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RIVERSAND / ENSCIGHT PARTNERSHIP CLIENT CASE STUDY

Leading International Pharmacuetical and Laboritory Equipment Supplier Satorious Teams up with Riversand and enscight to Improve Complex Product Information Management

Project Background

Sartorius is a leading international pharmaceutical and laboratory equipment supplier. A global player with a corporate history that dates back over 140 years, the Sartorius Group operates in the biotech, pharma and food industries, as well as in public research. In 2014, Sartorius earned sales revenue of €891.2 Million and employs over 5,600 people worldwide. The company has its own production facilities in Europe, Asia and The United States, as well as sales subsidiaries and local commercial agencies in more than 110 countries. The company manufactures, markets and sells a highly complex product assortment, making Product Information Management (PIM) very important to day-to-day operations

sartorius

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Sartorius's previous PIM solution relied upon a very manual process and provided a limited user interface. There was a deficit in mass update toolsets and even relatively simple changes required quite a bit of effort using the tools they had available. The system was also limited in terms of field validation capabilities and entry rule sets, creating a rather error-prone process. It did not possess many capabilities for managing multiple taxonomies, product lifecycle, workflow management, multi-channel distribution, reporting, and channel-specific translation & localization.

Project Overview

In 2014, Sartorius engaged Riversand to supply a Product Information Management (PIM) solution that included capabilities in Product Data Modeling, Product Relationships, Category/Taxonomy Management, Workflow, Digital Assets and Media, Services, Parts,

Configuration & Bundles/Kits, Customer Data & Pricing, Localization and Translated Data. The project also required data integration for Web, eProcurement, SAP, CRM, Print and Digital Assets.

Results

MDMCenter, Riversand's PIM solution, has become the centralized, single-point master data system for the aggregation, management and distribution of enterprise product data and digital assets at Sartorius, meeting all of the project's requirements. MDMCenter now provides accurate, efficient and automated data syndication across channels including eProcurement, eCommerce and more. Using MDMCenter, Sartorius has been able to reduce technical data operation extraction time for its eCatalog and website from hours to minutes.

To deliver MDMCenter, Riversand teamed with consulting partner enscight, who specializes in product information management, web technical development, user experience, bioinformatics, enterprise system implementation, data engineering and strategic consulting. Enscight's consultants led the implementation at Sartorius and delivered the project on-time and within budget, along with a high level of customer satisfaction.

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We truly believe that we made the right decision about the PIM/DAM platform and the system has proven itself very capable. Also, the enscight team did a great job of implementing it with superior quality and within our timelines and budgetary constraints.

Siamak Baharloo
VP of Digital Platforms

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Riversand Technologies Inc. is a global leader in Product Information Management (PIM) and Multidomain Master Data Management (MDM) Solutions.

enscight

Enscight brings together expertise in science and years of experience with web technologies into a specialist boutique consulting offering. Our staff of trained experts work to help companies in the life sciences, biotechnology, chemical and pharmaceutical industries to transform their marketing and commercial activities through the digital channel.