

“We’re 100% behind the importance of product data — Pimly is enabling that.”

Managing Director

## Effective Lab Supplies switches to Pimly to build AI-driven order process

A market leader in the supply of sample preparation and laboratory equipment.

- Had an existing PIM that was cumbersome and required repetitive and siloed data entry
- Wanted to get their product data as close as possible to their customer data

Moved forward with the switch to Pimly less than two weeks after discovery on the AppExchange

- Replaced existing PIM solution to move product data into Salesforce, as opposed to having it live external and separate
- Longer term vision of building an AI driven order process, enabled with Pimly data

