



## PIM Fact Sheet

# Managing product data easily and efficiently



### Central Source for Product Data

One centralized system for storing, consolidating and managing the entire portfolio of product information.



### High Data Quality

Always up-to-date, correct and consistent product data guarantees a high-quality, uniform product presentation across all channels.



### Efficient Product Data Management

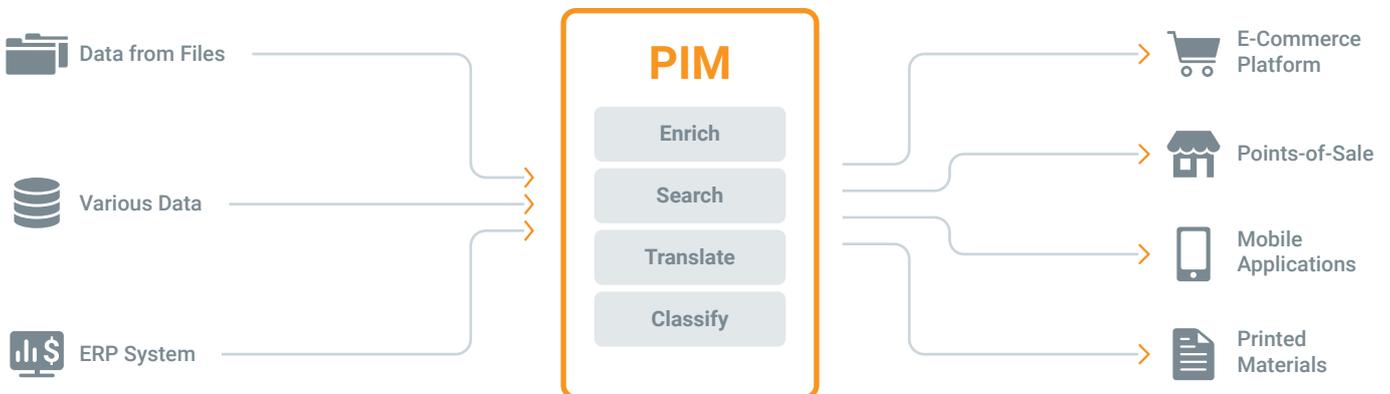
Easy management of product data and fast, targeted distribution of suitable product data to the sales channels.

## What is a PIM System?

A Product Information Management System (PIM) is a central system for storing, consolidating and managing technical and sales-related product information on a single platform. PIM systems enable efficient product data maintenance, improve data quality and consistency and ensure a uniform product presentation across all sales channels. With PIM, retailers can merge, maintain, classify and enrich product data from different sources in different formats with additional information. The consistent and consolidated product information can be automatically distributed to any number of sales channels.

## Benefits of Akeneo PIM

Akeneo PIM offers its users a future-proof, scalable and powerful solution for managing product data even in complex, multi-tier environments. Akeneo PIM enables companies to more easily manage product information in fast-growing portfolios and thus open up new markets faster. Product data and changes are distributed in real time across all sales channels. Product enhancements or updates are thus independent of the publication frequency of the catalogs. Up-to-date, relevant and consistent product data across all sales channels improves the customer experience and conversion rate.



### Collect

- Various sources and formats
- Prioritizing data sources
- Data cleansing, high relevance
- API interfaces to existing systems and suppliers

### Enrich

- Enhancement of technical-/marketing data
- Translations
- Classification for categories, distribution channels and catalogs
- Data quality control

### Distribute

- Managing distribution channels
- Easy creation of data catalogs for every sales channel
- Production of printed catalogs with web-to-print software

## Enterprise PIM integration – product data management in complex environments

International platforms place higher demands on the management of product data. Enterprise PIM integrations must map global, company-wide product data and complex rules and regulations – without losing convenience, speed or security. One example: In the PIM of AOE's airport marketplace solution OM<sup>3</sup>, a complex set of rules

was mapped that accounts for rules from local laws, customs, duty free, retailers, brands, pricing and loyalty programs with the highest security standards. With sophisticated features and customized configurations, AOE offers its users custom PIM solutions that meet all customer requirements – today and in the future.



### Customized PIM for complex environments

AOE analyzes the systems, requirements and processes of its customers and configures a PIM setup tailored to the company's infrastructure. This optimizes performance, enables efficient processes, and reduces maintenance in complex, multi-tiered environments, regardless of product or industry. New use cases can be handled by using pre-configured settings.

### Automated quality assurance of product data

To ensure consistently high data quality, the product data undergoes an automated data check during import. This checks the configuration identity during the update so that only validated product data is uploaded. After uploading, the retailer receives an E-Mail with a report listing successful and faulty uploads. This gives the retailer an overview and provides him with the opportunity to correct and update faulty data.

- ✓ Efficient Processes
- ✓ Powerful
- ✓ Low Maintenance
- ✓ High data quality
- ✓ Reporting
- ✓ Automation

### Scalable PIM cloud solution in Amazon Web Services

AOE operates Akeneo PIM as a cloud solution in AWS environments with state-of-the-art Docker Containers. Amazon Elastic Container Service, a highly scalable and high-performance container orchestration service, supports the smooth execution, scaling and deployment of the PIM system. The cloud architecture is a future-proof, scalable and extremely powerful solution for the highest enterprise requirements, which guarantees high storage capacities in the most up-to-date IT infrastructure at a reasonable price.

### Product data import via ERP interface

Collect data instead of providing it: With the Product Importer Feature, AOE offers companies a flexible interface to any ERP system. This enables Akeneo PIM to "collect" product images and videos from the ERP, so companies do not have to "provide" (i.e. upload) product images to the PIM. In addition, the images are automatically checked for validity and quality during import. This setup considerably simplifies and accelerates the import process and at the same time reduces workload, loading times and error rates.

- ✓ Cloud Solution
- ✓ Scalable
- ✓ Future-proof
- ✓ API Interface
- ✓ ERP Integration
- ✓ Rapid Import



AOE develops digital business, e-commerce and marketplace solutions based on open source technologies. We specialize in the implementation of complex enterprise software applications for global corporations. We support our customers in the development of digital business models and consistently rely on agile methods. In long-term agile projects, we execute innovative solutions with automated and digitalized processes together with our customers. In addition, AOE develops its own products such as the Open Source framework Flamingo and the Omnichannel Multi-Merchant Marketplace OM<sup>3</sup>, the leading e-commerce marketplace for the aviation industry. Headquartered in Wiesbaden and with more than 300 employees in 5 countries, AOE serves global companies such as congstar, Deutsche Telekom, Heathrow, Singapore Airlines, Commerz Real, Sony, Panasonic and Frankfurt Airport.

