



**APA ENGINEERING**

A Class APART



**PAIN POINTS TURNED TO STRENGTHS**

# Customer Profile



Serves OEM and  
Aftermarket Industry



Has Clients Globally



Supplier of Driveline  
Solutions



# Challenges faced by customers

Needed an updated PIM for housing catalog information

Catalog data distribution needed to be streamlined

Required a catalog team but had budget constraints

Needed data management expertise to clean and update data

Required software expertise on call to e-com issues

Needed part-time design help in creating line drawings

Required help in aligning with industry catalog standards



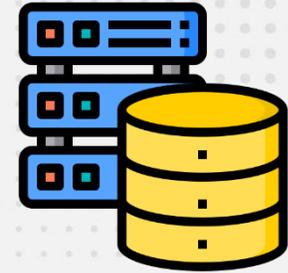
# Solutions Deployed



Catalog Manager



YMME search



Data Service



Octopus

# Benefits Obtained



Replaced old PIM with an updated PIM



Dedicated catalog team



Upgraded eCommerce site



Aligned industry catalog standards



Sources to create line drawings



Data management experts to create frequent updates

# CONCLUSION

Happy customer, who was able to streamline catalog information dissemination and embrace eCommerce selling channel.

