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#PIMsoftware   #pimcore   #Mobility   #PIMsolution

Leading Lighting Manufacturer Improves Operational Performance With Pimcore PIM

The Client

The client is a lighting manufacturer located in Belgium, focused on the contract market. With their lighting solutions, the company aims to find the best shopping experience, the cosiest restaurant, and the perfect working atmosphere.

They have more than 50K products and solutions. They show all products, including data facts, technical documents, files, images on their multilingual website.

The Challenges

The client was dealing with various lighting products, having a vast data set that includes thousands of files, images, and technical drawings. They were managing their data in different systems such as excel, ERP, and other legacy systems.

The biggest challenge for the client was that the data was not streamlined with respect to their products. There was no single source of truth about their data. This was creating a major challenge in terms of managing growing product information with accuracy, quality, and availability. The manual process was also hindering their business performance as the client also have to supply the product data to external applications.

The client was looking for a flexible PIM solution that would help in product data enrichment and boost the operational performance.

- The implemented solution now provides the client with a single source of truth for all product data and related attributes.

- Managing digital assets has become easier and faster. The time-to-market of new product launch has improved significantly.

- With complete product information at one place, the client now enjoys quality data all the time across its business ecosystem.

- The business process has become quite smooth, and customer experience has improved a lot.

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Solution

The client collaborated with MindsTask Technologies to address its product data challenges. Considering their business requirements, we zeroed on Pimcore PIM, an award-winning PIM solution. The primary reason for choosing Pimcore PIM was its flexibility, easier-to-use interface, and adaptability to the client's existing environment.

A custom front end solution was created for product data management and their various related data sources. We also implemented Pimcore DAM solution for handling thousands digital assets such as product images, PDF, and other files.

An API was built in Pimcore for products, filters, and related attributes consumed by their multilingual WordPress website. Pimcore's default import/export feature was also customized for their specific business needs. Moreover, the implemented API driven system is scalable and can also be used for mobile applications.

Technology Stack

Frontend	
Backend	
Database	

Know more about our PIM offerings

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