



Perfion ensures uniformity of communication around our products

“The biggest win for us is that everyone at Vittoria will work with Perfion and get access to information that is always correct. To all questions that employees would earlier have spent time asking a colleague, they will now find the single correct answers in Perfion. This ensures uniformity of communication around our products.”

Perfion gives us more automation, easier access to critical information, less errors, and faster response times to external requests”



Michael Marx
Senior Executive Manager
Vittoria Industries Ltd

Challenge

Vittoria Industries Ltd. is the world’s leading manufacturer of bicycle tires. Before the implementation of the Perfion Product Information Management system, one of the key challenges was that the independently managed factories producing Vittoria’s wheels and tires use their own systems’ databases and have no direct connection to Vittoria’s Dynamics AX solution. Consequently, there was always a chance that technical information was not aligned.

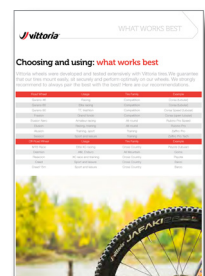
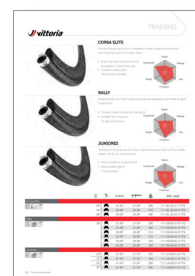
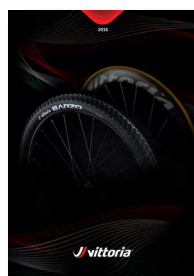
Another challenge was to get the necessary product data suitable for marketing management. Almost every marketing expression was a manual and extremely time consuming process of gathering data and ensuring that it was correct.

Solution & Benefits

The perfect solution was found in the Perfion PIM system that integrates 100% with Vittoria’s Dynamics AX ERP system and the B2B eCommerce ordering platform based on Sana Commerce.

Perfion will mainly solve the challenge of creating an internal source of truth. Furthermore, Vittoria is leveraging Perfion for catalog creation with automated processes to eliminate human errors and to reduce effort, time and cost.

In the next step, Perfion will also feed product information to the new Sales Support Portal and the B2B eCommerce platform. Also factsheets and pricelists will likely be managed with the Perfion PIM solution in the future.



At Vittoria, Perfion will feed print and online catalogs with an abundance of up-to-date product information and images



Built-in permission barriers

Vittoria does not wish to make a product visible to the entire organization until all the information requirements and images have been added to Perfion. The product team and marketing team both have a different set of product information requirements: While technical data is essential to the product team, selling points are key to the marketing side. Therefore, Vittoria will set up permission barriers in Perfion, ensuring that a customer will not be able to see a product, until all necessary information is available and both teams have given their approval.

“Every time we ask for a specific feature, Perfion seems to be equipped to handle it”

Michael Marx, Senior Executive Manager, Vittoria Industries Lt

Full control of catalog files with Perfion

Before the implementation of Perfion, Vittoria had to make the complete catalog file available when a partner wished to translate a Vittoria catalog into his own language.

With Perfion, Vittoria can export a translation file and send only this file to the partner for translation. When the translation returns, it is imported into Perfion and from here Vittoria can easily manage the catalog creation process. In this way, Vittoria keeps full control of the catalog file and is able to safeguard the Vittoria brand much better.

About Vittoria Industries

Vittoria Industries Ltd is an international group that acquired the famous premium cotton tubular tires producer Vittoria Spa in 1990. Vittoria has built highly reputable partnerships within in the cycling industry and created a distinct brand image.

Today, Vittoria Industries is an international manufacturer of bicycle tires and wheels with worldwide commercial operations in three distinct regions: EMEA & LATAM, North America and Asia Pacific. The group holding company, Vittoria Industries Ltd, carries out manufacturing and R&D at its Lion Tyres Thailand Ltd factory in Bangkok, producing bicycle tires for their own brands and for private labels, and in Taiwan for bicycle wheels.

www.vittoria.com

About Perfion

Perfion is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfion you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfion has a documented return on investment of less than a year.