



DAW Color Mesh App: Futureproofing the Data Update Process

DAW has a goal of moving away from redundant data processing, the associated non-agile spreadsheets and transforming to a Data Mesh organization. In the first project with One Data, the creation of (reusable) data products for the “DAW Color Mesh App”, is a first step towards the company’s decentralized data future. Among other things, the role of Product Managers is being transformed into “Product Data Owners”. DAW is thus pursuing an innovative approach to data management, and at the same time remaining future proof.



One Data



DEUTSCHE
AMPHIBOLIN-WERKE
VON ROBERT MURJAHN

If you live in Germany, and have ever moved into a new apartment, you've probably gone to the hardware store and bought a bucket of "Alpina" paint at least once in your life. With Alpina, part of the DAW SE product family and the best-known paint brand in Germany, DAW helps many customers every year to get their walls back to a clean white or any color they prefer.

For DIY home improvers, it's easy—we go to any hardware store where the color we want is in stock or can be mixed right on the spot, just the way we want it. For DAW, there is a lot of planning and even more data behind supplying a large number of web shops and markets with the right paints, varnishes, and even more importantly, the right data behind each and every item.

To do this, DAW must constantly update product data such as the color and shade data of all existing and new products like paints and coatings, in their databases (central data store/webshop data mart). The data from the central data store then feeds the central points, such as web shops and product configurators (e.g., the Caparol ColorCube), with updated data on all existing and new items.

About DAW

DAW is a leading German manufacturer of paints and varnishes with international operations. With different brands with various suppliers and business partners, DAW has a highly complex supply and value chain. As the company has grown significantly over the years, more and more data silos have emerged, making the data landscape increasingly heterogeneous.

DAW is one of the TOP 100 innovators in Germany. As a developer of innovative coating systems for interiors, building envelopes and industrial surfaces, they improve the performance of the entire building and thus the quality of life of its users. This is also reflected in their claim: Better Building Performance. Better Life. Since 1895.

Focusing on innovation

DAW's important aim is to continuously improve customer satisfaction and experience—not only with new and sustainable product innovations, but also through optimizing behind-the-scenes processes, webshops, design software, digitalization, and AI. The efficient use of data is a focus area for innovation:

"With the development of data-driven tools, the Digital Unit is shaping the future of data at DAW across brands and countries. In doing so, it is making a significant contribution to opening up new fields of application and to the company's success. Under the question: 'How can we use all the data available to us in such a way that we offer our customers the best benefits and inspire them?'"

– Axel Voelcker, Head of Digital Customer Experience, DAW SE

The company has chosen One Data as its technical partner for one of its latest data management projects. Using the software's ability to create reusable data products, DAW wanted to automate the process of updating its central data store. The goal was to make the process more efficient, scalable, and reliable.

"How can we use all the data available to us in such a way that we offer our customers the best benefits and inspire them?"

Axel Voelcker,
Head of Digital Customer Experience,
DAW SE

“We need to build reusable data products which can adapt quickly in order to ensure our competitive advantage.”

*Axel Voelcker,
Head of Digital Customer Experience,
DAW SE*

Previous situation and problem

To do this, the color data for all items must be accurate, reliable, and continuously updated, and any changes must be distributed to all markets, web shops, etc. Until recently, an Excel and SQL database-based solution was used to supply key customer tools in the German market with the necessary product information, resulting in a highly manual, time-consuming process. Due to the DAW's growth and new evolving requirements, the existing pipeline now needed to be replaced with extensions to web stores and product configurators.

Goals and objectives

The goal of deploying One Data was to eliminate the creation of single-use data products and transform them into reusable data products that are automated and more efficient, robust, and quality-assured, while reducing manual effort. This provides greater efficiency, consistency, and agility in data-driven decision making, fosters cross-functional collaboration, and supports cost-effective innovation.

“Until now, we have always built single-use data products with high manual effort—in a fast-paced world with ever-changing market conditions and customer needs, we need to build reusable data products which can adapt quickly in order to ensure our competitive advantage.”

– Axel Voelcker

Solution with One Data

First, all relevant data and source systems were integrated into One Data, and the data pipeline that previously existed was migrated to One Data. As a result, the process of delivering data to the central data store is now fully automated—including automatic preparation and quality checks—ensuring high quality of the final data products.

The next step was to create a visual data map that allows Product Data Owner and specialists to easily identify data quality issues. The map includes detailed information on all items and their ingredients, as well as quality measures. A quality summary makes data quality measurable and transparent in DAW's product data update process.

Ultimately, the two user groups that use these differently: Product Data Owners look at their respective products, with data from many assets attached to each product. This data is therefore brought together in the DAW Color Mesh App to provide a horizontal view of the assets. The specialist departments who provide the data look at individual data tables. The data map gives them a vertical perspective on that information.

If a Product Data Owner finds an error in the data for his articles, he can report it to the color department. Quality issues that come from source systems, can easily be identified and then reliably solved in the source system where they originated. In this way, the Quality App enables data owners and specialist departments to improve the quality of product data independently.

This ensures that the central data store is always populated with high-quality, up-to-date data for all existing and new items, while reducing manual effort. The end result is faster and better product data updates, and a seamless sales process for retailers.

By the way:

Our AI-powered Data Product Builder can also help your data and business teams build, manage, and share data products for their use cases.

Contact us at contact@onedata.ai to talk about the potential for your business.

Results and business value

Data products help DAW to automatically maintain data quality and input data from different source systems. The targeted data products created in One Data contain automatically cleaned and up-to-date item data required for central points, such as web shops and tinting machines.

Another goal is to gradually transfer data ownership and quality responsibility to the business. The data processing structure of the previous solution was successfully captured and mapped, and the quality of the source data was visualized.

As a result, the process of updating the database for all items has become much more robust, with a significant reduction in manual work. This ensures that the points of sale are supplied with the most up-to-date and reliable data, which improves product supply, ordering, and ultimately customer satisfaction, enabling new sales potential to be exploited.

With the Color Mesh App, DAW will be able to shorten their web shop update cycles, improve data quality, and gain visibility into internal processes and data sources. In addition, the company will improve customer satisfaction and increase its competitiveness—ensuring that you get a bucket of Alpina reliably and in the exact color you want in no time.

In the future, DAW plans to build and reuse more of these innovative data products to gradually become a Data Mesh organization—and thus be at the forefront of innovation in data handling.

Benefits at a glance



Data quality transparency



Business ownership of data



Automate data processing logic



Minimize business risk and create robust solution



Process reusability through reusable data products



Increase customer satisfaction



Contact Person

Stefan Roskos
Managing Director
One Data GmbH
sales@onedata.ai

Interested in One Data? Get in touch. We'll advise you in all aspects, on what you need for implementation, and the unique potential or your company.

Contact

Passau: Kapuzinerstraße 2c, D-94032 Passau
Munich: Prinzregentenstraße 50, D-80538 Munich
Frankfurt / Main: Eschenheimer Anlage 1, D-60316 Frankfurt / Main
Berlin: Köpenicker Str. 31, D-10179 Berlin

Web: www.onedata.ai
LinkedIn: [linkedin.com/company/one-data-it](https://www.linkedin.com/company/one-data-it)

Managing directors:
Dr. Andreas Böhm, Dr. Stefan Roskos, Dr. Gregor Wiest

www.onedata.ai