



# Centralized PIM for 40 Countries, 45 Languages

## About the Client

Headquartered in Hanover, Germany, the client is a multinational automotive manufacturing company specializing in tires, brake systems, interior electronics, automotive safety, powertrain and chassis components, and tachographs, among others, catering to the automotive and transportation industries. The client currently employs around 245,000 people in 60 countries and markets across the globe.



**Leading**  
Tire Maker



**1871**  
Established



**41+**  
Brands



**€ 44.55B**  
Revenue

## Client Requirements:

The client's business objective was to set up a central PIM (product information management) system that would be a single source of truth for managing and enriching product data in one place. They desired a flexible and robust system that caters to their current and future data management needs. Another critical requirement was to generate price catalogs periodically for their distributors and customers. However, the client was facing many challenges, including:

- Managing product information in various systems like SAP, excel files, and internal applications was cumbersome.
- Manual data sharing between internal and external systems led to data duplication and compromised data integrity.
- Scattered digital assets across several internal systems lacking central visibility globally for local marketing and tracking of approved or rejected assets.
- Multiple websites for different regions made it very tough to manage content and digital assets for all websites.
- Navigation through a complete backend system was required to view the complete information of a product (article).
- Creating and printing complex catalogs for multiple sales organizations across various languages were required.
- Creating a printed price list catalog was extremely difficult, so the client had to contact another agency for catalog design and generation.
- Needed a system to generate price catalogs periodically for their distributors and customers.

## Happiest Minds' Solution

The client relied on **Pimcore PIM and DAM system** to consolidate and manage their 45K+ product SKUs and maintain the product data in 45+ languages consumed by 50+ countries across the globe. This involved managing marketing data quality checks for products by implementing the approval process and custom product data export based on complex transformation rules specific to consumers. We enabled the client with the following solutions:

- Implemented Pimcore PIM with customized workflows to centrally control, manage, and enrich product information that supports 45+ international languages across 50+ countries.

### Types of Assets/ Technologies

- PIM
- DAM
- CMS
- Print

- Integrated Pimcore DAM platform with customized approval workflows to centralize and control product assets and information across multiple countries.
- Built a Pimcore-based CMS solution to manage multiple websites in different languages from a single place.
- Provided a B2B microsite solution with dynamic product information on a single-page layout with multilingual presentation to check all product information in different languages.
- Implemented a Product Print Catalog system to generate print ready catalogs for dealers and distributors with dealer specific products and prices.
- Developed an integrated system for catalog design and generation where users can design catalogs per their needs.

## Value Delivered

- Eased accessibility of central assets to users across all countries.
- Enhanced visibility of assets to central teams.
- Simplified management of assets globally.
- Reduced data retrieval time and improved data structure usability and viewability.
- The B2B microsite makes it easier to view and manage product information.
- Controlled product enrichment, reduced risk of incorrect information.
- Massive decline in effort to consolidate articles and pricing data in various languages across sales organizations.
- Time to print the catalogues dropped tremendously.



Managed SKUs for

**45K**

Products



Price list catalogue for

**5K+**

Products



For data consumption by

**50+**

Countries across the globe

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### About Happiest Minds Technologies

**Happiest Minds Technologies Limited** (NSE: HAPPSTMNDS), a Mindful IT Company, enables **digital transformation** for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: **artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality**, etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, EdTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia, and Middle East.