

**“Pimly delivers a cost-effective
all-Salesforce solution for
managing Product Information”**

CCO, Vice President Marketing & IT

NuAire

NuAire replaces inRiver with Pimly

Problem:

NuAire was struggling with an overly complex process for managing and syndicating Product Information to their B2B Commerce site based on legacy PIM constructs

Solution:

- Centralize PIM data in Salesforce to make it available to all other Clouds
- Clean and simplify data for B2B Commerce
- Set stage for consistent data heading into transformational CPQ Project

