Project Management. Together we can.

asim has already introduced the asimSuite PIM system for a variety of customers – from large enterprises to midsize companies. The reasons for this are simple: Our expertise, years of experience and a disciplined approach. A deep understanding of the customer's specific situation is just as important: We listen to you. We want to understand your requirements perfectly, so that we can work with you to implement them successfully!

Our standard procedure for the introduction of asimSuite roughly breaks down into five phases:

· **requirements/specifications,**
· **planning/data model/output media,**
· **execution/installation/configuration,**
· **project completion and**
· **support,**

which all have corresponding sub-topics. However, we don't work out the design mindlessly according to that plan – we adjust it to meet your specific needs.

Requirements analysis: from point A to point B
During phase-one, we hold workshops with you to analyze your goals and requirements. We find out exactly what you want to achieve with the introduction of a PIM system and what challenges you want to solve with it. You get specific answers from us regarding what is realistic and what efforts will be required to implement it. Then we go into the details of all the functionality you need.

Careful design and planning lead to success
After the current situation is analyzed and the goals are defined, we move into the design phase. Here, too, we adopt a top-down approach. In the first step, we sketch out the way a PIM system works; define the modules needed and the data model according to your requirements, as well as the output channels. In parallel with that, we create an initial rough schedule. A detailed analysis of your existing data and data sources is generally another important component of the design. We present this design to you, discuss feasibility and work out additional details, for example the interfaces to other IT applications. The result is the specifications document, which defines the requirements, tasks, and schedule.

Pilot implementation: Step by step to successful multi-channel marketing
In the next step, we start implementation of the specified tasks. Our project managers always keep a watchful eye on the schedule. If possible, within the given timeframe, we set up examples of the data model, the functionality and workflows in the context of a pilot project. We present the results to you and undertake any necessary fine tuning to your requirements. We can optionally build a test system on your premises so that you can start to gain familiarity with working with asimSuite and even start to experiment with it.

In parallel with the setup of the system, we can optionally also set up your existing data, usually from different data sources, prepare them for import into asimBase and set up the first templates for the publication of your product data – printed or online.

The next step is to provide your employees with the knowledge they need to work with asimSuite. Generally in customer-specific training sessions, our project managers teach the basic operation of asimSuite, but also the specific details of your data structures and implementation. After your first independent steps with the system, we can deepen your knowledge with additional administration and expert training.

Primary implementation phase: From the pilot phase to real operation

After the end of the pilot phase, the primary implementation phase installs the live system on your premises, sets up the complete system including interfaces and imports all defined data and references.

You check the system for completeness, whether we have implemented everything you need. After the last adaptations, the system is finalized and approved.
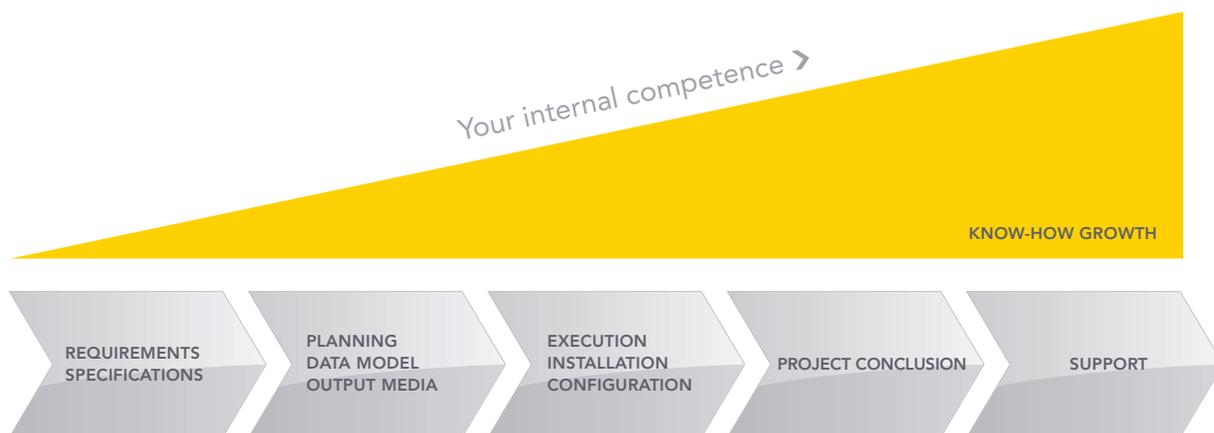
Project conclusion and go-live: We don't leave you out in the cold

After system acceptance comes the rollout and the system goes into production.

After years of experience, we have worked out the best way to started: during the first few days of working with asimSuite, we watch you, literally over your shoulder, at your workstation and help you as needed, or give you tips about how you can further optimize your work.

After the project is complete, we're still there for you: Our support team quickly and reliably solves any difficulties via our hotline and ticketing system. We see this as part of a long-term relationship between customer and manufacturer. We're only satisfied when you're satisfied!

The asim project process

Your internal competence ❯

KNOW-HOW GROWTH

| REQUIREMENTS SPECIFICATIONS | PLANNING DATA MODEL OUTPUT MEDIA | EXECUTION INSTALLATION CONFIGURATION | PROJECT CONCLUSION | SUPPORT |

During the entire project, not only will your knowledge in asimSuite increase, but also that of product data management and multi-channel marketing. You will learn to enter data into asimBase yourself and extend the data model as needed. You will know how to provide data for different output media. You can also manage the adaptation of your templates to current design requirements and complete catalogue production – online or printed – yourself. But if you should need us, our Support and Professional Service Team are always there, by your side.

Project asim

asimSuite

asimBase

asimPublish

asimCommerce

asimFlip

Project process