

Partnering For Success at Wagner

Viamedici goes above and beyond in major PIM overhaul



Wagner Group is a household name in surface coating technology. The company provides innovative solutions and equipment to industrial manufacturers, tradespeople, and DIY enthusiasts. This complex product portfolio was proving too .

much for the existing PIM system. The firm needed a next-gen solution it could rely on for quality product data. Optimizing processes was also high on the docket. But above all Wagner was looking for a trusted partner to advance their digital transformation. Viamedici delivered on all counts

WAGNER'S CHALLENGES

- Highly complex B2B and B2C product structure with up to 400 individual attributes per product
- Publication of product catalogs in multiple languages
- Existing legacy PIM system:
 - Poor data quality, usability, and efficiency
 - Struggling to cope with product complexity
 - Unable to support business and digitalization goals
- Multiple stakeholders with diverse PIM system requirements



VIAMEDICI SOLUTIONS

- Initial on-premise implementation of Viamedici EPIM with subsequent cloud rollout to other Wagner sites
- Definition and mapping of data model to populate multiple e-commerce channels and catalogs
- Optimization of key processes e.g., database publishing for multilingual catalogs
- Ease of use and adoption as go-to platform for product information
- Product mapping across every category, brand, and range to promote cross-sell

BENEFITS

- Step change in accuracy and efficiency
- Reduced data complexity and increased quality
- High-performance, low-maintenance solution, regardless of data volume
- Scalable, future-proof solution and trusted long-term partner

"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

