

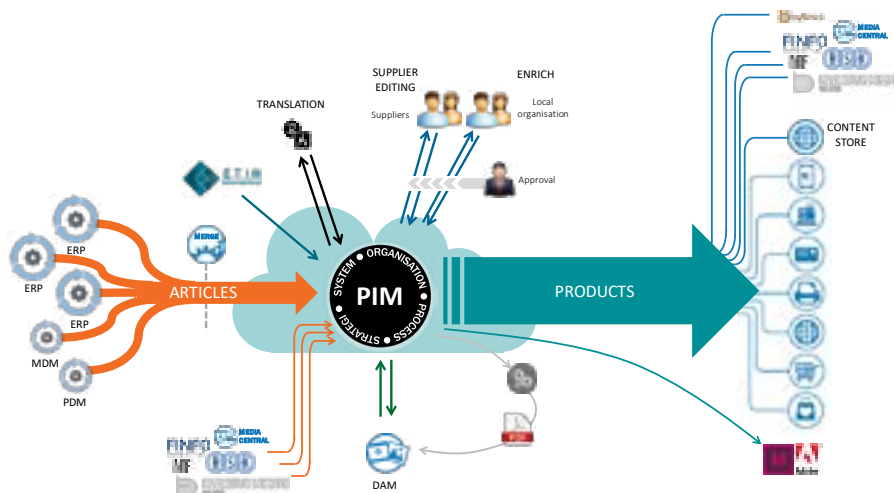
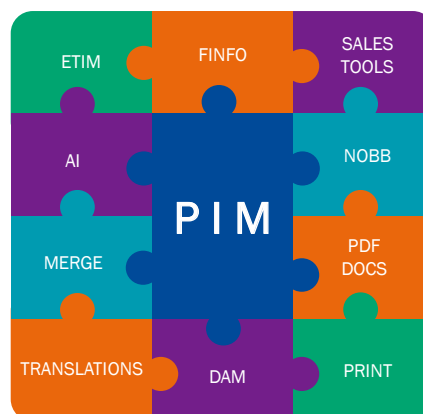
# Product Information Management for Construction & DIY

To find all the important pieces of the puzzle around an efficient PIM system can be a challenge for construction companies regardless of size.

Complexity should be balanced with simplicity, and standards, guidelines and laws must be harmonized in a system that will keep all product information together in a "single point of truth".

Avensia makes sure that you use the right pieces to build your puzzle. We also help you to assemble it.

- ETIM
- FINFO
- MEDIA CENTRAL
- SALES TOOLS
- NOBB
- BK 04
- PRINT
- PDF DOCUMENTS
- DAM
- TRANSLATIONS
- MERGE
- AI



## Branch databases

Enriching product-related information is a lot of work, requiring skilled and efficient organization. Considering the construction industry's extensive range of items, enriching all this information yourself – while ensuring that the information and media that customers demand is there – would be an unreasonable task. With the use of industry databases such as Finfo and Media Central, as well as classification according to ETIM standards with tools for specifications, a lot of time could be saved.



## Use the most relevant information

As information from all ERP and other systems is collected, processes must be put in place to secure that only the most relevant data is selected for consideration. However, make sure that your primary ERP system holds the key to what items should be in your PIM.



## Store assets centrally

A central storage space for files enables the streamlining of distribution to different channels and of the collaboration between different departments or external players. Here, you can apply enrichment processes that are as effective as those found in your PIM, and as your files are always stored centrally, the storage space won't be a sticking point for your other systems. Product attributes can be set automatically based on your images, with the help of self-learning artificial intelligence.



## Technical docs and safety data sheets

Important technical data sheets and safety data sheets often require a great deal of work to create, produce and maintain manually, particularly when you have to consider translations as well. Automating the production of these sheets with the help of information from PIM streamlines the task and makes it easier for editors to manage.





## Printed material

Using an InDesign plug-in, you can work with printed material effectively, with properly enriched information from your PIM. A great benefit of this is that you communicate the same information as you do in all other channels, which helps your customers quickly recognize the information that is then always attached to your products.



## Approval processes

On selected areas of enrichment, approval processes should be introduced in order to control information provided by suppliers and editors can be easily monitored. An administrator should not drown in the amount of information but instead have the right tools to capture discrepancies.



## Prioritize simplicity

These components are important for you to work efficiently with product information. By prioritizing simplicity throughout all steps, you strive towards making your company unique in the jungle of information that is the backside of the coin of today's technology.



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