ADVELLENCE   **VICTORINOX**
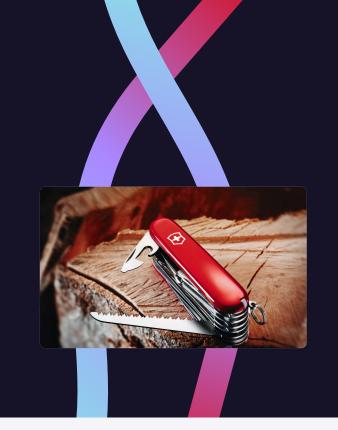
No Half Measures. Victorinox and Advellence Implement Syndigo in Just Five Months.

Initial Situation

Because the previously used PIM system could no longer meet growing requirements – and rising licence costs made the solution economically unviable – it was quickly decommissioned.
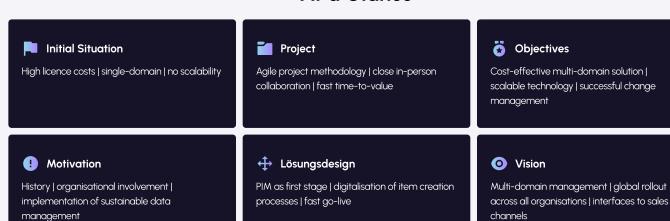
When evaluating a new solution, MDM capability, cost efficiency, and high scalability played a central role. The choice of future integration partner was also a decisive factor for the Victorinox project team.

Goals

The replacement project aimed to identify a system that could, over time, manage not only product data but also additional data domains. Such a multi-domain approach was not possible with the legacy system and it constrained Victorinox's data strategy.

At the same time, the new solution needed to provide a scalable foundation for sustainable business growth – which created corresponding requirements for the technology itself, the implementation of data processes, and change management.

At a Glance

Initial Situation

High licence costs | single-domain | no scalability

Project

Agile project methodology | close in-person collaboration | fast time-to-value

Objectives

Cost-effective multi-domain solution | scalable technology | successful change management

Motivation

History | organisational involvement | implementation of sustainable data management

Lösungsdesign

PIM as first stage | digitalisation of item creation processes | fast go-live

Vision

Multi-domain management | global rollout across all organisations | interfaces to sales channels

In Conversation with Christopher Klumpp

Christopher Klumpp

Christopher Klumpp is Head of Global Enterprise Data Management at Victorinox, where he oversees the Global Business Intelligence and Reporting teams as well as the company's data strategy and strategic projects.

Mr. Klumpp, what data-related challenges does Victorinox need to address, and which data domains are currently in focus?

At the start, our clear focus is on the product domain. We have significant ground to cover here and want to first standardise, optimise, and digitalise the entire item creation process by fully mapping it in the new Syndigo solution.
Our primary challenge is not a technical one – we first need to address the history that led to this replacement project and guide the organisation through the necessary change processes.

What were the main reasons for replacing the old PIM system?

There were several reasons. First, licence costs had risen significantly. Second, the system had reached its limits, especially in terms of data validation and workflows.
Finally, we wanted to move from the previous single-domain setup to a multi-domain system so we could manage additional domains beyond product data – something the old solution simply couldn't support.

What role did Advellence play as Syndigo's integration partner in the decision-making process?

Naturally, we initially concentrated on system functionality. At the same time, it was important for us to find an integration partner who was geographically close and aligned with us in terms of philosophy and approach. Since many systems offer very similar functionality at this level, the choice of integration partner ultimately played a decisive role in the final system selection.

Together with Advellence, you managed to bring the system live in just five months. What made that possible?

I believe it was a strong combination of thorough preparation on our side and Advellence's extensive experience from countless previous projects. Communication within the project team was always open and direct, which allowed us to make rapid progress.

From your perspective, what qualities are essential in a digitalisation or system integration partner, both for project success and long-term collaboration?

For successful project delivery, I find it crucial that the partner has extensive experience across different industries and diverse challenges. Geographical proximity is also important to enable regular in-person collaboration. Beyond that, open and honest communication, along with shared values, is essential for a strong partnership.

After successfully implementing Syndigo, what milestones are next for Victorinox?

We initially set up the system as a classic PIM solution. Now, we want to evolve it into an MDM system and map the entire item creation process for all our global organisations. We are also aiming for direct interfaces to our various sales channels so they can be supplied with the latest product master data.

About Victorinox

Victorinox AG, headquartered in Ibach in the municipality of Schwyz, is the largest Swiss knife manufacturer. In 2005, the company acquired its biggest competitor, Wenger, also known for producing Swiss Army knives in numerous varieties.

Additional premium product lines include kitchen knives, watches, travel gear and accessories, and fragrances.
Now in its fourth generation of family ownership, Victorinox distributes its products in more than 120 countries, employs around 2,200 people worldwide, and achieved sales of 424 million Swiss francs in 2023.

Motivation

With the replacement project, Victorinox aims to build a sustainable, scalable foundation for its global data management – covering product data initially, but expanding to additional domains in the future. This requires a technology that offers the necessary flexibility, along with effective and successful change management to prepare the organisation for continuous evolution of data processes. A crucial part of such change management is an efficient implementation project that delivers rapid, visible results.

Solution Design

Using agile project methodology and extensive experience from numerous customer projects, Victorinox and Advellence planned a focused implementation approach based on close coordination and open communication. A strong emphasis was placed on time-to-value to ensure organisational buy-in from day one. The first step was to implement product information management in the new Syndigo solution and properly set up the item creation processes.

Project

Together, Victorinox and Advellence first defined the target architecture for the system implementation and prioritised the steps needed to deploy the new solution effectively and sustainably.

Victorinox's thorough preparation enabled a strong project start, allowing the product information management component to be implemented effectively.
Item creation processes were standardised, optimised, and digitalised.

A core principle of the agile methodology was close, personal collaboration within the project team and transparent implementation of each rollout step. This ensured strong involvement from all stakeholders – a key prerequisite for successful change management.

Geographic proximity between Victorinox and Advellence, along with shared values and goals, contributed significantly to the project's success.

Vision

With product information management now established in the new Syndigo environment, the next step is to roll out item creation processes across all global organisations.

The system – initially launched as a classic PIM – will now be expanded into a true multi-domain management solution, covering additional data domains beyond product data.

In addition, interfaces to the various sales channels will be developed to optimise data distribution processes and automatically supply all output channels with the latest master data.

About Advellence

Advellence is an experienced digitalisation partner for companies of all sizes and industries.

The company supports clients in the sustainable development of their digitalisation strategy based on their existing IT landscape and process structures, providing both consulting and hands-on implementation across systems, data, and processes.

With a strong and growing network of technology partners, Advellence delivers tailored solutions for any scenario – from data and information management to modern work solutions and data and analytics use cases that secure long-term competitive advantage.

Advellence connects all your data so it can tell your story. Technical finesse is their craft; project execution is their passion. Consulting. Technology selection. Implementation. Development. Integration.

At Advellence, you get everything from a single source – with the **Advantage of Excellence.**

About Syndigo

With its Active Content Engine, Syndigo provides solutions for the entire product content life cycle – from master data management to the exchange of data and content between manufacturers, retailers, and end consumers. Thanks to its generic data model, Syndigo enables organisations to manage, enrich, link, and distribute multiple data types within a single multi-domain system and publish high-quality product content across all relevant channels.

Whether dealing with master data, product data, customer data, or location data, the platform handles it seamlessly. Its cloud-native technology and highly flexible data model offer unparalleled scalability and freedom in structuring data. In addition, Syndigo provides integration with the Sharedien DAM solution developed by Advellence.

Otakar Tomes, CEO Advellence

"For us as an integration partner, a key responsibility is to ensure optimal communication between our customers and the system providers."

ADVELLENCE

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