sie benötigen. Die Links auf dieser Seite helfen Ihnen schnell und unkompliziert, die Inhalte der Datenbanken zu erschließen.

Markt & Branchen allgemein

Menü's

- [FAKT Infratest Burke](#)
- [GfK Marktforschung](#)
- [Handelsblatt](#)
- [planung & analyse](#)
- [IAC PROMT \(engl.\)](#)
- [RDS - Responsive Database Services](#)
- [HandelsZeitung](#)
- [vwd Vereinigte Wirtschaftsdienste](#)

Datenbanken

- [ddp Nachrichtenagentur \(ADN\)](#)
- [Branchenmosaik \(BRAM\)](#)
- [CC-SELLER Preisdatenbank Computerpreise \(CCSELLER\)](#)
- [DESK research Quellen-Lexikon der Marktforschung \(DESK\)](#)
- [Internet Business / Electronic Commerce Research Datenbank für die deutschsprachigen Länder \(FORIT\)](#)
- [Germany Weekly \(GW\)](#)
- [Info-Prod Research \(IPR\)](#)
- [BfAI - Märkte im Ausland \(MAER\)](#)
- [sda-Basisdokumentation \(SDADOCA\)](#)
- [Tabellen zu Wirtschaft und Märkten \(TABL\)](#)
- [VDI Nachrichten \(VDIN\)](#)

Dokument: Übermittelt

DCIDB - Netscape

Datei Bearbeiten Ansicht Gehe Communicator Hilfe

Adresse: http://www.webtradecenter.de/home.cfm

Verwandte Objek

DCI WebTradeCenter

Hier Klicken!
BayernOnline Kongress & Ausstellung 2000

Endkundenbereich

Home
 Suche
 Produkt
 Anbieter
 Händler online
 Kataloge
 TradePinboard Endkunden
 Alle Kaufgesuche
 Eigene Kaufgesuche
 Kaufgesuch
 PC-HIS
 PC-Disk
 PC-Info
 Veranstaltungen
 Email

callback service

Menue: Home Go Branche: EDV Go

Willkommen im WebTradeCenter!

Jetzt Ihr **KAUFGESUCH** an...
 von unserem...
 helfen...
 Produkt.

Einkaufs-Assistent

- **Verkaufen** Sie? Antworten Sie gleich als Anbieter auf ein Kaufgesuch.

Das WebTradeCenter:

- gelistet sind: 25.000 Fach- und 2.000 Großhändler sowie 2.500 Hersteller;
- ermöglicht mit 265.000 Produkten eine umfassende Markt- und Preistransparenz;

Neu im WebTradeCenter?

Das WebTradeCenter
 Einkaufen: Händler! Verkaufen

+++ DCINewsflash +++

- 05.05. Iloveyou-Worm 1: Neue Version im Urr
- 05.05. Iloveyou-Worm 2: Herkunft geklärt
- 05.05. Elsa: Preiswertes MicroLink 56K Fun M Design-Gehäuse
- 05.05. Surfen für 1,8 Pfennig pro Minute mit Werbeeinblendung
- 03.05. Echte 1200 dpi und 42 Bit zum Einsteig CanoScan FB 1210U
- 03.05. Canon: Powershot S20 mit hoher Farb

Dokument: Übermittelt

Start DCI WebTradeCenter - ... Microsoft Word - Dokum... Microsoft Photo Editor DCIDB - Netscape 16:51



Informationen für die Wirtschaft



Hoppenstedt

Suchkriterien für die Online-Recherche

Firmenname und oder

Ort

Postleitzahl

Bundesland

Branche

Umsatz \geq \leq Mio DM

Beschäftigte \geq \leq

Produkte

Quick Login

Nur für registrierte Benutzer

Benutzer-ID

Passwort

Firmendatenbank

- Zur Datenbank
- Einführung
- Nutzungsarten
- Preise
- Kunde werden
- Produkte
- Service
- Kontakt
- Werbung
- Redaktion
- Home
- Sitemap
- Impressum
- Hoppenstedt
- English Version

Kostenlos!

Kostenlos



[help pages](#)

Basic search

Advanced search

welcome

Pira Database on the Web

packaging, pulp and paper, printing, publishing, imaging & nonwovens

version 2

Pira home

Title & Author search

To subscribe to the Pira Database on the Web, please contact Brett Gimblett:
Tel: +44 (0)1372 802284,
Fax: +44(0)1372 802281,
email: brettg@pira.co.uk

Pira Database on line

ENCODEX and EDI

What is ENCODEX?

Advantages

How does it work?

ENCODEX - Microsoft Internet Explorer

Datei Bearbeiten Ansicht Favoriten Extras ?

Zurück Vorwärts Abbrechen Aktualisie... Startseite Suchen Favoriten Verlauf E-Mail Drucken Bearbeiten

Adresse <http://eu1.encodex.com/index.html> Wechseln zu

ENCODEX

POWERED BY **MDM**

ENCODEX France

ENCODEX Germany

ENCODEX Italy

ENCODEX Nederland

ENCODEX Spain

ENCODEX United Kingdom

Welcome to ENCODEX®

ENCODEX® will help you to run your business more efficiently and profitably.

ENCODEX® enables real-time business within and between companies, by providing online up to date article information. Manufacturers, distributors, and retailers use ENCODEX® solutions to collaborate across different organisations.

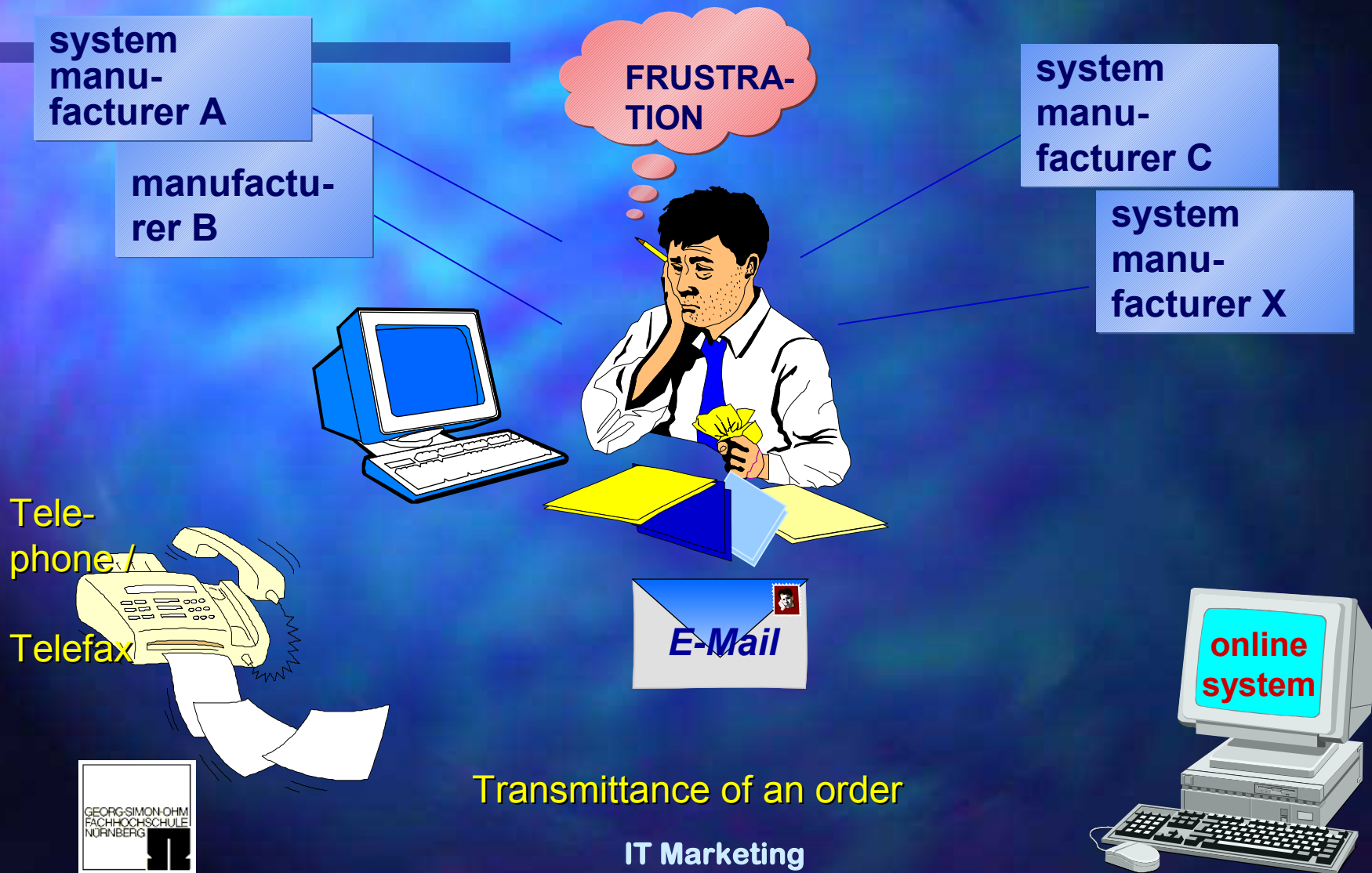
Global Encodex Project

Internet

EDI - the reality ! ?

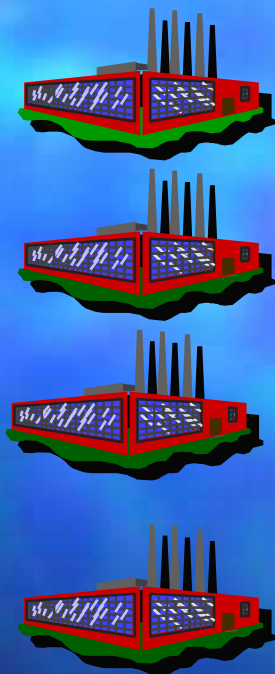
- Neither retailers nor manufacturers are able to work efficiently on data
 - no common language - no common formats
 - data flow of all information, no matter, if necessary or not
- High organisation and sales expenses
 - many individually used article master files
 - bilateral communication from point to point
- Delayed information on new products
- Errors in ordering, delivering and invoicing
- A waste of time and money

The way of an order in the retail trade



The solution!

Manufacturer



**central
article masterfile**



Retailer

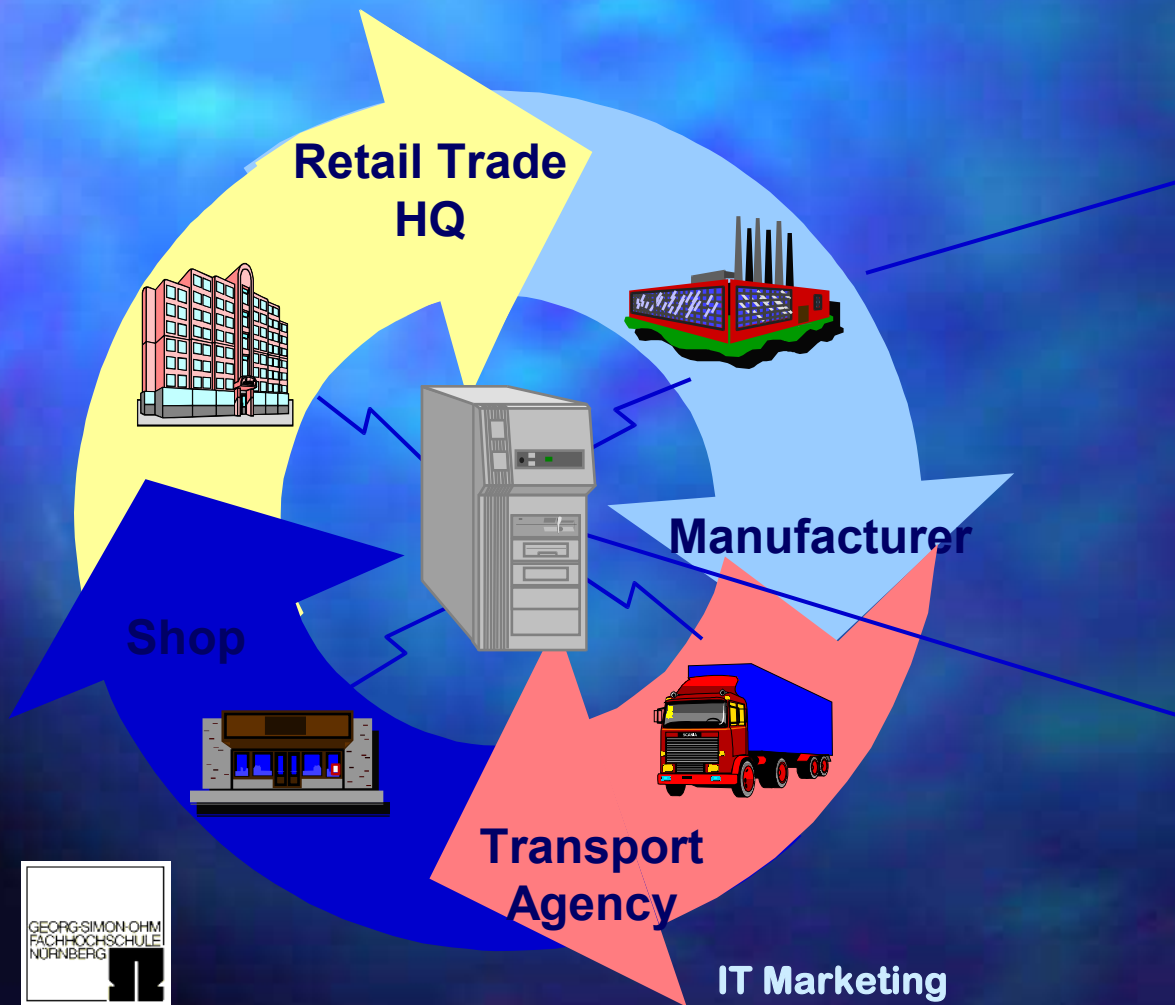


information and communication:

- one to one
- one to many
- many to many

ENCODEX - the basis of EDI and e-commerce

Processes in the supply chain



- flow of goods
- flow of money
- flow of information (steers flow of goods and money)

- The BASIS for EDI/ECR**
- a common
 - standardised
 - article masterfile
- ENCODEX**

Article catalogues - the requirements of industry and retail trade

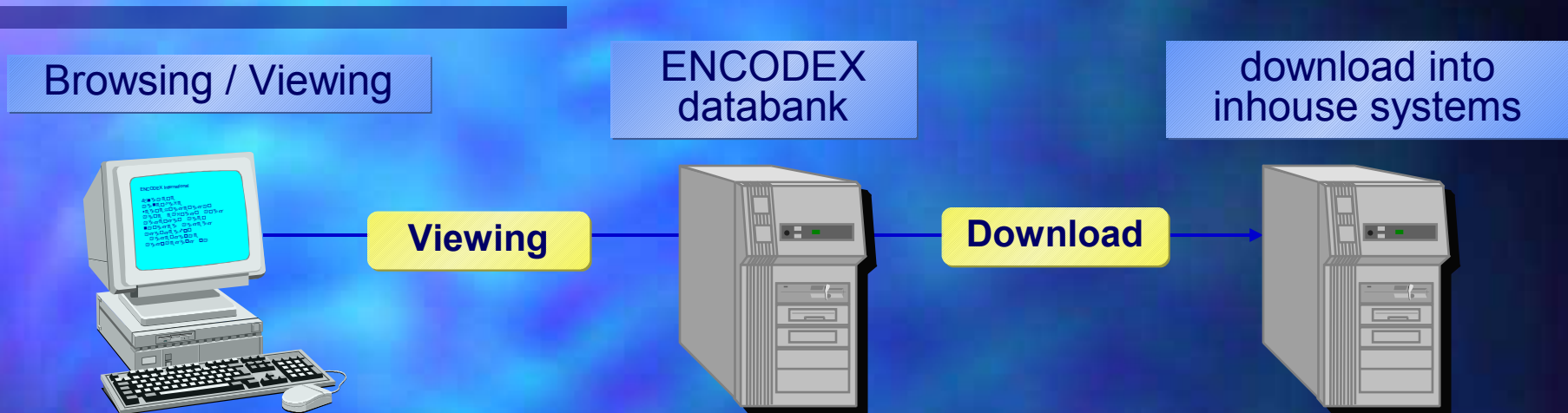
- **The industry would like to have:**
 - the maintenance of only one article catalogue for all retailers
 - the automatic distribution of the catalogue to all relevant retailers
 - access levels which can be defined for the retailers
 - EDI- and E-Commerce functions
 - improvement of efficiency
 - cost reduction
- **The retail trade would like to have:**
 - a single data source for the product information of all manufacturers
 - common data formats and correct data of all manufacturers
 - access to individually defined product information
 - EDI- and E-Commerce functions
 - improvement of efficiency
 - cost reduction

This is ENCODEX

ENCODEX - the largest standardised article masterfile for durable goods:

- 500.000 articles in appr. 100 product groups in Europe
 - Consumer Electronics
 - Information Technology
 - Telecom
 - Small and Major Domestic Appliances
 - Photo
- fast online access by web technology
 - EANCOM compatible

Basic Use of ENCODEX



- **market overview**
 - article search
 - article comparison

- **databank update**
- **data integration**
 - administrative processes (e.g. ordering, invoicing, logistics)
 - ECR/EDI processes

- **market overview**

Direct Benefits by using ENCODEX

Sales

- Extensive Market Overview
- Neutral Product Comparisons with Competitors
- Fast and cost effective Distribution of Information

Product management

- Extensive Market Overview
- Neutral Product Comparisons with Competitors
- Download to internal Systems
- Lower Coding Expenditures

Advertising / Communication

- Fast and Cost Effective Distribution of Information
- Link to all Retailers via one Interface
- Multilaterale Communication replaces bilateral Communication

Indirect Benefits by using ENCODEX



Sales

Product Management

Marketing



- Ongoing Support of ECR
- Category Management

Ordering

Invoicing

Bookkeeping

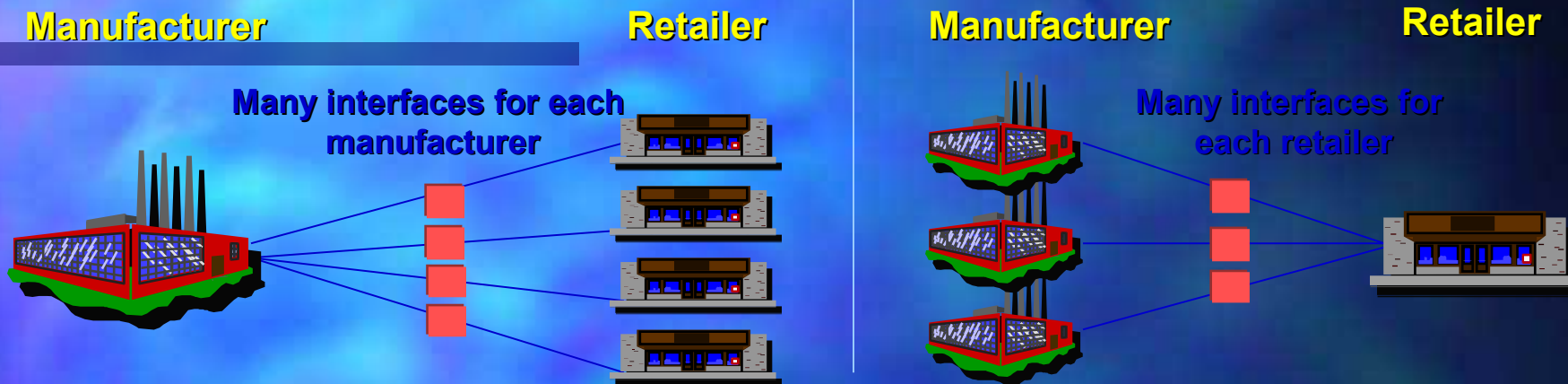
Transport



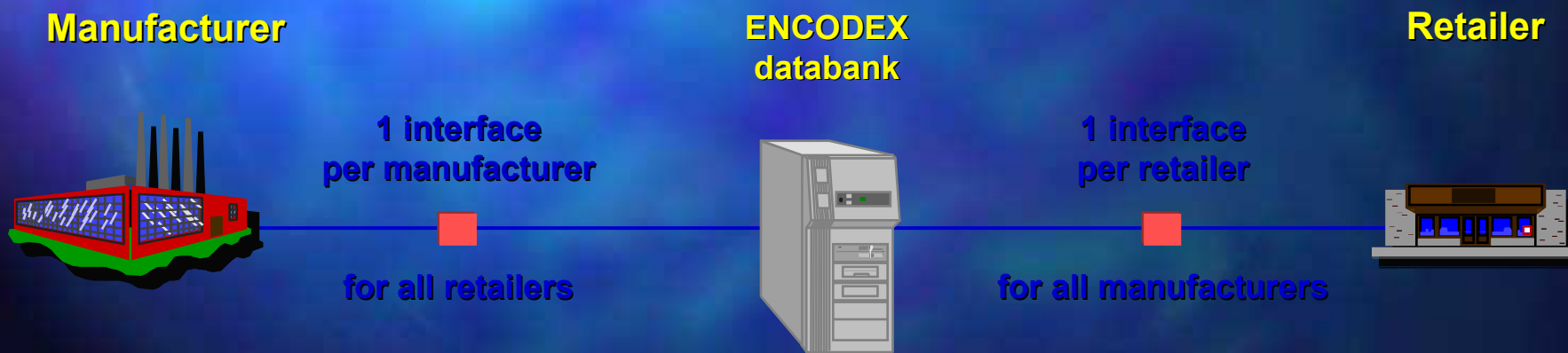
- Data Integration in administrative Processes

What are the Advantages ?

Without ENCODEX



With ENCODEX



ENCODEX Benefits for the Business Community

- Clear and unique identification and classification
- Large variety of article information
- Selective distribution of information
- 1 system for all assortments/sectors
- 1 system for all countries

International Status of ENCODEX

Japan



- coordinated by JD-Net (Steering Committee)
- KASEIKYO
- NEBA
- AHEA

Roll-out February 1999

Netherlands



- coordinated by ACE (Steering Committee)
- Vlehan
- Uneto
- Fiar

Roll-out August 1999

Content of the ENCODEX File

- **article masterfile data (general features: same for all product groups)**
 - general article information (brand, model, EAN code)
 - logistic information
 - order information
 - price information
 - levy information (e.g. green point)
- **product group features (specific features)**
 - individual technical features per product group
 - individual product description
- **images**
 - product images
 - logo of the product family
 - logo of the brand

Broadcasting

Define query



Storage of the query in the databank

Example:

- Washing Machines
- Front
- AAA
- > 1400 U/min

Query rhythm

- each day
- each x day
- each week

Execute query

ENCODEX databank



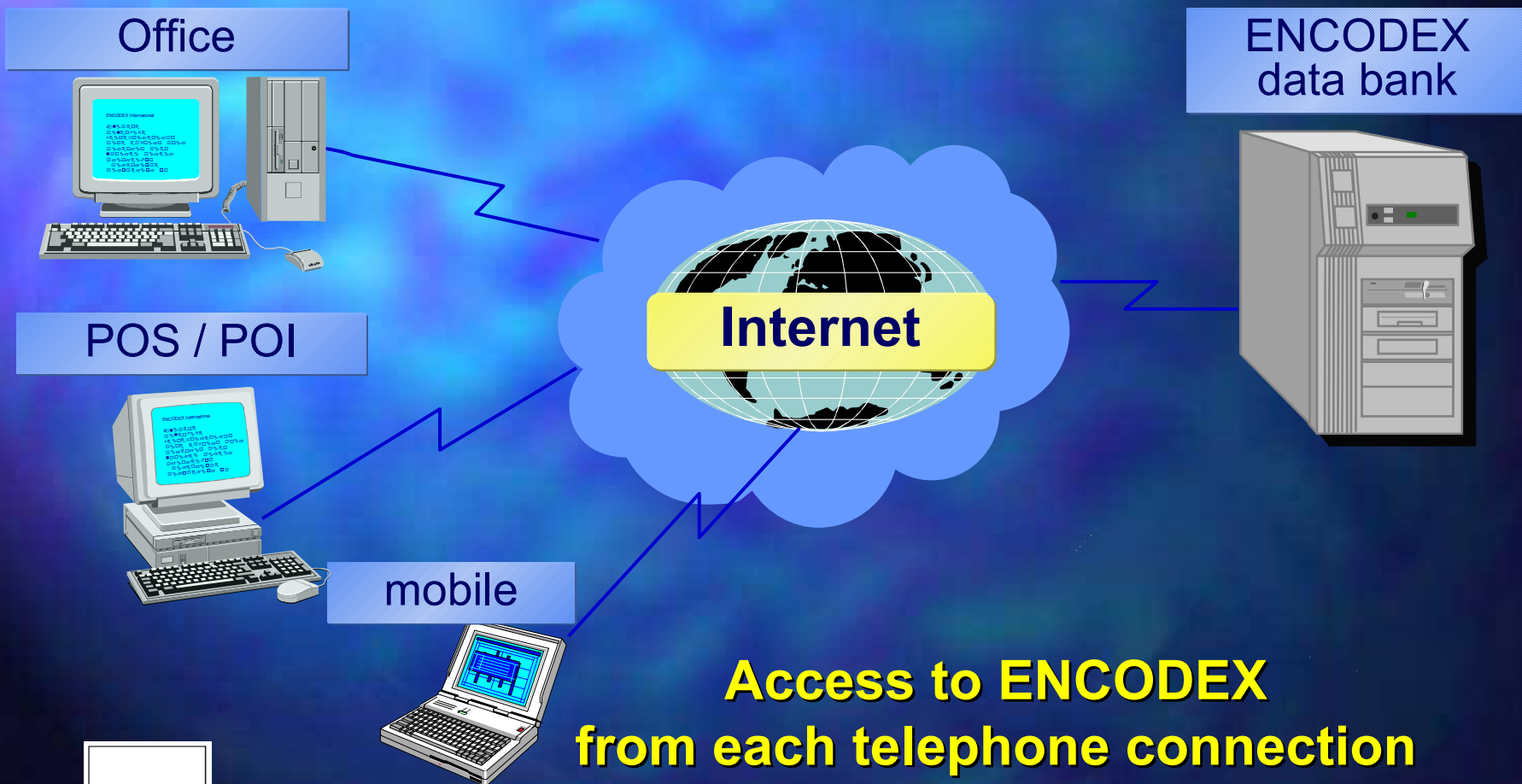
Databank query according to defined query rhythm

ENCODEX databank



Query result according to defined search rhythm

Access to ENCODEX



Summary

- Increase the usage of databases
- Chaos in offering information from databases
- Important is the quality of the information
- Up-to-date information
- Reduce costs and save time
- Can be customized to your needs