

# Product Information Management Transforms Dynamic Engineering

Dynamic Engineering Australia

*DEA is the exclusive Australian distributor for three major brands with a wide number of individual products, accessories and spares for dust and fume extraction.*

## The challenge

Our client struggled with managing a wide range of product information provided by their overseas' supplier. Quality of information including; logos, images, videos, manuals, technical specifications and brochures varied with many inconsistencies. There was also the added challenge of translating product information from other languages to English.

DEA's product information required rebranding and modifications to suit an Australian audience, as well as a push into the market through their various sales channels — the website, resellers, direct marketing and direct customer enquiries.

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

## The solution

Ascend7 implemented a Product Information Management (PIM) system to store DEA's product information in a central database. All of the product information is now sorted, consistent and only entered once into a system that produces a number of marketing outputs including; web pages, branded and labelled brochures for resellers, data sheets and direct quotes to clients. The PIM allows for product information to be accessed and updated in multiple channels, and team members can easily retrieve product information quickly and are assured it is accurate.

## The outcome

The PIM implemented for DEA has created a multitude of benefits for the business. DEA has seen improvements in:

- **Future-proofing the business** — Previously, data collection had been reliant on one-two personnel. With the PIM, data collection is dependable, consistent and efficient.
- **Customised Outputs** — The new PIM's customised fields have enabled relevant product information to be extracted and formatted directly into the catalogue website, a vital tool for DEA's distribution network.
- **The Website** – visitors can now seamlessly move between product and marketing pages inside the PIM.

*"We've been struggling for years to effectively store product information from our suppliers. It comes in all formats and multiple languages, and some of our suppliers use PIM systems, while others aren't as sophisticated. Now all team members can retrieve product data easily and quickly. We're glad to have moved to a PIM and feel confident it has future-proofed our business for many years to come." Carolyn Combes, DEA.*