

## PRESS RELEASE

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### Winshuttle EnterWorks Offers Comprehensive Systems Integration through New Partnership with STRATEGIX CFT GmbH

The aim of the partnership is to make a reliable and future-proof PIM and MDM offer in the German-speaking area and Eastern Europe, which consists of an innovative and market-proven solution and an experienced and local implementation partner.

**Düsseldorf, March 03, 2021** - Winshuttle EnterWorks, the provider of an industry-leading Master Data Management (MDM) and Product Information Management (PIM) platform, announced today it is partnering with Strategix GmbH, a boutique consulting company that specializes in innovative retail technologies and comprehensive systems integration. As a partner of Winshuttle EnterWorks, Strategix provides consulting on business processes and technology selection, deep system integration, and implementation capabilities based on more than 20 years of experience.

“The rise of omnichannel and new regulations has put an increased pressure on retail brands to provide complete, up-to date, consistent information on all channels,” said **Kerry Young, Vice President and General Manager of Winshuttle EnterWorks**. “We are excited to partner with Strategix and offer our clients the benefits of Strategix’s extensive experience on projects involving comprehensive integration of various PIM systems with category management, supply chain management and e-commerce environments.”

In today’s complex retail environment, a centralized PIM Tool is essential, alongside in-depth understanding of business processes in the retail and manufacturing industry. Strategix has supported leading retailers and brands in D-A-CH and Eastern Europe as they transform their merchandising processes and select the right technologies.

“We are happy to cooperate with Winshuttle EnterWorks and be able to promote and implement their innovative technology,” said **Jan Hanussek, the Founder and CEO of Strategix CFT GmbH**. “The widening scope of information and increasing speed of changes means that PIM and MDM systems used in our market are ready for a generation change. Many of our existing and potential customers are either lacking some critical product information or struggling with keeping the information up-to-date. EnterWorks will help us, not only to close these gaps, but offer a solution in addition to agile functionality as well.”

For more information about Winshuttle EnterWorks, please visit <https://www.winshuttle.com/enterworks>.

#### About Winshuttle

Winshuttle is a leading provider of enterprise data management applications. Business customers can use it to make their SAP data management and data governance safer and more agile, thus driving the change that strengthens the company’s competitiveness.

Winshuttle's tools, platforms and solutions optimize the implementation of data-intensive, business-critical processes in SAP by automating data acquisition and validation via configurable workflows. This ensures that processes are orchestrated, traceable and scalable.

For more information on Winshuttle's data management solutions for SAP, see: <https://www.winshuttle.com/> or <https://www.winshuttle-software.de/>.

### **About Strategix**

Strategix CFT is a boutique consulting company and system integrator in the areas of Category Management and Supply Chain Management. With more than 20 years of experience Strategix relies on a deep subject matter expertise of technical and business process related themes. In order to ensure the solution meet customer needs in the best possible way Strategix provides hybrid/ multi-vendor solutions. Strategix has already helped leading retailers and manufacturers worldwide to execute a seamlessly integrated space and assortment management.

Find out more at <http://www.strategix.eu>.