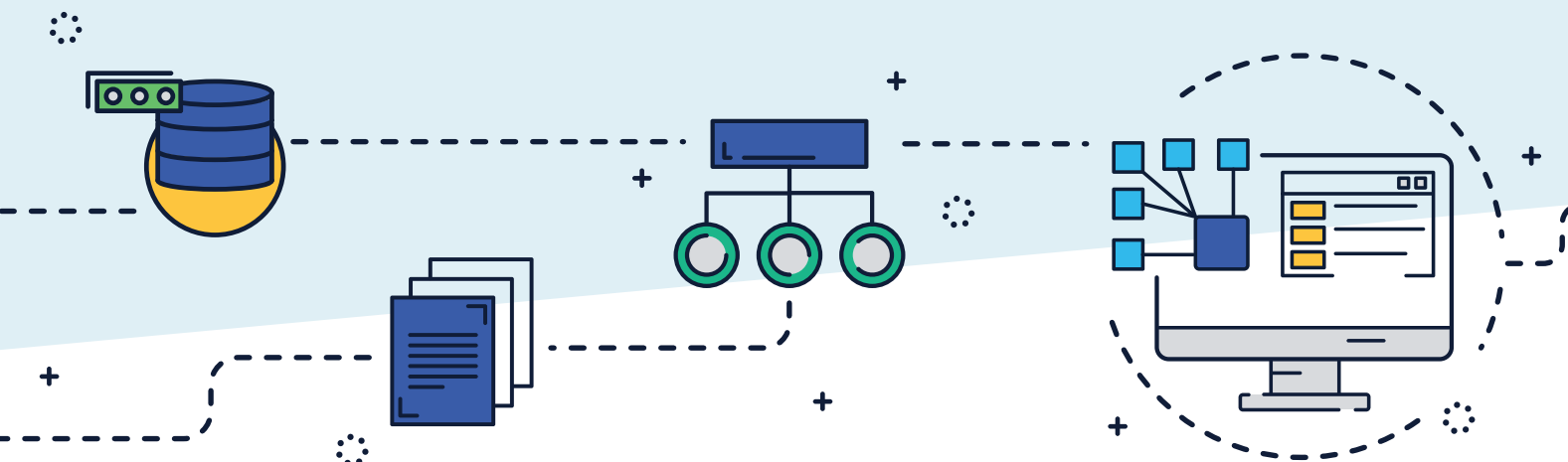




pirobase

Product Information Management with pirobase PIM

Product data management for large companies and product ranges



Solid foundation for the trust of your customers

Brands make a difference when they arouse emotions and earn the trust of their customers. Suppliers who already make shopping an experience are often the price leaders in their markets. How does your brand live up to this claim in the face of rampant growing data volumes and sales channels?

By building every encounter with your brand on a solid foundation.

High-quality product data for every touchpoint

pirobase PIM provides you with the launch pad from which you supply marketing, shop and product management with the basic building blocks of every brand message: product information. Because wherever customers encounter your brand and whatever purchase phase they go through, they expect high-quality, emotional and also correct information about the product they are interested in.

The Single Point of Truth for your product information

Give your product data a quality boost



Gain control over your product data

In most companies, product data and information are widely scattered across various software silos, file drives and departments. But the more broadly your brand presence is distributed externally across channels, platforms and media, the more control you need over the quality of your messages on all these stages. Centralise systems and interfaces and exploit the data potential of your product communication!

Quality is a process

As a single point of truth, pirobase PIM manages the original for every product record in your organisation. pirobase supports you in integrating distributed product information such as product master data, product attributes and specifications, channel and branch-specific details. For this purpose, pirobase guides you through a quality process of standardising, supplementing and checking and corrects and warns your users if necessary.

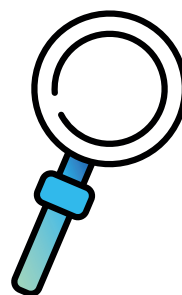
Collect

pirobase imports raw product data from all sources of your business IT via interfaces.



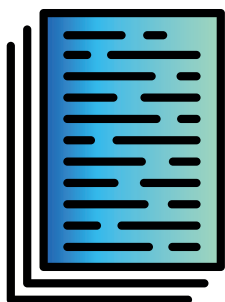
Enrichment and testing

Form follows content: all data are systematically enriched and checked.



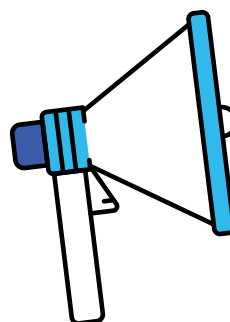
Unify

Raw data is ordered, data formats and attributes are standardised.



Discharge and provision

pirobase provides your product data via RESTful API and in JSON format for all channels.

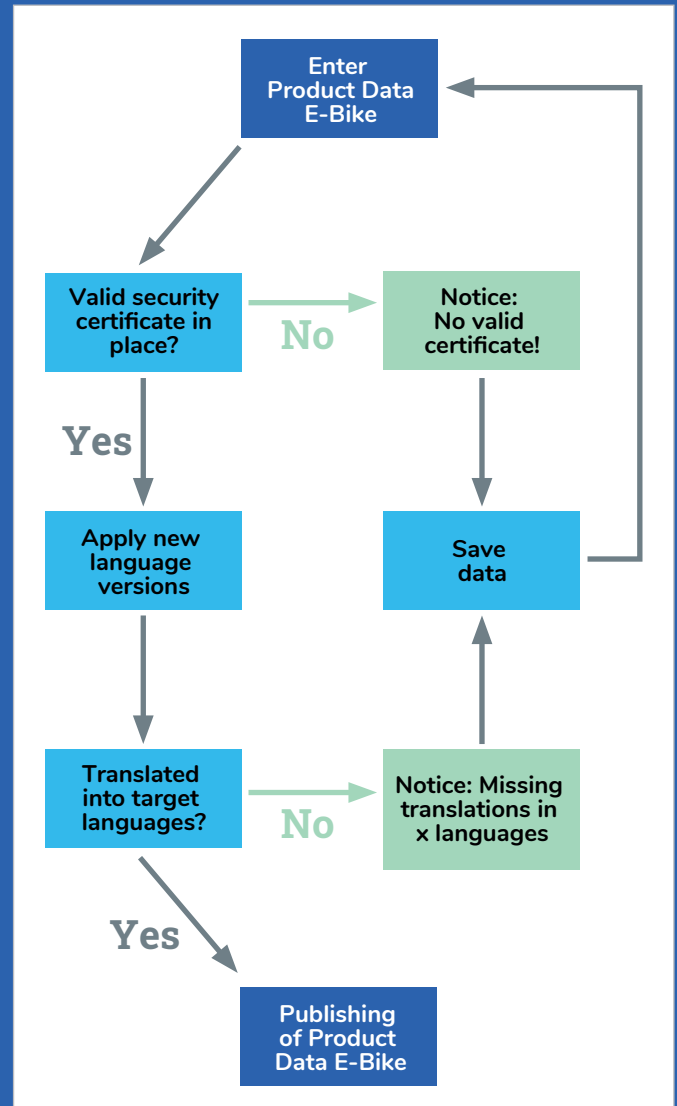


Data validation automates quality management

Automatic quality checks ensure that you only publish product data that meet your standards. Every error triggers a defined countermeasure: For example, the editor receives a note during data maintenance that the range information for an e-bike is missing. The product entry can be saved, but not published until the range has been added.

In pirobase PIM you can store a separate set of rules for each product class.

- + Automate quality management for product data
- + Quality gates through test rules for product classes and channels
- + Reporting on the status of product data quality



**Consistent
quality of your
product data**

**No media
and system
breaks**

**Fewer
abandoned
purchases,
queries
and returns**

**More
conversions
and
turnover**

A perfect data model for your assortment

Gain more effectiveness through a highly customisable PIM

Your PIM is the mirror of your assortment

Without standards, procedures and controls, there is no quality - especially when it comes to product data. At the same time, every successful brand lives from its individuality, which sets it apart from the countless alternatives on the market. Product data is the substance of your brand, and pirobase PIM makes your product information as unique and diverse as your product range.

pirobase offers maximum flexibility

pirobase PIM is particularly flexible to adapt: You can precisely map your entire product logic with all cross-connections and variants. You can create the data model as the intellectual framework of your product data freely via the graphical user interface. Alternatively, you can import data models from external systems. As a pirobase customer, you enjoy maximum flexibility.

Recent Version



Classify products flexibly

pirobase PIM supports the granular classification of products with which you map your assortment, without redundancies and shadow classes. Classifications across your product lines are also possible. You benefit from a lean data model and more overview and reduce maintenance effort, error rates and returns.

Tradefair Version



Data inheritance

- + Inherit attributes and relationship types along the product hierarchy
- + Inherit attribute values as placeholders
- + Inherit content as a placeholder to other languages
- + Inherit role rights and system settings along the group structure

Christmas Version



Maintain product versions

- + Product data have a validity date
- + Edit multiple versions without affecting the currently valid version
- + Plan and roll out version changes
- + Quality-assured playout of approved versions

Work effectively with pirobase PIM

Workflows via Camunda

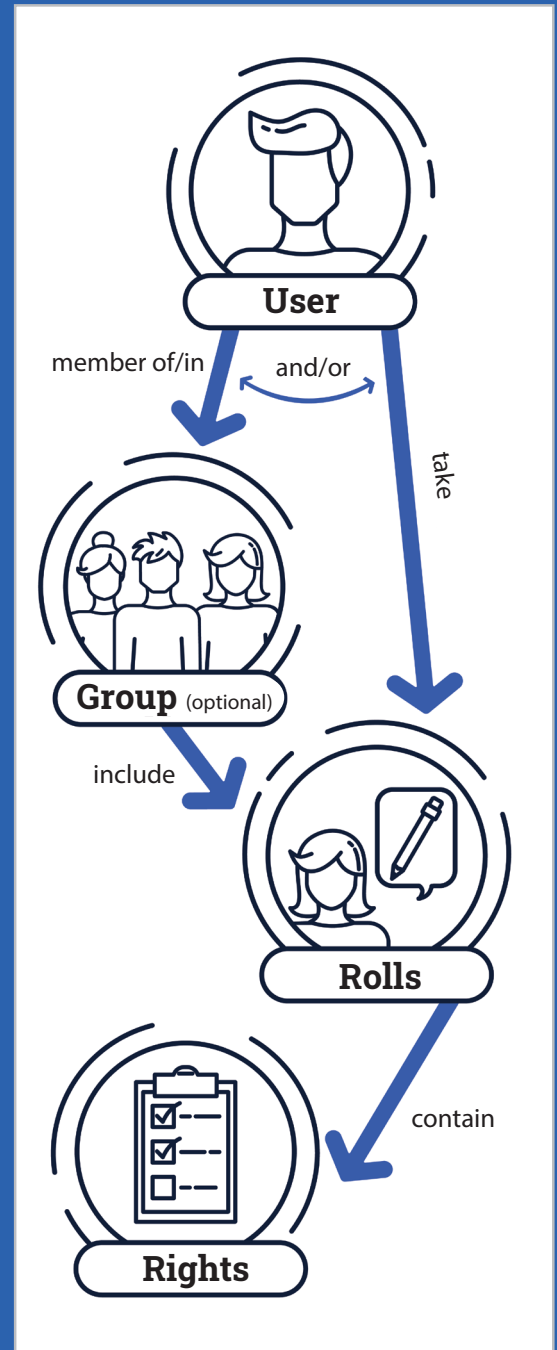
With workflows you can set guidelines for data quality and adherence to deadlines in pirobase PIM. Define workflows for data maintenance, approvals and for importing and exporting data records. You can store quality criteria and escalation paths for each workflow. This way you retain full control.

- + Model processes via BPMN 2.0
- + Automate complex processes and make them transparent
- + Distribute ad hoc tasks quickly and keep processes lean

Security through roles & rights

The additive rights management of pirobase PIM flexibly maps responsibilities, team structures and scenarios and thus ensures a secure and transparent division of labour. In this way you guarantee that users only edit data in their areas of responsibility.

- + Flexible mapping of responsibilities and team structures
- + Secure and transparent division of labour
- + Additive rights model
 - Set action rights for roles
 - Assign roles to users and groups
 - Inherit roles along the group hierarchy



„The most customizable PIM in the world“

Claus Kick, Siemens Healthineers

Extremely
adaptable
data model

More quality
and data
consistency

More
transparency
and process
reliability

Minimal
maintenance

Your PIM for the Omnichannel Era

How to confidently play out your product data on channels, trading platforms and media

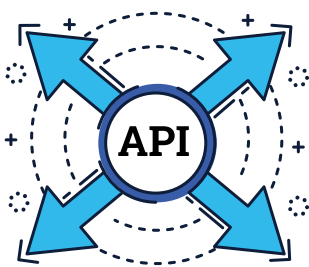
Your PIM is the mirror of your assortment

Ten years ago, PIM was still a niche topic. Almost all product data ran via the catalogue or the shop system. In omnichannel commerce, no channel can be the leading system for product information any more. The digital transformation and exponentially growing data volumes make a PIM system imperative for many companies, whether manufacturers or retailers.

pirobase PIM as a central product data hub

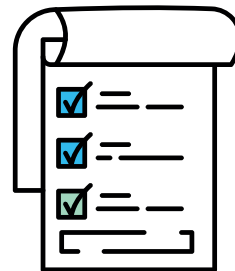
With pirobase PIM you not only form consistent product data from many sources. pirobase also supports you in making product information available to all channels in a multitude of variants. pirobase PIM manages your product data platform-independently and makes it available via the programming interface (API) according to the formal specifications of each channel.

pirobase API



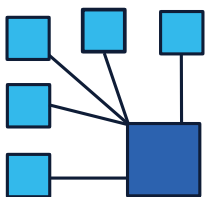
pirobase PIM provides product data and marketing content via a RESTful API and in JSON format for all channels.

Self Service for channel templates



Configure the output templates for your desired channels yourself and adapt them at any time to new specifications.

Omnichannel sync via message bus

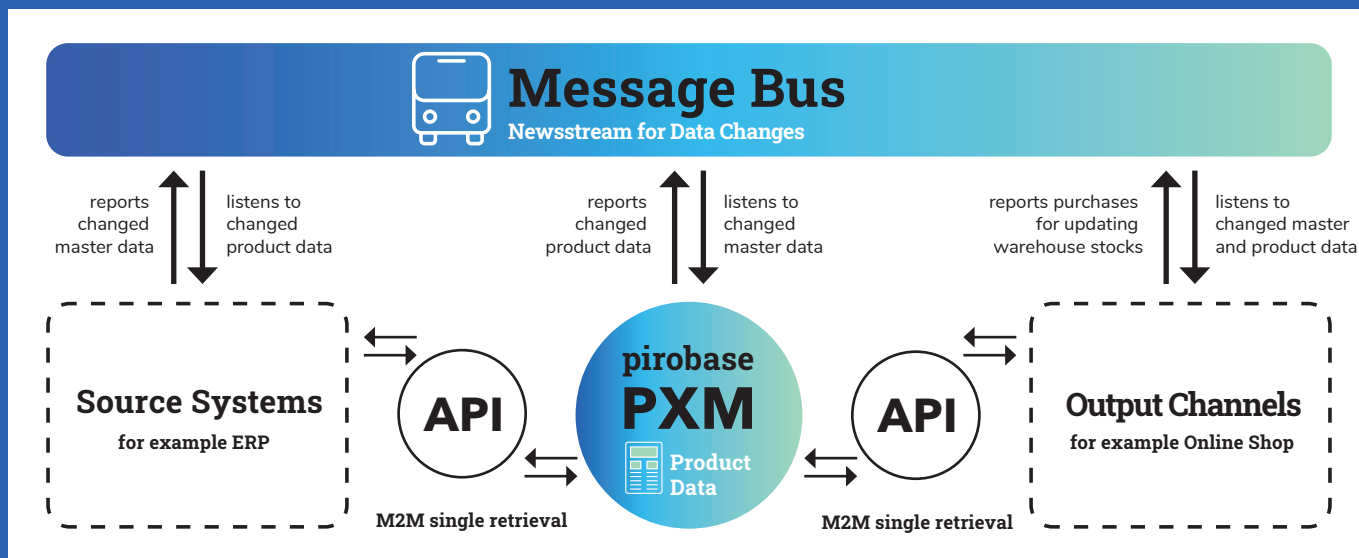


The message-bus creates a news stream for product data updates that the channels can pick up on demand.

Define channel-specific attributes

In pirobase PIM you can define channel-specific variants for each product attribute and play them out to the appropriate channels.





M2M infrastructure for your omnichannel marketing

Via machine-to-machine communication (M2M), pirobase automates the exchange of product-relevant data between your PIM, your business applications and any output channels. The API allows applications or channels access to your product data within predefined rights. Via the message bus, connected systems can efficiently synchronise themselves with changes to your data stock.

In this way, you deliver validated product content to all desired omnichannel end points and create appealing Product experiences for your customers from content, commerce and data modules.

Convenient payout in your strategic channels

Shop connection

pirobase PIM supports the connection of any market platforms and shop systems, such as Shopware or Oxid.

Catalogue Management

Generate and edit catalogues for print or web output or as a Navigation aid in complex assortments.

PDF printouts

Automatically create printable PDFs via PrintCSS for flyers, catalogues, etc. pirobase PIM offers an interface to PDFreactor for this purpose.

GDSN Automation

pirobase PIM takes over the complete communication with the global data synchronisation network GDSN for you.

**Central view
of your
product data**

**Serve all
channel-specific
specifications**

**Integrate new
channels
efficiently and
agilely**

**More agility
and shorter
time to market**

Product Experience Management with pirobase

Design holistic product experiences on one platform

Platform for product data and marketing content

Today, customers expect a compelling and convenient shopping experience across all channels and touchpoints. 90 % look for relevant product information before making a purchase. With pirobase, companies control and process product data and marketing content on one platform. This is how you master the complexity of modern omnichannel marketing, through integrated Product Experience Management (PXM).

pirobase PIM is part of pirobase PXM

pirobase PIM is part of an integrated PXM platform that maps core processes for managing customer experiences in one programme package. pirobase includes tools for Product Information Management (PIM) and Content Management (CMS). Marketing and shop teams work with the same platform, as do product and catalogue managers. In this way, pirobase organises all data, resources and forces for a holistic product experience.

Definition: Product Experience Management (PXM)

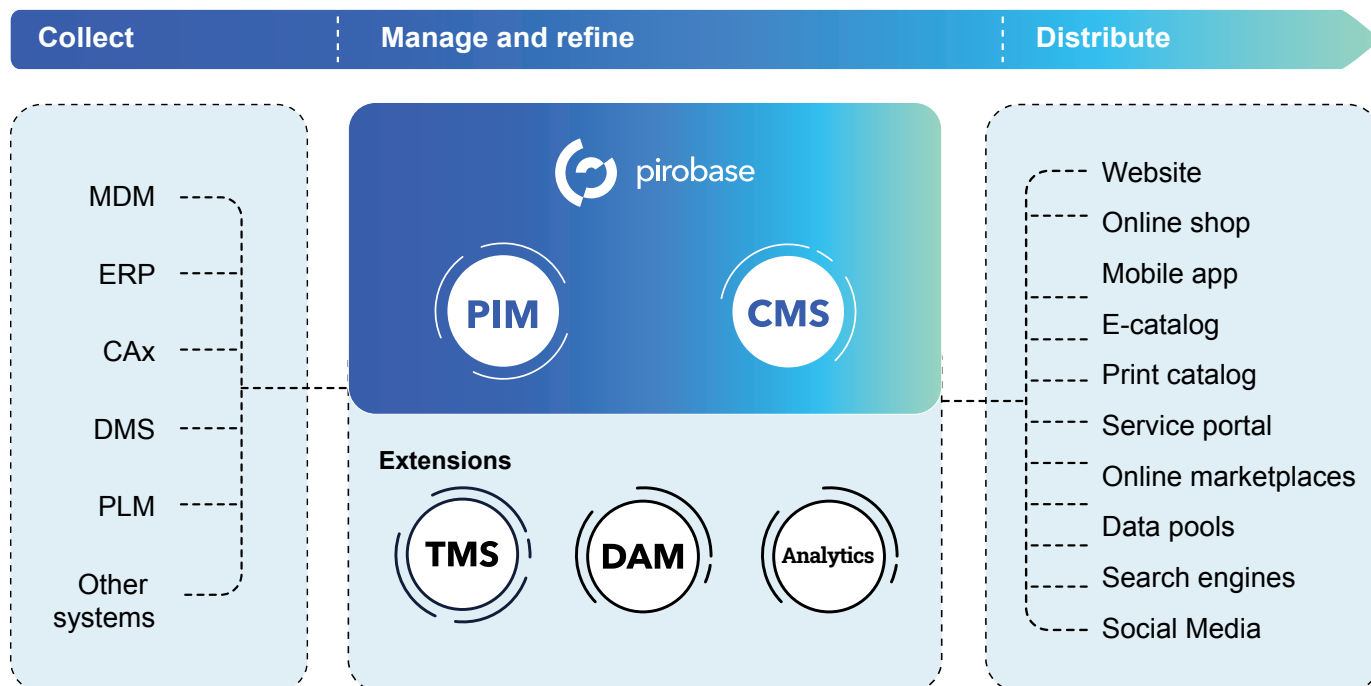
As part of Customer Experience Management, Product Experience Management (PXM) includes methods and technologies to stage product communication as an individual experience. In this process, PXM collects, checks, refines and packages relevant product information, personalises it based on customer, user and marketing data, and finally distributes it across all channels and platforms preferred by the customer. PXM solutions organise this management process. With advanced analytical tools, they also support the decision on which type of product experience and which channel mix meet customers' expectations.

**Holistic
platform for
your product
communication**

**Intuitive work
with product
and creative
content**

**Control
media data &
translations**

**Designing
excellent
product
experiences**



PIM & CMS on one platform

Integrated content management from pirobase for your marketing content

Context and creativity are required to turn high-quality product data into relevant product information. In addition to pirobase PIM, the PXM platform also includes a sophisticated Enterprise Content Management System. With pirobase CMS your editors design the creative content for your online output channels.

The particular strength of pirobase CMS: its user-friendliness. Thanks to the deep integration with pirobase PIM, product data can be processed just as easily as text modules, images and videos. Editors research products directly via the search function in the editorial system. The matching results can be dragged and dropped into the draft. There, the data remains linked to the product database even after publication and is thus always up-to-date.

Digital Asset Management (DAM)

Your PIM works hand in hand with your digital asset management. For this purpose, pirobase references media files in your DAM and thus avoids duplicate data storage.

Translation Management (TMS)

Connect your translation system and control the translation into desired target languages. pirobase takes over the content in your product communication.

Cross-platform Elasticsearch

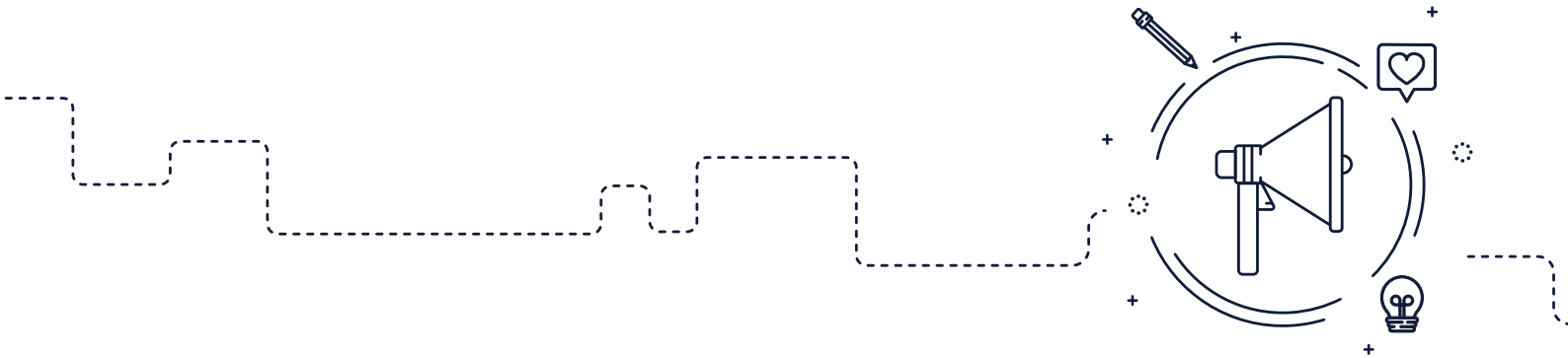
Search for product data in pirobase across all data sources. The high-performance search index from Elasticsearch delivers ultra-fast search results.

pirobase Single Sign-on

pirobase supports holistic work on customer experiences and offers a secure and central single sign-on for all tools of its PXM platform.



pirobase
imperia



About pirobase imperia GmbH

pirobase imperia is a Cologne-based software developer with around 80 employees. We are a dedicated team that has been working passionately every day for more than 20 years to develop the best software solutions. Our focus is on Product Experience Management, Product Information Management, and Content Management. With our innovative solutions, we help companies, government agencies, and editorial departments to design digital content and product data as holistic user experiences across channels. In doing so, we rely on agile development processes and working methods and always tailor the benefits of our solutions to individual customer requirements.

For more information: www.pirobaseimperia.com



Get in touch

We would be happy to answer any questions you may have or arrange a consultation appointment with you

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