COGNEX · MACHINE VISION

Reps get every spec, image and accessory in one click, right where they quote

Pimly gives Cognex one governed source of product truth, organized natively in the same place reps already sell. Product management keeps it current, and reps quote from one complete product page.

60%
less data work on a recent release, from inheritance alone

1 click
from a quote to the full product page

1 record
of product data, owned by product management

COMPANY

Cognex, a machine vision company. Product managers own each product line from market requirements to end of life.

TEAM

Trevor Bernier, Senior Manager, Product Management

Diana Ferreira, IT Director of Business Applications

ON SALESFORCE

Agentforce Sales, Agentforce Service, Pimly

Pimly implementation partner: Aleysian

> **Feedback has been overwhelmingly positive. It's incredibly valuable for sales and support to have everything in one place.**

TB **Trevor Bernier**
Senior Manager, Product Management, Cognex

01 THE CHALLENGE

Products launched sellable, but not understood

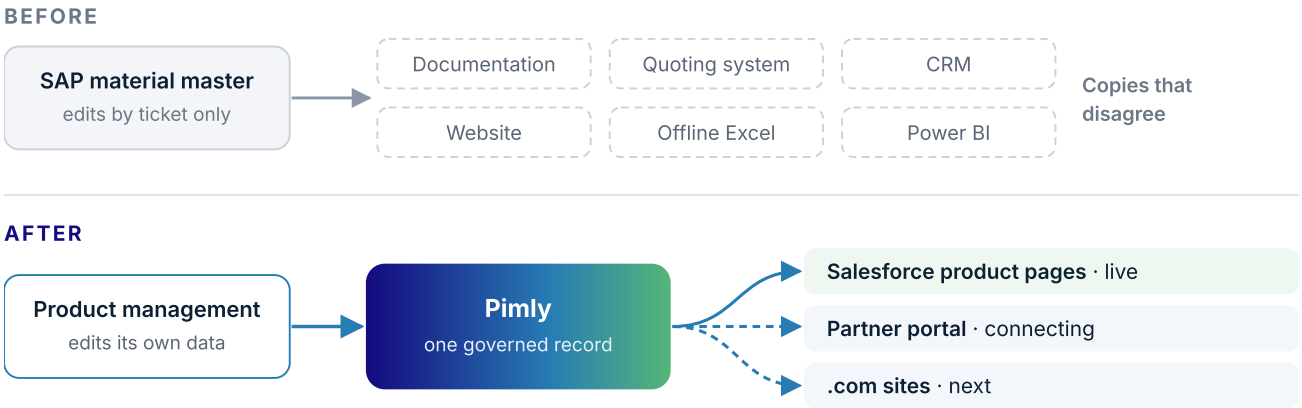
Cognex product managers own a product line end to end, from market requirements through release to end of life. Before Pimly, a release meant a product sales could quote, and little else.

The rest arrived later, on request. "We weren't launching products with rich product data," Trevor says. "We were launching products and then reacting to requests for data."

The root problem sat in SAP. Front-office attributes lived in material master, the same record that drives costing and manufacturing, so only a small controlled group could edit them. Every change meant a ticket and a wait.

> **We could release the product, put it into our quoting system, have a price attached to it, have a short description, and you can quote it, you can sell it. But what was missing is all of the product data that enriches it.**
>
> Trevor Bernier, Cognex

WHERE COGNEX PRODUCT DATA LIVED, BEFORE AND AFTER



"All of those places could say different things," Trevor says. "There's no centralized source of truth." Sales felt it most. The product page reps saw pulled its attributes from SAP: no images, and a long list of fields, mostly empty. "It was lost in the sea of white," Trevor says.

WHAT A PRODUCT RELEASE LOOKED LIKE BEFORE PIMLY

6+
places product data lived, each able to say something different

1 team
could edit front-office attributes in SAP, by ticket

Later
rich product data arrived after launch, on request

02 THE SOLUTION

Pimly organizes product data where reps already sell

Cognex met Pimly at an event in Boston, saw a demo and saw a clear fit. Trevor built the business case on sales speed, tied to Cognex's own motto: work hard, play hard, move fast. Aleysian helped design the product hierarchies and data models. Diana's IT team owns the platform; Trevor's product managers own the data.

Pimly runs natively in Salesforce, so the product record lives in the same org where reps build quotes and support works cases. Reps reach it in one click, and it doesn't feel like a separate tool.

> **To them it feels like it's still within Salesforce, 'cause the way that we enter Pimly is through Salesforce.**
>
> Diana Ferreira, IT Director of Business Applications, Cognex

Front-office data moved out of SAP and into Pimly, where the people who know the products maintain it. "The maintenance is now on the product management team," Diana says. In 2026, Cognex rebuilt its Salesforce product pages entirely on Pimly.

Product page, inside Salesforce — ILLUSTRATIVE MOCKUP



RELEVANT SPECS ONLY

Resolution	**2.3 MP**
Lens mount	**C-mount**
Lighting	**Integrated, red**
Interface	**Ethernet**
Status	**End of life soon**

ACCESSORIES

- 16 mm lens
- Red filter

ASSETS

Data sheet · 2D · 3D · Manual

Replacement: next-gen model

Representative layout. Product, values and names are illustrative, not a Cognex screen.

Images for nearly every product

Only specs that apply and have data

Accessories as real links

Assets per SKU drawings, data sheets, manuals

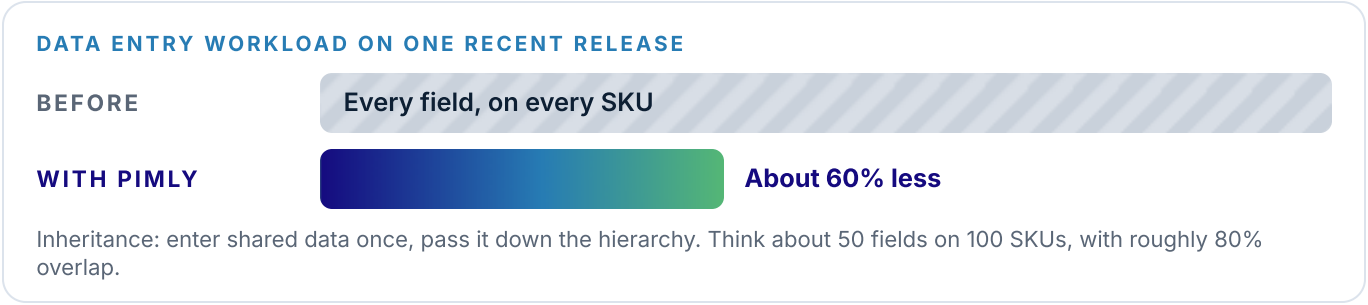
Replacements named before end of life

> **I really pitched it as a way to keep our sales teams moving fast, to stop that barrier that grinds everything to a halt.**
>
> Trevor Bernier, Senior Manager, Product Management, Cognex

03 THE RESULTS

Sales gets the full picture, and a recent release took 60% less data work

"It just helps our sales team visualize what they're quoting and selling," Trevor says. Diana sees the same pull: "We just keep adding more and more functionality to it, and sales loves it, not only product management."



> "For one of our recent releases, it reduced the workload by about 60%. So only that, just the inheritance model itself."
>
> Trevor Bernier, Cognex

The time goes to positioning and to how the team communicates a product to sales. Updates move faster, too: "The lead time is where we won," Diana says. And products now launch with rich product data from day one. "We really changed the quality of those releases, from the start," Trevor says.

What's next: a foundation for AI

Cognex is exploring how AI fits its sales and support workflows. "It's kind of like Claude or ChatGPT," Trevor says. "They're only as great as the data that's available to them." The team is testing spec-based search during quoting, accessory prompts and end-of-life swaps.

See what your sales team could know 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.

ABOUT COGNEX

For over 40 years, Cognex has been making advanced machine vision easy, paving the way for manufacturing and distribution companies to become faster, smarter, and more efficient through automation. Innovative technology in our vision sensors and systems solves critical manufacturing and distribution challenges, providing unparalleled performance for industries from automotive to consumer electronics to packaged goods. Cognex makes these tools more capable and easier to deploy thanks to a longstanding focus on AI, helping factories and warehouses improve quality and maximize efficiency without needing highly technical expertise. We are headquartered near Boston, USA, with locations in over 30 countries and more than 30,000 customers worldwide. Learn more at cognex.com.