

## The competitive advantage of centralizing multiple sources of information in one place

Leading manufacturer in audio and video door entry systems and access control systems for homes and businesses.



### Before Sales Layer

The Fermax team had their product information distributed across various internal platforms (ERP, webpage, shared folders, OneNote).

As a leading brand in the technology sector with a distribution network in more than 70 countries, Fermax needed a software solution that would meet their needs and future digital transformation challenges.

### How did Sales Layer solve the problem?

Sales Layer's aim in joining the Fermax project was to offer a definitive system to manage the commercial and technical information of each product. A central silo for images, videos, manuales, leaflets and catalogues, all connected to various software systems. Now **"thanks to the Sales Layer PIM we can obtain any format quickly and give the customer a more complete list and always updated with the news"**.

- ✓ PIM connected to Magnolia CMS
- ✓ PIM synchronization to Fermax's central ERP
- ✓ Exports of specific data formats such as BMECat
- ✓ Generation of PDF data sheets through the Easy Catalog connector
- ✓ Custom URLs to download updated product information
- ✓ Faster website updates and maintenance
- ✓ Better agility in communication with clients

*"Thanks to Sales Layer we have mechanisms to extract product information quickly and in standard formats. Our work has been streamlined and allows us to keep our content fully updated."*

**Teresa Sanz**  
Project Leader at Fermax

### With Sales Layer

Dispersed information across various sources

Complex management of data and files

Manual updates

Lots of resources for maintenance

Delayed delivery of catalogs to clients

Faster catalog generation

Instant data exports

Updating of automated data

Intuitive, simple configuration

Increased and improved online presence

### Legacy processes



**Try Sales Layer for yourself and see what it could do for you**

Just powerful, fully-featured PIM, free for thirty days.

