VIAMEDICI

CUSTOMER SUCCESS STORY

Perfect Product Info In Multiple Languages On All Channels

Publications revolutionized by the EPIM platform and golden record

SICK AG, a world-leading manufacturer of sensors and sensor solutions for industrial automation applications, produces and distributes thousands of products in hundreds of product families. As a global company that enables other companies to unlock the power of their data through technology, it identified the need for an innovative and future-proof solution to manage its extensive and complex product information for different markets and to simplify and speed up the process for creating print and online publications for customers in various languages.

SICK'S CHALLENGES

- Many product catalogs, price lists, and industry information created as PDFs, online, and in the app
- A standard, single data set needed to be created and managed for each product
- The translation process was complicated and generated unnecessary costs due to duplicated translations
- The company wanted to establish a central, standardized database of product data in several languages

VIAMEDICI SOLUTIONS

- **Text, images, technical data, drawings, applications, and corresponding attributes are managed centrally via the EPIM platform**
- **An efficient, future-proof solution for multi-media and multi-channel product communication enabling the creation of a Golden Record**
- **Data is logically structured, which is essential for the creation of multi-media publications**
- **Simple, integrated process for translating the product information into different languages**

BENEFITS

- Publications are created and translated much faster and at a reduced cost
- Consistent and accurate information syndicated across all channels
- Processes have been automated and simplified
- Automated updates enhance the functionality and security of the platform

"The time it takes to create publications has been significantly reduced. The overall scope and complexity of the current publication architecture at SICK would not be possible without an EPIM database. We can simply reuse the same information structures on multiple channels."

-Clemens Meyer
Head of Content Management & Translation SICK AG

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