

CASE STUDY

Leading Equipment Manufacturer Uses Riversand's MDMCenter™ to Manage Product Data



Project Overview

In an enterprise of this size, data management is crucial to maximizing efficiency. The client was an early adopter of Product Information Management (PIM) and has been using the technology for years. However, adoption of the existing PIM system declined over the years. The client began to look for a PIM provider with a better vision for the future to handle their product data. After evaluating the leading providers, the client chose a PIM solution from Riversand Technologies and a Media Asset Management (MAM) solution from Riversand's partner, Advellence Solutions. The solution was to implement Riversand's completely web based PIM tool, MDMCenter to serve as a single source of truth for product data. Similarly, Advellence's Sharedien program was implemented as a single source of truth for product media assets. The solution was implemented across the client's twelve business units and encompassed over 2,700 products.

The Client is a large equipment manufacturer based in Switzerland with over 100+ companies, 40,000+ employees and over 5 billion Euros in revenue.



Earthmovers	Mining	Mobile Cranes	Tower Cranes
Concrete Technology	Maritime Cranes	Aerospace & Transportation	Machine Tools & Automation
Domestic Appliances	Components	Hotels	

Results

Riversand's web based solution has proved a better fit for the client's business model as divisions across the globe have easy access to the browser-based interface. Easier access directly led to increased adoption by employees that in turn led to improved product data handling. R&D, product management, sales, marketing and other roles were configured to meet their needs using the MDMCenter workflow module.

Security settings using active directories at the client ensure a clear workflow and keep track of all changes

in MDMCenter. The client marketing users edit all product data filters and definitions in MDMCenter via a web based browser. Product comparison, data sheets and system integrations are based on standard MDM Features. The fully browser based system has enabled production sites and sales divisions around the world to maintain product data across marketing channels MDMCenter has helped lower marketing costs for the client by serving as a single source of

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PIM in Action: Bauma Conference

The client was able to showcase at the world's largest construction trade fair in Europe in 2016. Riversand MDMCenter, provided the "single source of truth" for product across platforms at this trade fair.

product descriptions and data across the enterprise. In the case of the Mobile Cranes division, 50+ crane types with 200+ variants and 15,000+ real built and sold cranes were loaded into the system and are now managed there. The description and measurements were brought into MDMCenter along with translations and conversions for different markets. This has allowed a single set of marketing materials to serve markets around the world and prevented any discrepancies in marketing claims.



Riversand is an innovative leader in Master Data Management, powering industries from the world's largest to SMBs. Riversand's single integrated, scalable and robust multi-domain MDM platform caters to a variety of use cases across multiple verticals. In addition Riversand offers specific solutions such as Vendor Portal, Spare Parts Management, Material Master, GDSN on-boarding, Media Assets Management, Print Publishing etc. Business value which Riversand provides include accelerated time-to-market, increased sales, improved order accuracy, reduced costs and enhanced customer service. Customer satisfaction is at the heart of Riversand's innovation.

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