

Product Information Management System Transforms Australian Distributor Case Study

Our client is the exclusive Australian distributor for three major brands with a wide number of individual products, accessories and spares.



“We’re a small team and we often work remotely so it’s important that we can easily find all our product information to use in our various marketplaces. With a greater focus on sales and marketing, we needed consistency, accuracy, and relevancy. The PIM solution from Ascend7 has centralised all our product information, and will grow with us as our product range expands and our business moves into new market channels.” - Greg Albert

The challenge

Our client struggled with managing the wide range of product information provided by their overseas suppliers. Quality of information, including logos, images, videos, manuals, technical specifications, brochures, catalogues and more, varied with many inconsistencies, even from the one supplier.

The information needed to be rebranded, modified to suit an Australian audience, and then pushed out into the market using their various sales channels – website, resellers, direct marketing, social media, direct customer enquiries. Frequent updates and poor version control by the suppliers provided further challenges.

Despite only have a small staff, correct and up to date information and branding proved difficult to find when it was required.

Our solution

Ascend7 implemented a Product Information Management (PIM) system to store our client’s product data in a central database. The PIM enables the data to be used in multi-channels – product information is served accurately to the website and resellers, and for brochures, catalogues, datasheets, and social media posts.

The system was integrated with the quoting platform, allowing up to date product specifications and details to be provided with each quote.

The outcome

Our client’s small team can now function efficiently and accurately, supplying products across Australia. They have seen improvements in:

- Quoting – halving the time it takes to do a quote and accurate pricing lists used
- Website – visitors seamlessly moving between product pages (inside the PIM) and marketing pages
- Consistency – accurate product information delivered to employees, customers and resellers