

NORTH ATLANTIC INDUSTRIES · DEFENSE TECHNOLOGY

Reps answer spec questions on the spot, with AI that draws on current product data

Every answer from NAI's AI assistant traces back to one governed source of product truth. Pimly holds all 54,662 NAI products, and the assistant reads them directly.

54,662

products in one governed record inside Salesforce

5-10_{min}

per spec change, down from 1 to 3 days

3 to 1

people needed to publish a spec change

COMPANY

North Atlantic Industries, a defense products and technology company that builds ruggedized compute for larger platforms. Its products and modules combine into 4.2 quadrillion possible configurations.

TEAM

Tim Campbell, who leads IT and software engineering

Damian DiCocco, Software Engineer Lead

ON SALESFORCE

Agentforce Sales (live since April 2025), Agentforce, Pimly, NAI custom objects



We don't have to worry about, oh, this brand new model's out, we need to update our whole system now. It's just been cleaner.



Damian DiCocco
Software Engineer Lead, NAI

01 THE CHALLENGE

An AI-forward team hit the limits of its data

NAI builds its products from modules, like building blocks. "We never ship the same thing" to two different customers, says Tim Campbell, who leads IT and software engineering at NAI.

That makes product data hard to keep straight. Before Pimly, it lived in a product builder application, the public website, manuals, spec sheets and data sheets. A single spec change meant updating the manual, the product builder and the test code: four or five systems in all.

On the website side alone, three people touched every spec change. One wrote it, one updated the website by hand, and a documentation writer updated the docs site. "It could take one to three days," says Damian DiCocco, NAI's Software Engineer Lead. The website ran on an in-house CMS about eight years old: "We're kind of just keeping it on life support."



Keeping those all in sync was not easy because there's a ton of places to update it.

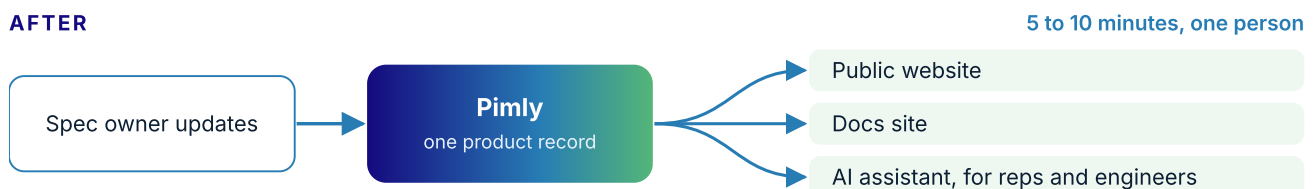
Tim Campbell, NAI

ONE SPEC CHANGE, BEFORE AND AFTER

BEFORE



AFTER



The AI had the same problem

NAI's support assistant started as an off-the-shelf chatbot, then became a retrieval database over NAI's manuals. Both needed constant upkeep. "We got tired of supporting the thing because we'd have to change every few months," Tim says. The assistant also lived outside Salesforce. People left Salesforce to ask Claude, queried an MCP server, then clicked back in. "It's just a lot of runaround," Damian says.

An assistant is only as current as the data behind it. NAI needed both in one place.

WHAT ONE SPEC CHANGE COST BEFORE PIMLY

4 to 5

systems to update: manual, product builder, test code and more

3

people touching every website change

1 to 3

days for a change to reach the website and docs

02 THE SOLUTION

The assistant reads Pimly directly, with no pipeline to maintain

NAI went live on Salesforce in April 2025, and Tim's engineers build and integrate business systems there every day. A PIM that runs natively in Salesforce fit how they already work. "It was very convenient and ideal that it was built on Salesforce," Tim says. Pimly also handled the hard part: a part hierarchy where top-level items hold sub-items, which hold more sub-items.

Damian mapped every field from the old CMS and loaded the full ERP catalog, 54,662 products, in one to three days. That's the time a single spec change used to take. "I don't remember hitting any crazy roadblocks."

Images and downloads connected through S3 without a fight, and the readiness indicator shows the team which products need work. Then NAI rebuilt its assistant on Agentforce, inside Salesforce, as one central assistant, built to serve the public website and customer portal too. **Because Pimly stores product data natively in Salesforce, Agentforce reads it like any other record, alongside NAI's custom objects.** There's no pipeline to build and no sync job to maintain.

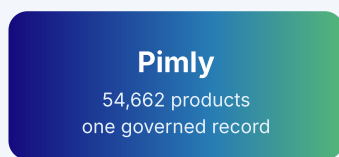


We like the fact that it was able to work with our very configurable product, which is not easy to do.

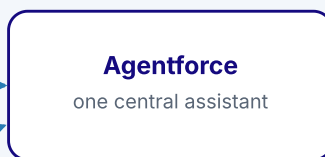
Tim Campbell, NAI

ONE PRODUCT RECORD UNDERNEATH EVERY ANSWER

INSIDE SALESFORCE



NAI custom objects



Sales and admins: quotes, orders

Applications engineers

Field reps, on their phones

Website and customer portal

Claude projects across NAI

Now every rep, engineer and admin asks the same assistant and gets answers from the same product record, and non-developers pull product data into their own Claude projects without asking engineering for a connection.

03 THE RESULTS

A spec change reaches the AI in minutes

TIME TO PUBLISH ONE SPEC CHANGE

BEFORE

Up to 3 days · 3 people

WITH PIMLY

5 to 10 minutes · 1 person

The person who writes a spec now changes it once, in Pimly, and the website, the docs site and the assistant all draw on that record. That speed matters most for the AI: the faster the data updates, the more current every answer is.

"Now the person who's writing the spec originally can just update it in Pimly and it's done. It depends how complex the change is, but I would assume like 5, 10 minutes, which is awesome."

Damian DiCocco, Software Engineer Lead, NAI

Reps answer customers in the room, from current specs

NAI's regional sales managers spend much of their time on the road. They used to pull up a saved file or a printed manual in front of a customer, one that might have changed since they last downloaded it. Now they ask the assistant on their phone, on the spot, and quote from current specs.

“Hey, let's ask the bot really quick. That way they're not promising customers things that are outdated or not supported anymore.”

Damian DiCocco, Software Engineer Lead, NAI

What's next

Next, NAI plans a portal for its reps and distributors around the world, with product information, manuals and new launches. "Every four years we'd bring them in and talk to them and tell them about new products. That's not often enough," Tim says. Damian aims to connect more systems through MCP servers, with Pimly as the product record underneath.

See what your AI knows about your catalog.

Book a scoped demo built around your SKU complexity.

pimly.co/book-a-demo

ABOUT PIMLY

Pimly is Product Intelligence for Salesforce. Pimly makes every salesperson, every service agent, and every Agentforce bot a product expert. AI on top, Salesforce-native PIM underneath. Listed on the Salesforce AppExchange and AgentExchange.

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