VIAMEDICI

Integrated, Automated & Centralized Data With Viamedici EPIM

Revolutionizing product catalog creation to support sales

LAPP

The Lapp Group is a leading provider of integrated solutions and products for cable and connection technology. As an international business, product information needs to be communicated in multiple languages to partners and customers worldwide. To help manage its vast product data volumes and speed up catalog production, the company turned to Viamedici and its scalable and flexible Enterprise Product Information Management platform. Through the extensive automation of processes, it was able to make huge cost savings and significantly reduce manual efforts.

LAPP'S CHALLENGES

- Previously, it took 8 employees 8 months to manually create a 500-page product catalog

- A system was deployed by another provider to reduce manual work and automate catalog production, but it was too inflexible and costly to add new functions

- Product databases were decentralized and lacked integration

- Lapp needed to provide individual countries with precise information, advice, and tailored offers quickly

VIAMEDICI SOLUTIONS

- **Implementation of a worldwide Enterprise PIM platform for employees and partners with the addition of new features through software releases**

- **Standardization and centralization of product databases creating a central source for product descriptions, technical information, videos, images, and CAD drawings**

- **Seamless integration with SAP and other third-party systems**

- **Creation of a golden record for all product communications worldwide — online and print**

BENEFITS

- Faster launch of new products internationally with information available in 16 languages

- Massive time and cost savings in catalog design and printing with centralized data management

- Employees and partners worldwide can access information quickly and easily

- High level of user acceptance as employees were involved and trained at an early stage

"Thanks to Viamedici EPIM, we have increased the degree of process automation, massively reducing the time needed to create our product catalog. Today, we can deal with customer requests at a level of speed that was unimaginable in the past."

-Bülent Kulay
Marketing Communications
Lapp