

# Centralized PIM and DAM: Improving Speed, Consistency, and Control

## Single Hub. Maximum Efficiency.



Wedi, a global leader in wetroom systems, partnered with Viamedici to centralize its product information and digital assets. By deploying EPIM, seamlessly integrated with Sharedien, Wedi brought together over 12,000 media assets and all structured product data into one scalable, connected platform.

This transformation enables faster workflows, consistent content delivery, and complete control across channels. From print catalogs to e-commerce platforms, Wedi now delivers accurate product information with speed and precision—empowering global teams and supporting continued growth on a future-ready digital foundation.

### WEDI'S CHALLENGES

- Managing growing volumes of product data and digital assets across 50+ global markets.
- Disconnected tools and teams leading to inefficiencies and inconsistent updates.
- Difficulty scaling catalog production and content delivery for both print and digital.
- Limited ability to maintain one source of truth for structured product data and media.



### VIAMEDICI SOLUTIONS

- Implemented a centralized EPIM platform to unify structured product data and all related digital assets.
- Enabled one source of truth across teams and markets, ensuring consistency and alignment.
- Streamlined multichannel content delivery, from print to e-commerce, without duplication.
- Integrated with tools like Adobe InDesign and Xactuell for automated, up-to-date catalog production.
- Enhanced searchability and asset reuse with AI-supported tools via Sharedien, reducing time and effort.

### BENEFITS



One system for all teams to manage product data and media in one place



Faster content delivery across catalogs, websites, and partner platforms



Always up-to-date product info, no matter the channel



Scalable setup designed to grow alongside Wedi's expanding business

*"Centralized product data makes it much easier to find exactly what we need—fast. Creating catalogs and price lists is now quicker, more accurate, and far simpler. And with Sharedien fully integrated, accessing and reusing media assets is smoother and more efficient than ever."*

– Kai Storjohann  
Head of Digital Marketing, Wedi GmbH

