

# Managing Global Product Information & Expediting New Product Introduction with PIM



Managing product content across regions and systems is a major challenge for global manufacturers. Schlüter-Systems partnered with Viamedici and Xngage to turn that complexity

into a competitive edge. With modern PIM, they streamlined product launches, enhanced customer experience, and accelerated international growth.

## SCHLÜTER-SYSTEMS' CHALLENGES

- **Global Product Management:** Regional packaging and product requirements and launch timelines created complexity and significantly slowed down time-to-market
- **Provision of data for output channels:** Partial manual management of product information for output channels was time-consuming and error-prone
- **Effectively & Efficiently Sharing Information With Distributors and Retailers:** Sharing accurate product information across regions and with partners was a challenge because different data sources were referenced
- **Organizational Efficiency:** Disconnected systems and siloed data made it difficult to align product information across Engineering, Product Management and Operations



## VIAMEDICI SOLUTIONS

- **Viamedici EPIM enables dynamic product data models, engineering, marketing and local markets.**
- **EPIM supports product packaging variations and new product launches across EU and NA markets quickly and efficiently**
- **Product data and assets will be syndicated to retailers like Home Depot and Lowe's**
- **EPIM supports creating transparency and data ownership among departments (a single source of product truth)**

## BENEFITS



**Reporting:** Reduces time spent reconciling conflicting data across teams, accelerating decision-making and product readiness



**Syndication:** Automates syndication processes, reducing manual effort and shortening update cycles from days to minutes.



**Product Management:** EPIM minimizes delays caused by inconsistent data, reusable global data updates and faster collaboration

*"Viamedici's PIM has been very beneficial for our operations. It's helped us centralize product information, align cross-functional teams, and respond faster to market demands. Whether it's launching in new regions or meeting retailer requirements, we're now working with greater efficiency and confidence."*

- Anna van Klev, Program Manager  
Digitalization of Product Communication  
Schlüter-Systems

