

# Electronics Industry Leader Transforms Product Data Management

More efficient, faster and future-proof

As a trusted Viamedici customer, the company is a globally leading provider of building automation and industrial control technology. With decades of experience and a worldwide presence, it delivers innovative solutions for industries such as mechanical engineering, building technology, and e-mobility.

This leading electrical technology provider is driving digitalization forward with Viamedici. By centralizing and automating product data, they are streamlining processes and reducing maintenance efforts. Migrating to the Viamedici Cloud further boosts flexibility and scalability – a key step toward a fully digital future.

## CHALLENGES

- Decentralized data inconsistencies hindered accurate info for sales, marketing and customers.
- High maintenance effort due to manual data management across multiple systems, consuming valuable time & resources needed for strategic tasks.
- Lack of standards & varying formats made centralized data management & product information publication difficult to manage
- A solution was needed for industry-specific product information in e-commerce & catalogs.



## VIAMEDICI SOLUTIONS

- **Seamless integration & centralized data management in ERP, CRM, and CAD systems with support for common standards (BMEcat, XML, JSON)**
- **Efficient product data management with automated workflows and standardized processes**
- **Multichannel publishing for e-commerce, catalogs, and technical documentation**
- **High scalability & modularity for growing product catalogs without external support**
- **User-friendly interface & optimized sales processes through fast online ordering**

## BENEFITS



Data maintenance time reduced by 30%.



Higher data quality through centralized, standardized management.



Significant cost reduction through automation and system consolidation.



Faster quote generation and sales processes with accurate, up-to-date data.

*"Viamedici EPIM is a comprehensive solution that underpins our data storage requirements with multi-language support. We tailored the EPIM platform to meet our exact needs for media-neutral product information management and multi-media publishing."*

**-Head of IT-eBusiness**