**CASE STUDY**

# The advantages of centralizing all product information

**FERMAX** are a leading manufacturer of video entry systems, residential connectivity, and access control for homes and corporations. Based in Valencia, the company has more than 70 years of experience and an international presence.

## Before Sales Layer

FERMAX product content was distributed over several repositories: ERP, the internet, shared folders, OneNote, and Excel tables. They have almost 4000 items listed, including obsolete products and spare parts.

Having the information scattered about made it difficult for the technical documentation within the market to be accessible. Updating product information was a huge challenge, as changes had to be made to product datasheets, the website, and technical documents all at the same time,  with no control over where that data was hosted. This caused many delays and errors.

## Why Sales Layer?

For FERMAX, the greatest feature of the Sales Layer PIM is its ability to manage 25 connectors that upload and sync its product data to multiple channels. Instant Catalogs also enable FERMAX to generate product sheets in a variety of formats, including PDF and Excel, ideal for generating price lists.

The most important aspect of the PIM tool for FERMAX, however, is its connection to Magnolia, the CMS powering their website. This automatic connection between the PIM and the CMS helps simplify daily site maintenance. In addition, this helps keep product information synchronized with the ERP and ensures up-to-date listings for clients and channels, even in standardized formats.

## The product information exchange network at FERMAX

- ✔ 450+ employees
- ✔ 12 sales offices
- ✔ 7 affiliates
- ✔ 70+ countries
- ✔ 3,800+ product references
- ✔ 25 connectors to send data

## With Sales Layer

Learning to use the Sales Layer PIM platform has been a smooth and seamless process for FERMAX. Their team became familiar with our PIM in no time at all, with no specialist knowledge required beforehand.

The Sales Layer PIM has been hugely beneficial for the FERMAX organization, in allowing the company to have all its information up to date and centralized in one location. All FERMAX departments can access this information quickly and easily, whether they are members of the technical, sales, or product management departments.

"The PIM system is a very worthwhile investment because with this tool we can centralize all the products, generate the documentation automatically, and maintain all of the information, always up to date and in its latest version."

**Enrique Pous**
Product Manager at FERMAX

### Legacy processes

- ⊗ Dispersed information across various sources
- ⊗ Complex management of data and files
- ⊗ Manual updates
- ⊗ Lots of resources for maintenance
- ⊗ Delayed delivery of catalogs to clientes

### With Sales Layer

- ⊘ Faster catalog generation
- ⊘ Instant data exports
- ⊘ Updating of automated data
- ⊘ Intuitive, simple configuration
- ⊘ Increased and improved online presence

## Discover Sales Layer for ↗ yourself

Start your demo today or book a personalized session with one of our PIM specialists to find out more.

**Try it for free**

✳ Sales Layer ✕ FERMAX