

SOLUTION INFORMATION

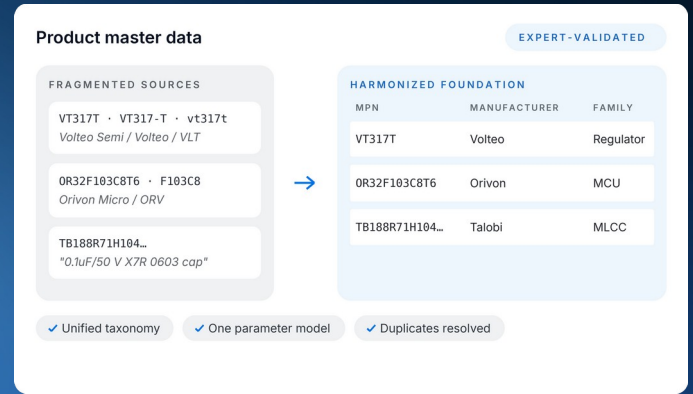
FASTND ENGINEERING

The data foundation for AI in electronics sales: product, customer and project data — structured, cleansed and ready for in-house tools, company-owned AI assistants and FASTND INTELLIGENCE.

For electronics

System-independent

AI-assisted



THE CHALLENGE

AI recommendations are only as good as the data behind them

Gartner predicts organizations will abandon 60% of AI projects lacking AI-ready data.*

CONTENT

Data issues

Inconsistent records

Records differ between systems, exist several times or lack key fields.

Missing taxonomy

No common classification of products and applications; specs hidden in free text.

Parameters & units

The same parameter is named, formatted and measured differently in each source.

STRUCTURE

Processes & systems

Scattered systems

CRM, ERP, PIM, catalogues and Excel — each with its own keys and logic, nothing linked.

Clashing models

The same term sits on different levels in different lists — categories and segments mix.

No lasting data practice

Most organizations lack AI-ready data practices;* one-off cleanups decay.

WHAT FASTND ENGINEERING DOES

Master data and transactional data — one consistent foundation

Reliable data from different data sources — a trusted AI foundation.



Consolidate & structure

One taxonomy for product families and end applications across all sources.



Consistent parameter model

Standardized units, formats and nomenclature for precise comparisons.



Cleanse & enrich

MPN variants and legacy names resolved; datasheet text turned into parameters.



Harmonize & link

Customers and applications aligned across CRM, ERP and POS; projects linked.



Unlock new sources

Data not yet used systematically for sales intelligence, e.g. reference BOMs.

EXPERT-IN-THE-LOOP

FASTND does the groundwork — company experts decide.

FASTND brings the electronics expertise and runs the cleanup efficiently. Company specialists step in only for judgment calls — far less workload in-house.

WHO IT IS FOR

Manufacturers & distributors

Existing systems

The prerequisite for using data insights systematically in CRM, ERP and eCommerce.

New AI use cases

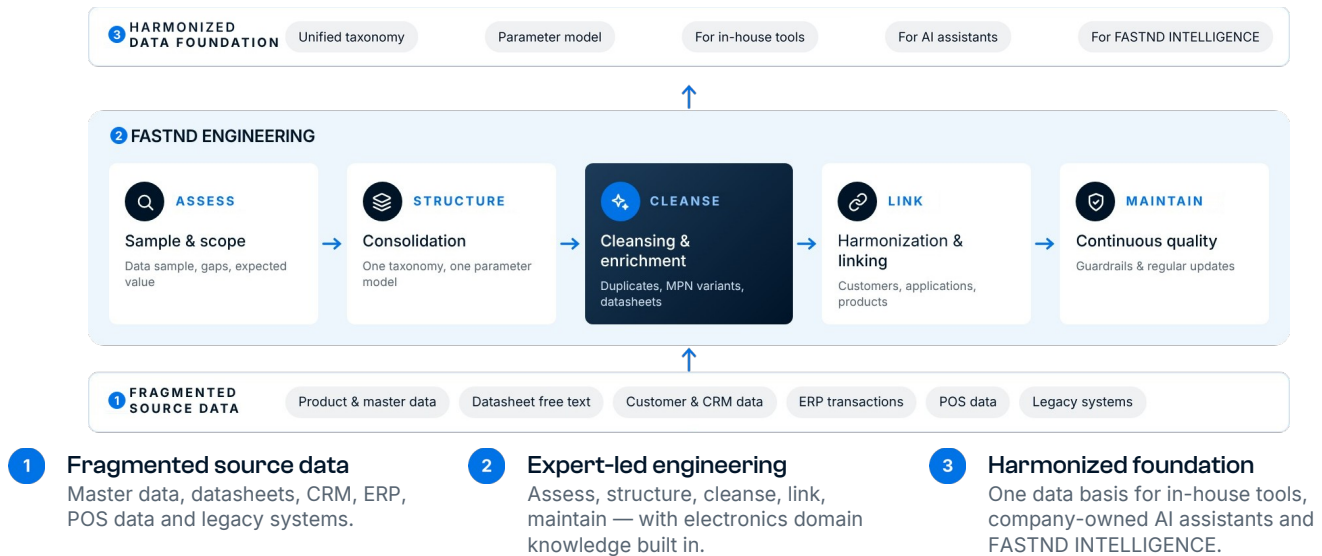
The foundation for sales intelligence along the entire sales journey.

Capability building

For organizations without dedicated data teams driving digitalization.

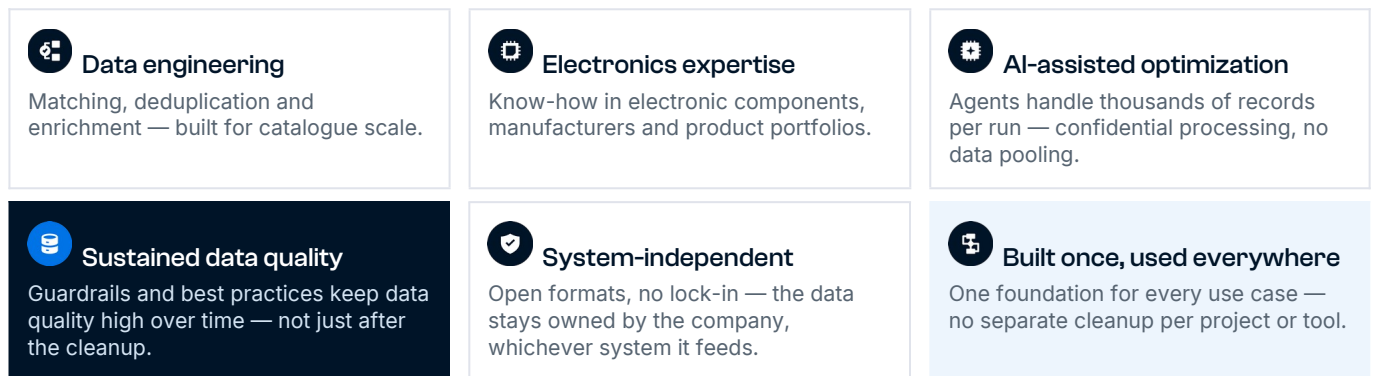
HOW IT WORKS

Five steps from fragmented data to one foundation



KEY FEATURES

Electronics expertise meets data engineering



GETTING STARTED

Start with focus — results in weeks, then scale

- 1 Data inventory first**
FASTND maps sources, fields and gaps on a sample — the data does not need to be perfect.
- 2 One domain first**
One domain, product line or region — scope agreed before cleaning starts.
- 3 Scale step by step**
Further domains, product lines or regions added on the same foundation.

OUTPUT A · IN-HOUSE TOOLS & AI ASSISTANTS

Data for in-house tools and AI assistants

Clean, structured data in open formats — ready for CRM, ERP, eCommerce and company-owned AI assistants.

OUTPUT B · FASTND INTELLIGENCE & WORKSPACE

Ready for smart sales recommendations

Prioritized recommendations in every customer project — in the live opportunity.

CONTACT

Get AI-ready with sales data

FASTND's centralized approach: results in weeks — decentralized efforts take months or quarters.

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Product page

Status: October 2026. * Gartner, "Lack of AI-Ready Data Puts AI Projects at Risk", press release, 26 Feb 2025.