

CASE STUDY

How the Sales Layer PIM integrated a huge product catalog



The most beautiful sound in the world is a rhythmic orchestra. The definite melody for **Das Audio**, the leader professional sound products company for over 40 years, was achieved by assembling all the product information scattered all over departments, files, distributors and affiliates with Sales Layer: a single repository in the cloud.

Play

DAS Audio had information scattered across a number of different areas in the company. They needed a central point of product information for the entire company as well as their distributors and affiliates abroad.

Oh, oh!

Typical issues in DAS Audio before integrating our PIM

- ✗ A lot of spreadsheets, spec sheets and documents.
- ✗ Individual departments with different information.
- ✗ Long times for information requests fulfillment.

That's my favorite song

Sales Layer reached perfect pitch for DAS Audio

- ✓ All the requirements for a centralized system.
- ✓ Easy plug and play.
- ✓ PIM in the cloud.
- ✓ Close working relationship and help in structuring the information.

Tuning

Now DAS Audio has every catalog source, element and variable under control

- ✓ A lot of different versions of the same product.
- ✓ Multiple options: colors, finish...
- ✓ All the different formats of products synchronized.



DAS Audio content management in numbers

697 Products

141 POS

1,241 Images

917 Formats

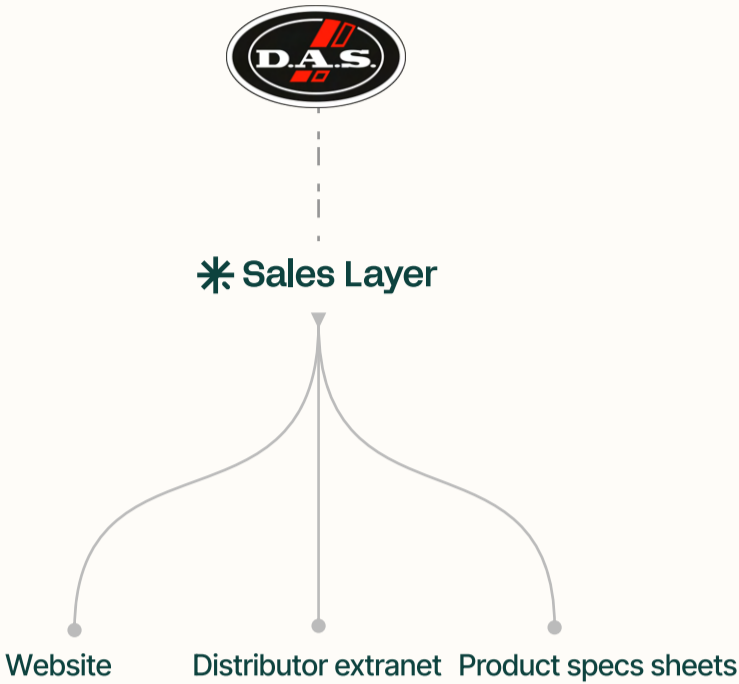
"We chose sales Layer because we felt it met our requirements as well as offering a very close working relationship with lots of help in structuring our information."



Robert Giner
Marketing Director, D.A.S. Audio

Take your music everywhere

Thanks to Sales Layer, DAS Audio has all the information available on any platform:



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 →