

# From Complexity To Simplicity At Baumit

Creation of the golden record



Leading European producer of building materials for indoor and outdoor use, Baumit needed a system that would manage its vast and hugely complex product data. After successfully piloting Viamedici's Enterprise Product Information Management

platform within Baumit's German business, it was then rolled out to 27 other countries across Europe. To support Baumit on its growth trajectory, the system needed to be flexible, scalable, and also take into account the various country-specific laws and regulations.

## BAUMIT'S CHALLENGES

- Lack of integration between the project participants including planners, tradesmen, specialist dealers, and builders
- Clear need to distribute accurate product information to different partners, both internally and externally
- Extremely complex product data with a database of over 900 recipes
- No system in place to identify market developments at an early stage



## VIAMEDICI SOLUTIONS

- **Creation of a Golden Product Record that is syndicated to the right people at the right time**
- **Automated processes that allow the different country organizations to create documents based on the master data**
- **Real-time analytics for the early detection of trends and issues**
- **Reporting functionality to identify changes in product information, incorporate these changes in materials and across all channels, and prevent the creation of redundant data**

## BENEFITS



Greater collaboration and control



Increased efficiency through faster, automated processes



Improved data quality with the creation of a single source of truth



Effortless management of the product legal requirements in different countries

*"Thanks to Viamedici EPIM, we have taken our internal communication for product data to a new level. With the Golden Product Record, we have a standardized communication tool that distributes based on rules."*

-Sebastian Rettke  
Lead of Marketing  
Baumit

