

# Building For The Future With Multi-Domain MDM

From frogmented systems to fully intergrated data



For more than 440 years PFEIFER has been offering solutions for a wide range of applications within the construction, logistics, and architecture industries. From wire ropes for construction machinery and elevators, to slings and lifting equipment, to transport and connection systems for precast

concrete construction. To efficiently manage complex construction projects such as building envelopes, roof structures, and façades, it needed a central, integrated multi-domain MDM solution that would give the parties involved in each project real-time access to the right data, in the right place, and at the right time.

## PFEIFER'S CHALLENGES

- Data was inconsistent across the company as a result of complexity and growth
- More than 1 billion network data records in 6 domains and over 30 languages
- Data was not channel-specific and was lagging in terms of PFEIFER's commerce needs
- No connection between fragmented legacy systems and inadequate capability to integrate partners or give them access to the relevant data



## VIAMEDICI SOLUTIONS

- Implementation of a global MDM solution across all company divisions and the partner network
- Cross-border commerce functionality to support the different regions, countries, and market segments
- Central data hub that integrates fully with SAP, the CMS, and external e-commerce platforms and enables the fast sharing and syndication of information
- Creation of a single source of truth, accessible in real time by partners and employees as and when they need it

## BENEFITS



Fast and direct access to the relevant data in real time



Due to scalability, the solution will also take care of future master data needs



Despite the complexity of projects, the construction and building activities are managed efficiently and cost-effectively



PFEIFER can now effortlessly share information with customers and partners in any language

*"Viamedici's vast experience in mapping complex data models was worth its weight in gold. We can always rely on them going that extra mile. A close partnership such as this is a key success factor for PIM."*

-Alexander Strobl  
Director of Digital Transformation  
Wagner Group

