



VIAMEDICI

Our Company

Viamedici is a leading global provider of enterprise software for Multi-Domain Master Data Management (MDM), Product Information Management (PIM), Digital Asset Management (DAM), and Dynamic Configuration/CPQ.

For over 20 years, we have been helping companies around the world manage and share their critical data. Today, over 300 market leaders use our innovative solutions to manage complex product and customer information. All of this is achieved across countless markets and languages – in real time – with incredible accuracy and efficiency.

Viamedici EPIM

Our flagship solution Viamedici EPIM is a powerful and scalable Multi-Domain Master Data Management (MDM) platform. The all-in-one enterprise solution offers cutting-edge functionality for:

- 360-degree Domain and Network View (MDM 360°)
- Product Information Management (PIM)
- Digital Asset Management (DAM)/ Media Asset Management (MAM)
- Dynamic Product Configuration: Configure, Price, Quote (CPQ)



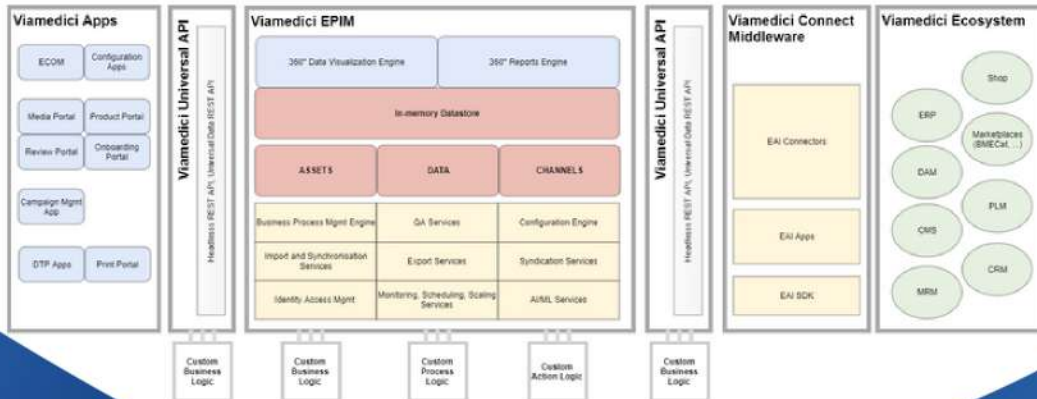
Multi-domain & multi-talented

Viamedici EPIM takes Multi-Domain MDM to a whole new level. The comprehensive solution manages numerous domains including Customer, Product, Supplier, Finance, Location, Markets, Regions, and People (HR). Attributes and variants for each domain are managed in a flexible hierarchy.

Users can easily display, manage, and report on interrelationships and dependencies, generating a 360-degree view of the product or customer. Data can also be governed within each individual domain. Data-driven domain models adapt quickly and dynamically to the specific data being managed.

This gives customers vital information to address changing market conditions, driving new market share and sales. For example, companies can clearly see which of their customers purchase specific products, and which suppliers are linked to their best sellers.

In the event of a shortage, they can use these relationships to identify substitute products.



The gold standard in data

The **EPIM platform** helps companies to generate a single source of reliable data. Bringing together disparate information from numerous sources.

EPIM matches and merges data to create a golden record for each domain. This single source of truth is available to the entire organization and easily shared with other business-critical systems. Customer data can be transferred to a CRM solution, for example, or product data to an e-commerce platform. The merging and matching process can be fully automated, using predefined mapping and business rules.

Alternatively, it can be executed as part of the approval process in the Workflow Application and User Dashboard.

Connectivity is another key EPIM capability.

The platform comes with RESTful APIs and industry-standard connectors. This allows customers to quickly connect with any source system – both upstream (e.g. SAP/non-SAP ERP, PLM, databases etc.) and downstream (e.g. Salesforce, e-commerce, ERP etc.).

Real-time and Scalable PIM

Viamedici EPIM is a best-in-class Product Information Management solution. The platform effortlessly manages key product information across multiple channels. The capabilities that impress our customers the most include:

Scalability

EPIM PIM handles billions of product records, rendering them instantaneously.

Real-time data

All product data in the EPIM platform is managed in real time. After approval, data is moved from a Relational Database to a Data Store, where it becomes instantly available to all systems and users.

Workflow

Special workflow functions allow the entire organization to benefit from approved product data in their daily work.

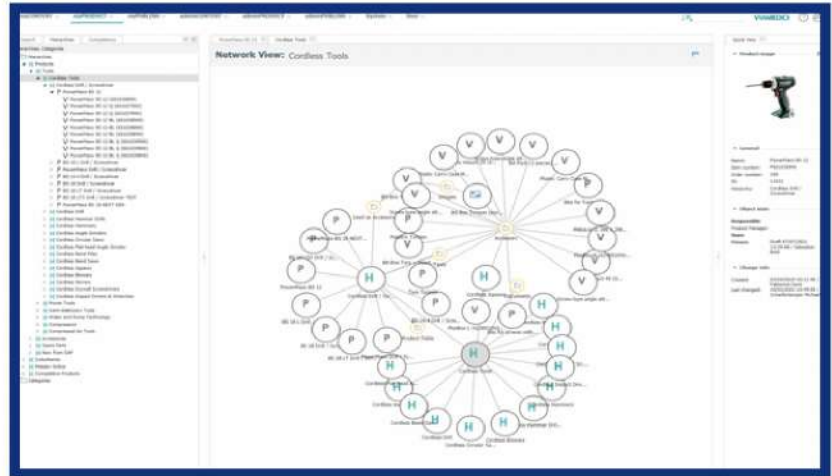


Multi-language and AI

Many Viamedici customers manage 30-50 languages. Through our AI Center of Excellence, we enhance and accelerate translation for faster and easier localization of product content.

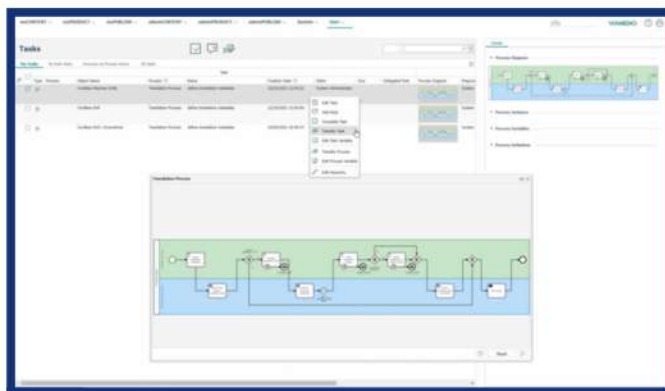
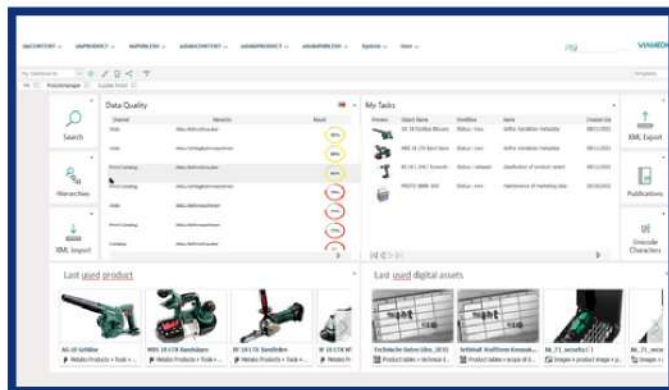
Capacity for complexity

EPIM PIM makes light work of managing complex data, as well as its interrelationships. Product data is managed in a hierarchy that supports reference data, global editing, and adjustments. Users can also quickly view product relationships and dependencies involving, for example, customers, markets, and suppliers.



One-stop customizable dashboard

EPIM PIM comes with a comprehensive and customizable dashboard. Product or category managers can manage relevant information at a glance – all in one place. This includes images, other media assets, workflow, and data quality.



Dynamic product configuration

Viamedici is the only company that provides DPQ with Multi-Domain MDM & PIM. Our Dynamic Product Configurator offers our customers several unique advantages over the competition:

- The EPIM platform is tightly integrated with the Dynamic Product Configurator. All data and relationships managed in EPIM are immediately available to the Configurator.
- Leveraging the latest technology and based on a Data Store, the Dynamic Product Configurator has numerous advantages over traditional configurators.
- The processing speed is extremely fast, managing thousands of rules and attributes, and rendering attribute selections immediately.
- The Dynamic Product Configurator supports multi-channel management, self-services, and documentation and print capabilities – providing an exceptional user experience.
- Declarative models minimize rules and facilitate dynamic user feedback during product configuration. For example, if a user selects an attribute that isn't an option, the system provides feedback as to why. This helps to ensure a viable product, leading to increased product orders.
- Using declarative models means there are fewer rules to process, dramatically enhancing the Configurator's speed.
- The Dynamic Product Configurator can be easily tailored to specific customer needs. The solution can be used by sales teams, distributors, or end customers within a web portal or existing interface. This in-built flexibility significantly increases sales for our customers.



Professional Services

Viamedici places a high value on customer success. Our customers benefit from a dedicated implementation team and a global network of solution providers, carefully vetted by our service team. Adhering to our belief that success breeds success, we start small and drive rapid business value. The success of this approach speaks for itself in our high rates of customer satisfaction.

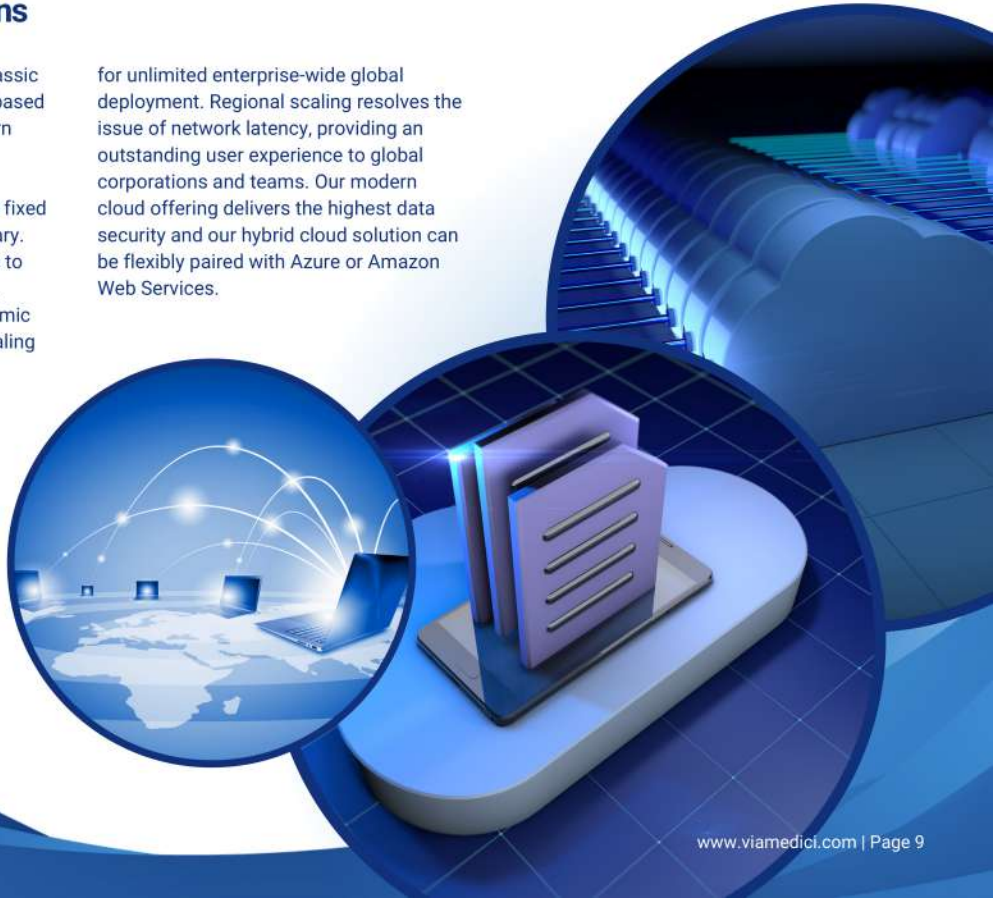
With a customer retention rate of 99.3%, Viamedici often receives the highest satisfaction scores in analyst reports. Customers surveyed for a recent MDM report ranked Viamedici in first place. 100% of these customers indicated their intention to continue working with us long term.



Flexible platform options

Viamedici EPIM is available as a classic on-premise solution, or as a cloud-based or hybrid cloud solution. The modern cloud version is fully managed and provided directly by Viamedici. No additional hardware is required and fixed update dates are no longer necessary. This leaves your IT department free to concentrate on your core business. The Viamedici Cloud provides dynamic vertical, horizontal, and regional scaling

for unlimited enterprise-wide global deployment. Regional scaling resolves the issue of network latency, providing an outstanding user experience to global corporations and teams. Our modern cloud offering delivers the highest data security and our hybrid cloud solution can be flexibly paired with Azure or Amazon Web Services.



Industry solutions

Viamedici has a strong industry focus, based on years of hands-on experience. Our deep understanding of your unique challenges translates into innovative industry solutions. We currently serve customers in the following sectors:

**Building Services,
Sanitation & Climate**



Construction & Infrastructure



Manufacturing



Furniture



Distribution



**Consumer Packaged
Goods**



Medical Technology



Machine Tools



Electronic Engineering



Retail



Biotechnology



Electrical



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