

## CLIENT

### SMARTHOME GROUP

Both home and business customers will find in the Smarthome Group technical lifestyle products and practical solutions package for building and home automation, to make everyday life easier and more comfortable.

The products of the Smarthome Group are based on Smart-BUS G4 technology and are distributed worldwide.



## TASK

The Smarthome Group develops its products in a worldwide network. While it is mainly produced in China, the products are conceived and developed by development teams in Germany, Canada, Texas and Dubai.

Marketing is managed globally out of Dubai and developed over the distribution partners worldwide. Due to the widely branched structures, it always came back to communication prob-

lems between development, production and marketing – therefore some production plans were used for the production, for which already existed a more recent revision in the development.

Even more confusing was the worldwide communication of product data for marketing purposes. The individual distribution locations prepared the marketing materials on the basis of information supplied from Dubai itself –

which not only led to huge delays but also to the product specifications were communicated in different variations. Some of the items were photographed twice even for different distributors and the images costly edited.

Thus, the presentation of the products appeared inconsistent and there were huge amounts of money on unnecessary production costs.



### ✓ SOLUTION

The rasin MDM-Solution made it an easy job. The standardization of product data, and automatic scalable multi export function make a lag-free update possible, in which you can be sure that no entry is forgotten.

The connection with other relevant databases, ensures an update and further notify automatically the affected user.




 CONTACT



Rasin MDM is developed by  
Screenlinx.

 [www.rasin.de](http://www.rasin.de)

 Flurweg 11  
82402 Seeshaupt  
Germany

 +49 880 191 190

 [service@screenlinx.de](mailto:service@screenlinx.de)

 [www.screenlinx.de](http://www.screenlinx.de)