

Scaling New Heights With A Media-Neutral EPIM Solution

The answer to efficient and less complex data management



As a market leader for innovative, light-metal construction, ZARGES GmbH serves customers around the world in industries including transportation, access, and packaging. Innovation and digitalization play a major role at the company,

which was looking for a new PIM solution to replace its soon-to-be-discontinued system. The light-metal construction expert found the perfect, experienced partner with Viamedici who could meet its needs for media-neutral content and deliver a fully integrated EPIM platform that was adapted to meet its precise requirements – both today and in the future.

ZARGES'S CHALLENGES

- ZARGES needed a new, centralized PIM solution to manage its large volumes of product information
- To serve its international customers, the company has to syndicate information in multiple languages
- Multi-media publishing of product information such as catalogs across several channels was a top priority
- It identified a need to build up internal PIM solution expertise to deal with troubleshooting in-house



VIAMEDICI SOLUTIONS

- Viamedici EPIM enables the creation of a single source of truth, with all product information managed centrally
- Translations of content are stored on the platform, which has reduced translation costs and duplications
- Scalable solution with capacity to integrate additional product data such as images, technical data sheets etc.
- With support and training from Viamedici, the company has established core, internal expertise for PIM and data maintenance

BENEFITS

- Data is managed more efficiently and retrieved faster, increasing overall agility
- Creation of reusable content that can be shared across all of ZARGES' channels
- Massive reduction in errors thanks to central data management
- Customers and partners have access to accurate information at all times

"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."

-Simone Harrer
Product Manager
ZARGES GmbH

