

CASE STUDY

The PIM solution adapted to SMEs



Popular belief: the most efficient management software is only affordable for big corporations. With more than 30 years' experience, **Ardesa** never lost hope of finding a solution: Sales Layer was the opportunity to convert a traditional catalog into the definite e-commerce experience.

The challenge

Ardesa's team realized that they were losing a lot of time, efforts and resources creating catalogs, price lists and product pages every year. Besides, they found omissions and errors very often along the process.

Ardesa needed an easy-to-use system, adaptable to smaller budgets and flexible when it comes to quickly adding new tasks. A lot of PIM solutions couldn't adapt to the real situation of an SME.

After years looking into different Product Information Management systems, Ardesa found Sales Layer at a trade show. The rest is history: they asked for a demo and after some testing they realized that Sales Layer PIM was the solution they were looking for.

The tactics

- Synchronizing data from multiple sources: product catalogs, price lists, product pages, online store, connectivity with clients and stock management.
- Improving the performance of marketing tools: 1 month saved during the preparation of each seasonal catalog.
- Centralizing all product content in the PIM in order to keep sales reps and more than 100 clients connected to Sales Layer and up to date.

"We love Sales Layer because it's the most flexible, easy-to-use, first-class and caring PIM system. We have found an enterprise level service accessible to SMEs."



Íñigo López
Commercial director at Ardesa



saleslayer.com

The benefits of the PIM for Ardesa

1,023 Product pages

1,000+ Connected sales accounts

25% Daily time saved

80% Work performance improvement

The results

- ✓ Error-free data distribution to all channels.
- ✓ Ardesa has all their materials and product pages centralized and automatized in one single source of truth.
- ✓ Record time catalog and price list creation thanks to Easy Catalog connector: Ardesa creates in just 10 days digital and paper catalogs that took them up to 2 months.
- ✓ Data, time and resources saved. No complex software, installations processes and high costs involved.

Discover Sales Layer for  yourself and see what it could do for you

Just powerful, fully-featured PIM, free for thirty days.

Try it for free →