

## Product data provision for Spain



### ARGE and TELEMATEL

For the international exchange of product data, the ARGE cooperates with established master data platforms in Europe. In order to supply the Spanish market partners with high-quality product data, a cooperation agreement was concluded with the GO!Catalog database service from TELEMATEL.

### GO!Catalog – Services

- Preparation of brand information
- Data audit
- Data- and file structure analysis
- Classification / adjustment of fields
- Data quality adjustment per field
- Brand-, tariff- and product registration
- Data improvement processes
- Translation service

### Procedure & data provision

- The basis for using GO!Catalog is a contract with TELEMATEL. **ARGE members will receive a 20 % discount on the current price list.**
- TELEMATEL ensures data distribution after approval by the manufacturer.
- File conversion takes place in standard catalogue formats BMEcat, BMDG, BC3, Excel/csv, FAB-DIS or others.
- GO!Catalog distribution takes place in defined channels and formats (URL or export, incl. three updates per connection/year).

### Information & Contact

**ARGE Neue Medien** – Int'l Product Data Management  
Elisabeth Emde, eemde@arge.de, ☎ +49 (0)5251 8728823

### GO!Catalog – Facts

- Leading product information service for building- and installation materials
- More than 1,200 brands
- More than 6 million products
- More than 500 affiliated wholesalers
- Market-specific content

### Benefits for ARGE members

- Data exchange via the BMDG
- building-masterdata.com interface
- Market-oriented supply of Spanish traders and market partners
- ARGE initiatives in marketing, communication, and web seminars
- Cost reduction for ARGE members
- Manufacturers get access to a data user list and/or portal access for user control

# TELEMATEL >

