



# Product Lifecycle Management

## Electronic article description

**In Product Lifecycle Management, the article description is an essential part of product planning, development and preparation. Axon Ivy automates the creation of an electronic article description with the involvement of all relevant levels and focuses on the scalability of the solution.**

### Challenges

- Extensive automation of the process for creating an electronic article description
- Involvement of all relevant departments such as development, production, sales and support
- Integration of the article description into the existing product lifecycle management system
- Process should take on a controlling role for the complete lifecycle of a product

### Highlights

- Smooth collaboration across all levels and departments
- Individual handling of process steps from all departments
- Coordination along the process chain and the entire supply chain

### Solution with Axon Ivy

- Axon Ivy platform represents the hub for digitizing the process
- Dedicated and uniform portal for all departments to enter the process
- Automated approvals across the entire project order until project completion
- Avoidance of frictional losses during handover

### Reasons for Axon Ivy

- Seamless Integration into the existing system landscape
- Automatic control of the process
- Acceleration of the lead time
- User-friendly, modern interface
- High degree of scalability of the solution

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