ACE 2024

From Concept to Customer: Elevating ARAS Innovator PLM with SALESIGHT PLM for Seamless Sales and Marketing Integration

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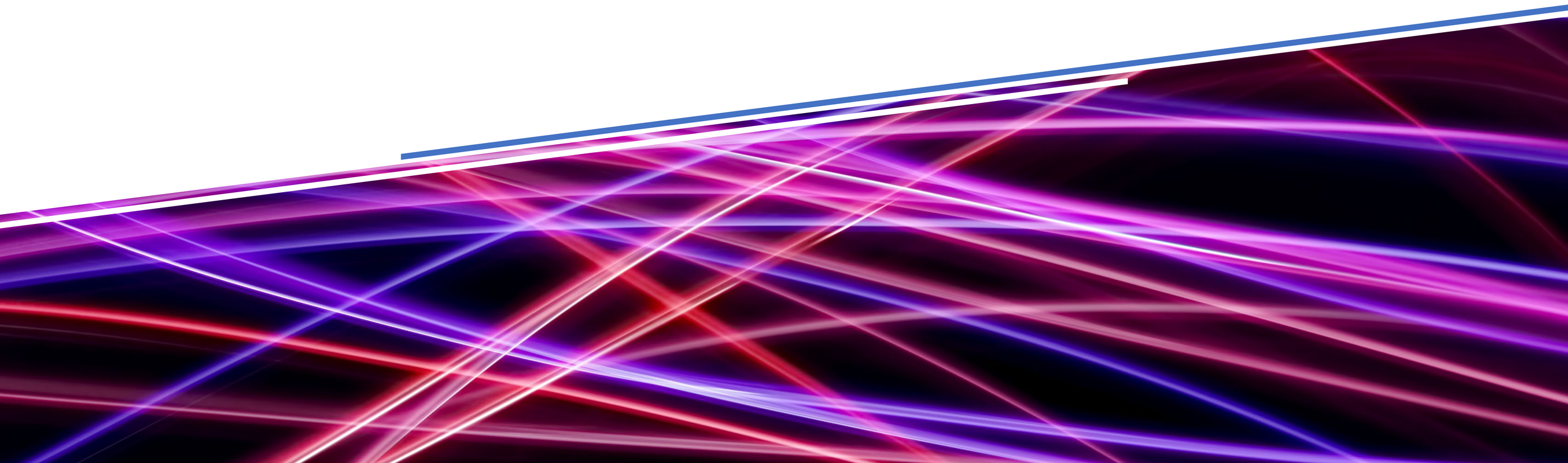
Wednesday, 6. March 2024



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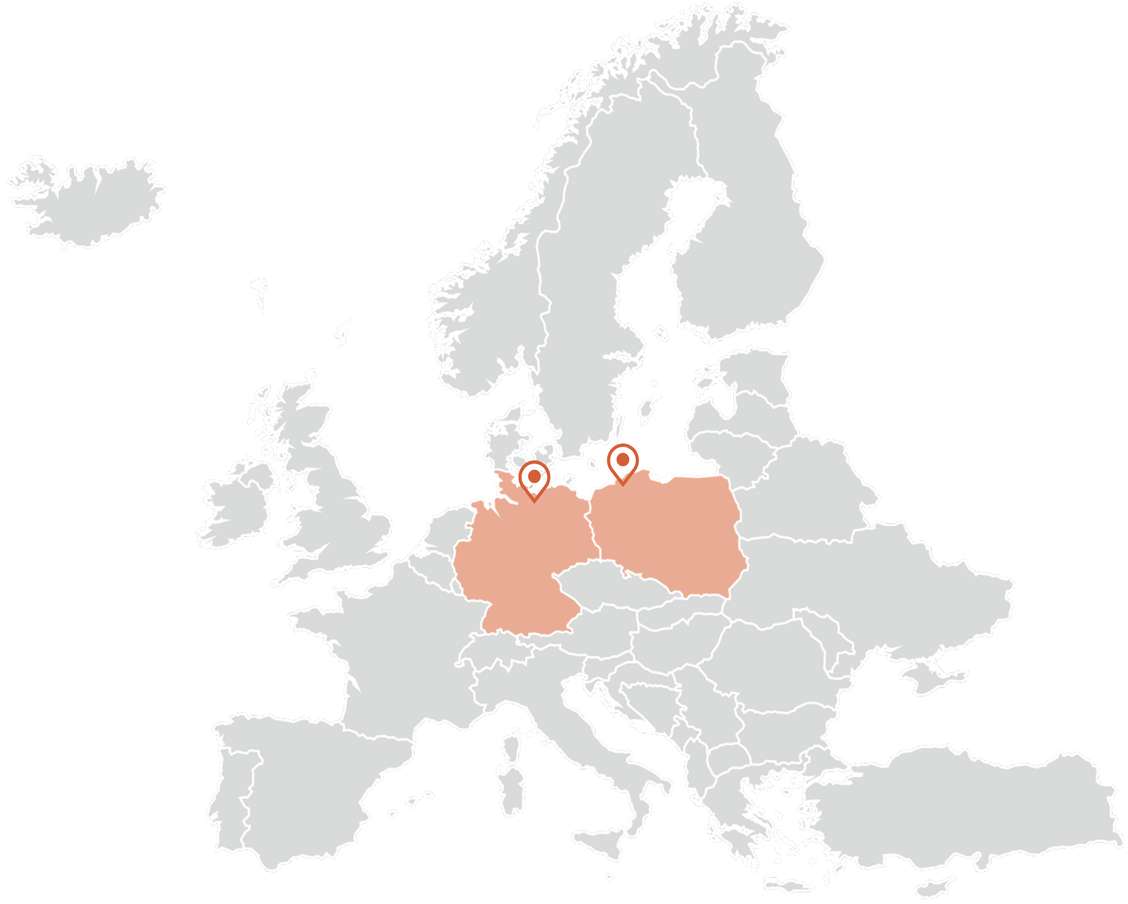
- International company
- Locations in Germany and Poland
- Software development for all industries
- Focus on Medical and Pharma industries



Zertifiziertes QM-System ISO 13485 mdc

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Why did we develop this module?

- CHALLENGE FOR OUR CUSTOMERS IN MEDICAL DEVICE SECTOR: Efficient, precise data provision and automation in marketing and sales, critically important in the highly regulated medical device environment.
- WHY ARAS PLM? Offers an extensive data foundation key to automating and efficiently distributing information, meeting high industry standards.
- OUR SOLUTION: SALESIGHT PLM – enhances ARAS PLM with integration tailored to the needs of the medical device sector, yet universally applicable across all industries. Enables seamless connection between product development, marketing, and sales.
- GOAL AND IMPACT: Boosts efficiency across the entire value chain, from idea to end-customer. Supports data-driven decisions, accelerates market launch, and aids in meeting quality and safety standards, enhancing competitiveness – in the medical device sector and far beyond.

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Agenda Overview: Navigating Today's Topics

- Creating a new Sales/Marketing Item with SALESIGHT PLM
- Editing Sales/Marketing Data in Action
- Additional Features/Tools for Content Maintenance Support
- Automating Sales and Marketing Data Publication

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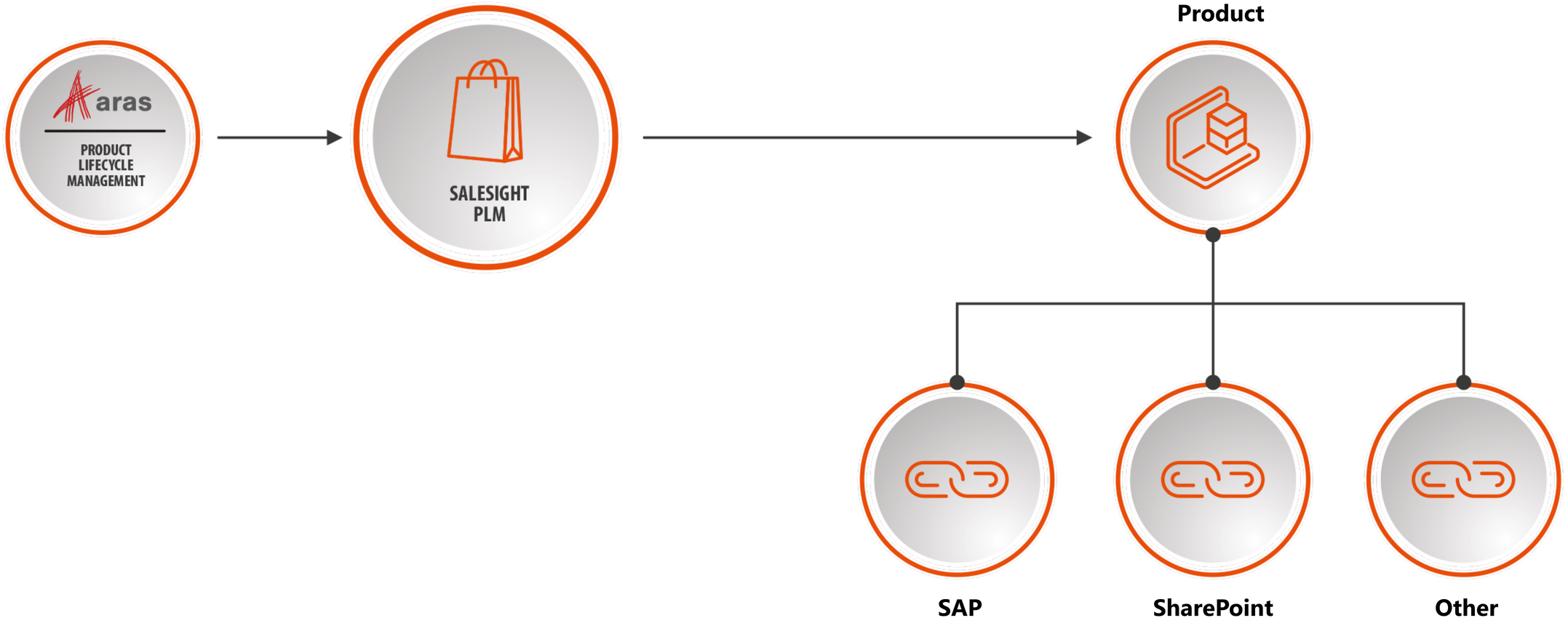
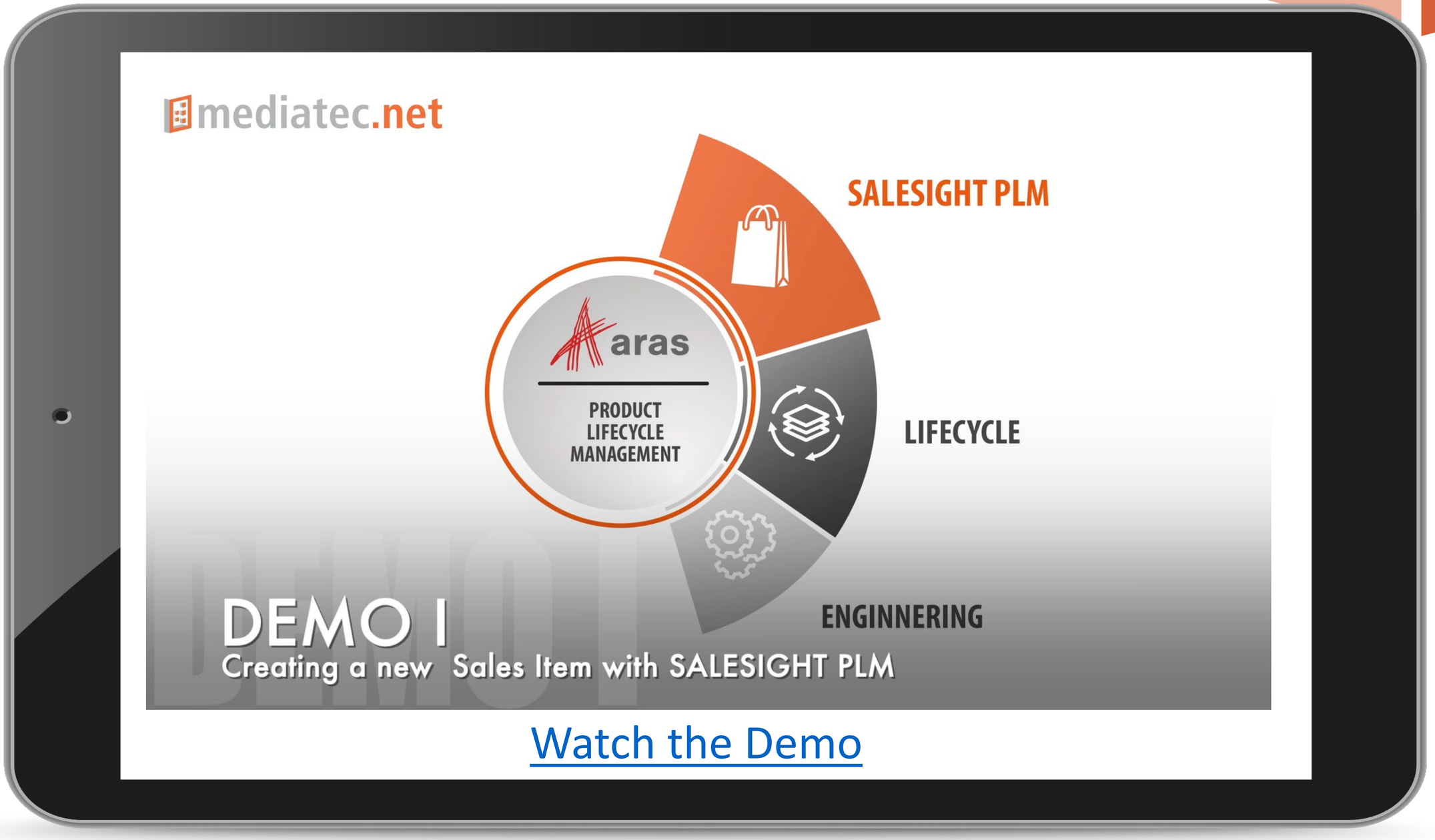
Advantages of SALESIGHT PLM

- CENTRAL DATA STORAGE: All relevant product information in one place - from conception to sales..
- OPTIMIZED DECISION-MAKING: Integrated sales and marketing data enables teams to design and adapt products based on actual market requirements.
- TIME SAVING: Education of manual data transfer processes between departments and systems, freeing up time for strategic tasks.
- BETTER MARKET ADAPTATION: By linking PLM and sales data, products can be adapted to market changes more quickly.
- INCREASED PRODUCTIVITY: Teams can focus on product innovation instead of spending time searching and consolidating data.

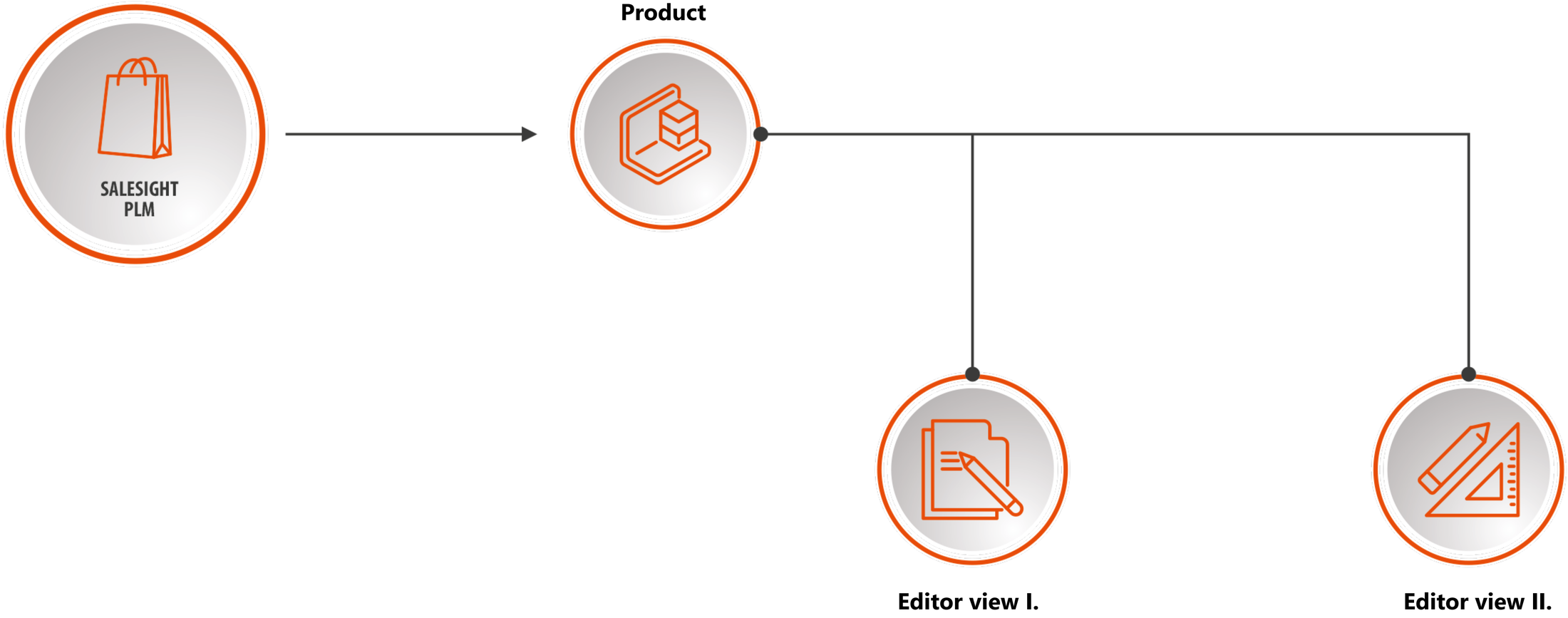
Creating a new Sales/Marketing Item with SALESIGHT PLM





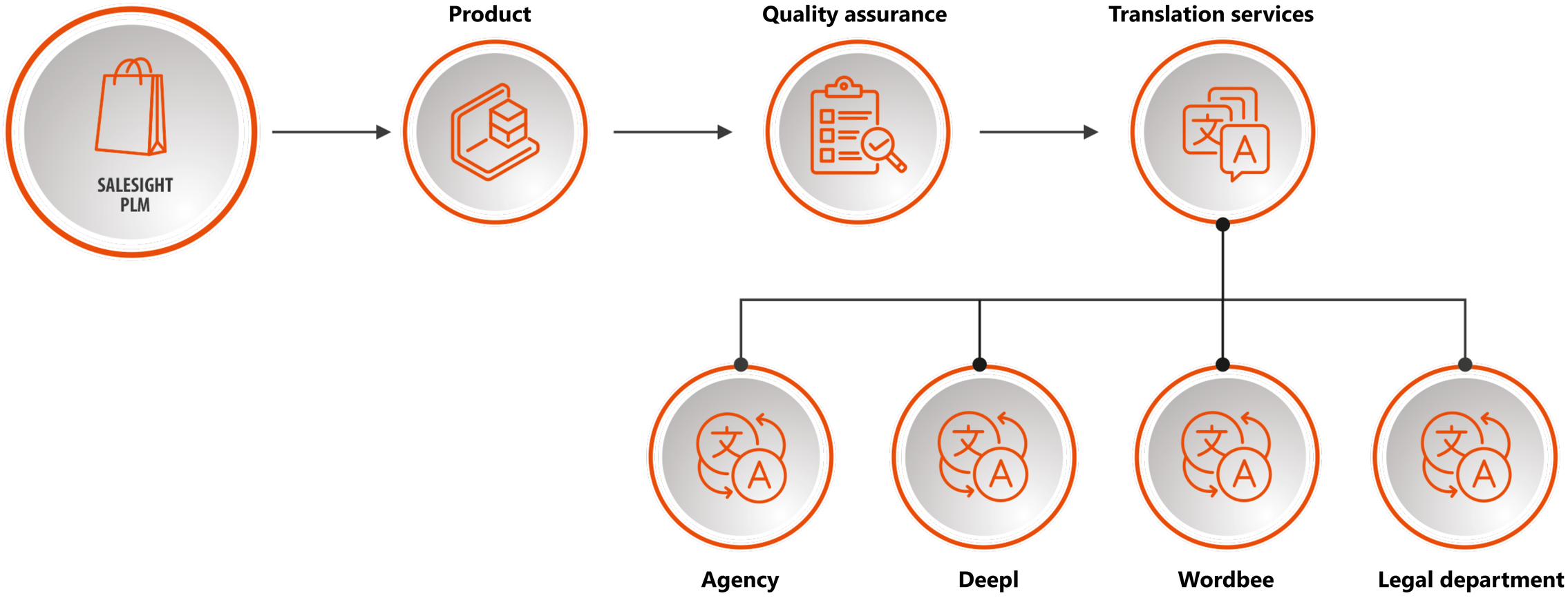
Watch the Demo

Editing Sales/Marketing Data in Action



[Watch the Demo]

Additional Features/Tools for Content Maintenance Support



Watch the Demo

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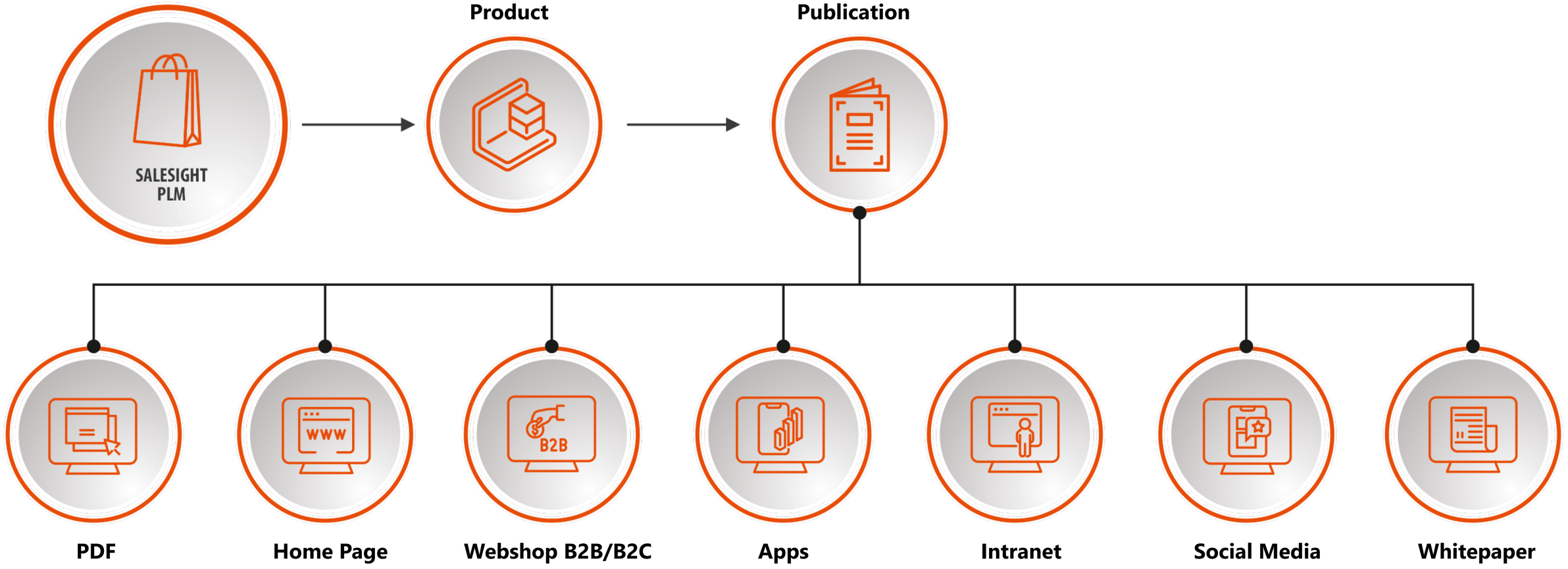
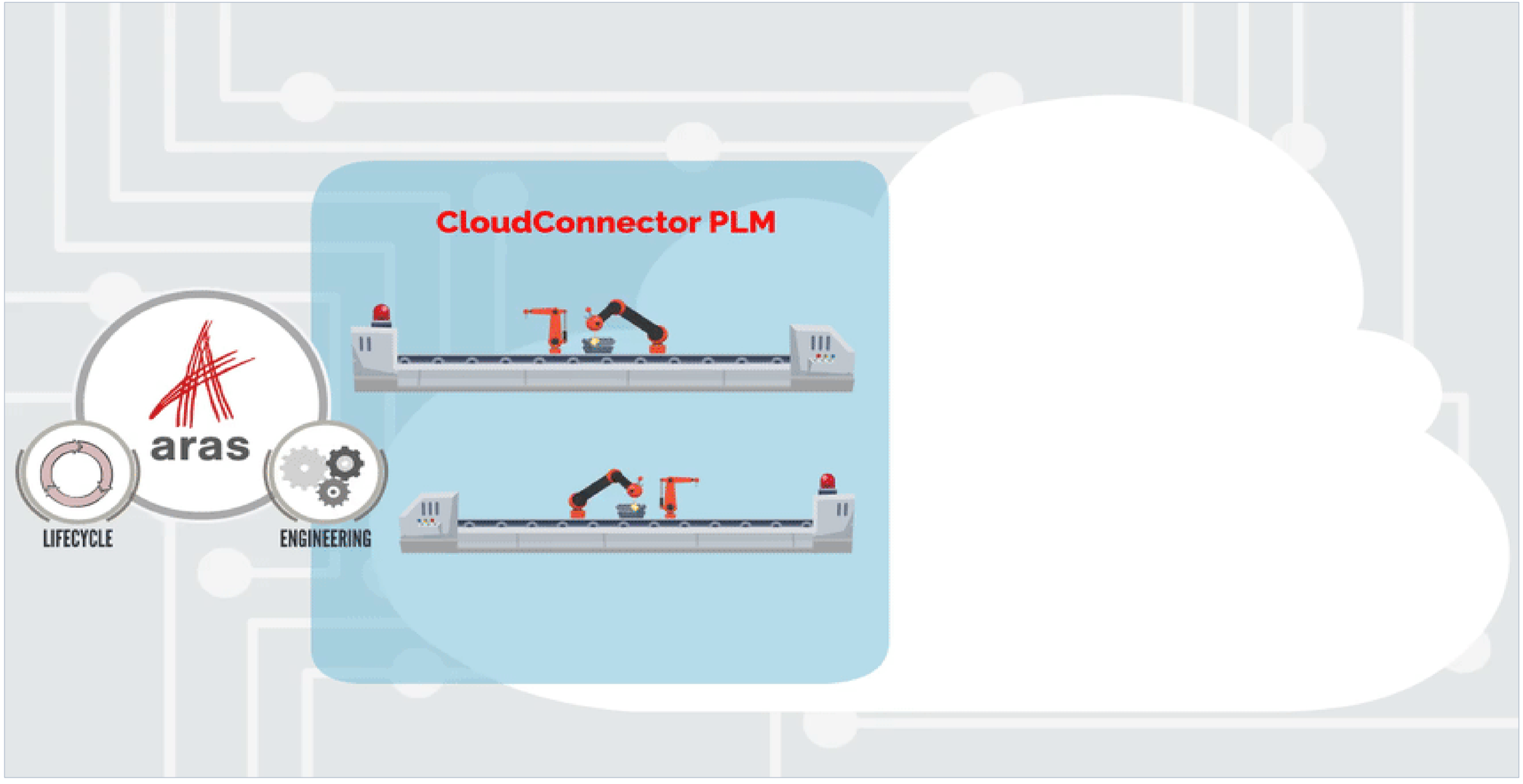
Automating Sales and Marketing Data Publication: Enhancing Efficiency and Reach



Automated Tasks and Publications: How They Work



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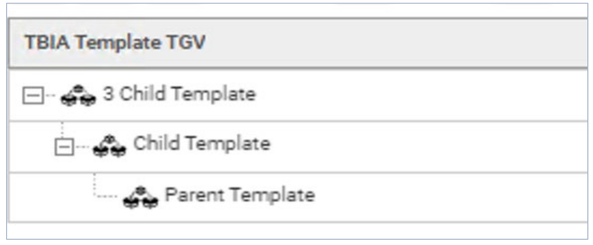
Identifying Key Feature Enhancements in ARAS PLM to Meet Customer Requirements

DEVELOPING MULTI-LANGUAGE CAPABILITIES

Crafting ARAS Properties for Multilingual Support

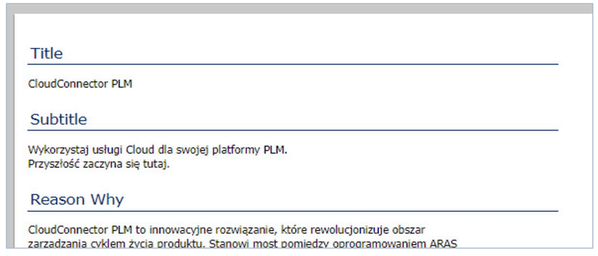


DEVELOPMENT OF TEMPLATE-BASED ITEM ATTRIBUTES

Enabling Custom Property Configuration for Each Product Without System Modifications.

CLOUDCONNECTOR DEVELOPMENT

Automating PLM Tasks in the Cloud with Ease



ENHANCING THE ARAS UI EDITOR

Empowering Teams to Manage Content with User-Friendly Tool

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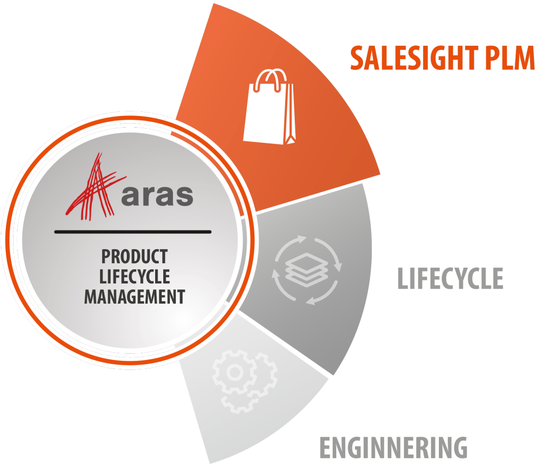
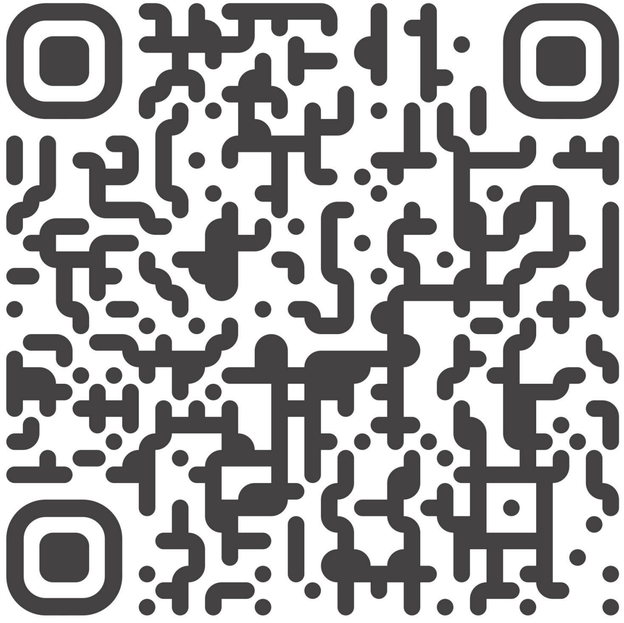
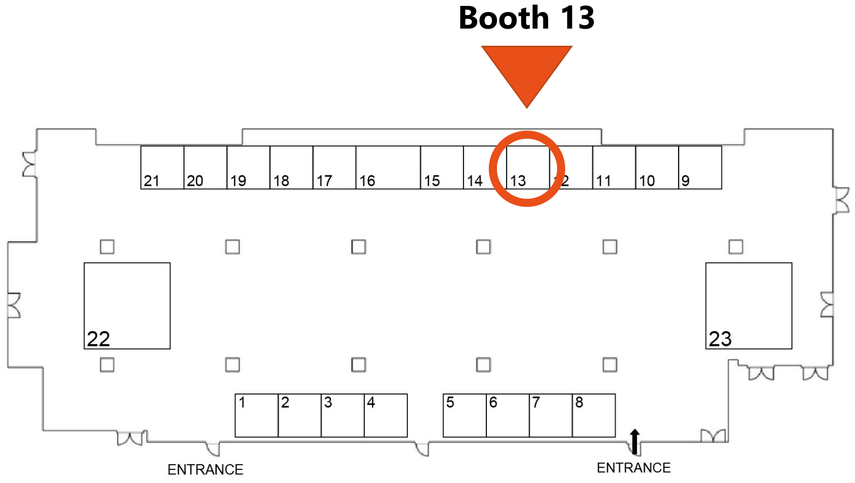
Further Information







Thanks! Any Questions or Comments?

Let's Connect..

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