



Lindemann's fast track to a PIM system with our Compact Analysis PIM

Robert Lindemann KG is a long-established specialist wholesaler based in Hamburg that specializes in products and materials for water sports. The company supplies both specialist retailers and the manufacturing industry and stands for reliable quality, professional competence, and individual advice. Lindemann operates a classic product distribution business and acts as an interface between manufacturers, retailers, and end users. The target group of sailors, motorboat, and water sports enthusiasts in particular appreciates the diversity of the product range, the rapid availability, and the company's high level of service orientation.

Challenge: Product data management in digital wholesale

With the ongoing digitalization of wholesale and changes in customer buying behavior, Lindemann is increasingly reaching its limits: Specialist retailers and business customers expect digital services and the convenient provision of product information for their own analog marketing materials and online shops.

Until now, data provision has been a predominantly manual process which has limited time, resources, and flexibility on both sides. Although product and image information is available in the company's internal systems, it is not optimally structured for auto-

dated and efficient further processing. Particularly in view of the growing number of channels and formats, e.g. for the company's own online shop, digital catalogs, partner websites, or international market activities, the existing manual data maintenance process had increasingly become a bottleneck.

In order to remain future-proof, Lindemann recognized the need to provide product data for all internal and external applications centrally, automatically, and in high quality. This means that topics such as product data management, data quality, timeliness, multilingualism, and integration capability are becoming increasingly important.

The goal: More efficient processes through a central PIM system

Lindemann's primary goal was to increase customer satisfaction in the long term and secure its competitiveness in the digital space. In the process, several specific objectives emerged:

- Product information should be provided much more quickly, in a more structured manner and in high quality, so that retailers and partners can process and market it optimally.
- The transfer and updating of data should be largely automated in order to minimize manual effort and sources of error.
- The central management and provision of all product data forms the basis for the company's future e-business and e-commerce initiatives – both in its own online shop and in supplying partner markets.

A modern PIM system (Product Information Management System) provides the technological basis for these goals. It is designed to increase efficiency, reduce errors, and enable new digital sales channels.

The solution: Compact Analysis PIM as a basis for decision-making

Before introducing a PIM system, Lindemann and communicode decided on a compact, structured PIM analysis. The aim of this analysis was to answer numerous key questions objectively and to create a sound basis for decision-making for the selection and implementation of a PIM system in wholesale.

Questions and scope of the analysis:

- **Visualization of the product information supply chain** with all steps and systems for creating, enriching, managing, and providing product information, including relevant IT systems, business processes, user groups, and sales channels
- **Identification of potential, strengths, and weaknesses** in existing product data management, both technically, organizationally, and in terms of personnel (e.g., data sovereignty, brand management, translation processes)
- **Definition of use cases and prioritization** of requirements cover the most valuable use cases
- **Development of a project concept** including budget considerations, process description, and practical instructions for the introduction of a PIM system
- **Evaluation of several PIM systems** in terms of technical connectivity, scalability, and future-proofing

Challenges in previous product data management

Lindemann has primarily managed its product data using a legacy ERP system that is optimized for existing processes and brick-and-mortar retail. Digital use cases and automated product data maintenance were only possible to a limited extent – the topic of product information management was not firmly established. Further challenges arose because Lindemann, as a retailer, receives large amounts of product data directly from suppliers. This data is structured differently, sometimes multilingual, and often comes in formats that do not allow direct digital processing.

Therefore, our goal was to develop a PIM concept that could be implemented quickly and cost-effectively with Lindemann's personnel and financial resources. It should reflect the individual priorities and core business processes of the company, incorporate the existing know-how of the employees, and involve them in the change process. Special attention was also paid to ensuring high data quality requirements across more than 15,000 products, as well as in multiple languages and international markets.

“The PIM analysis helped us to take a holistic view of our product data processes for the first time and develop a tangible strategy for the digital future. This enabled us to make informed decisions in a very short time and we now have a solution that fits our requirements and resources.”



Franz Lindemann,
Managing Director,
Robert Lindemann KG

Approach and implementation of the analysis

The solution approach was classic and agile: The project started with a compact, half-day workshop at Lindemann's premises in Hamburg, where the most important stakeholders came together and jointly analyzed all relevant processes, systems, and communication channels. The content supply chain along the PIM lifecycle in detail and all significant weaknesses, bottlenecks, and opportunities were identified.

Lindemann had already solved the product data management process well with regard to the print catalog. The print catalog is still the main ordering medium and is very well received. However, the lack of central data storage and distribution, which necessitates the redundant maintenance of product information. The company's in-house IT department still has this process under control with regard to the online catalog, but this area is not scalable. The integration of additional channels, and in particular the provision of data for retailers, is too expensive.

Within just four weeks, the consultants at communicode coordinated the findings with other experts from leading PIM system providers. Lindemann particularly appreciated the collaborative, goal-oriented project management and the open exchange between all parties involved. Based on a detailed list of criteria, various PIM systems were systematically compared. The focus was particularly on the following questions:

- How well do the systems meet Lindemann's **requirements**?
- What are the **costs** for licensing, implementation, and operation?
- What **extensions and interfaces** are possible for future use cases?

Lindemann benefits from a clearly defined basis for decision-making regarding the introduction of this PIM system. The objectives, priorities, and costs were jointly developed and agreed upon, enabling the company to efficiently implement the introduction.

Ultimately, Lindemann decided to introduce **ATAMYA** as its PIM system.

Basis for the project launch: Introduction of the ATAMYA PIM system

As a relatively new PIM system, ATAMYA still offers a limited range of functions in its standard version. However, with its domain model, it provides an excellent basis for data modeling, which is very well suited to Lindemann's product range. Above all, ATAMAYA offers a comprehensive workflow module that provides extensive options for process automation and the integration of AI processes.

This module can be configured independently by Lindemann, offering excellent prospects for future content generation and cost savings.

With the new PIM system, Lindemann significantly increases the quality and speed of product data provision for specialist retailers – a clear competitive advantage that will expand digital sales channels and enable sustainable growth.

Our consultants used the Compact Analysis at Lindemann to enable quick and important decisions. The implementation, in turn, is characterized by empowering the Lindemann project team to independently develop their processes and data quality in the future. This enables Lindemann to better support its customers, optimize its online shop, and sustainably expand its own market position in wholesale and industry.

Outlook: Successfully shaping digital transformation

With the completion of the PIM analysis, Lindemann sees the foundation laid for the rollout of the PIM system and downstream innovation projects. The modular and scalable PIM solution enables the integration of additional systems, channels, and markets in the future. The willingness to innovate and the collaborative project approach ensure Lindemann a pioneering role in digital product data management in its industry.

Interested?

Find out how we can take your e-business to the next level.

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