

# Product Information Management

coAction Product Information Management is a robust solution for leading retailers, catalogs and manufacturers to aggregate, manage and enrich product information from disparate sources. Product data can be entered manually, via batch loading or web services, and through integration with 3rd party tools such as ERP or data warehousing applications. Product supplier, dealers and vendors can access coAction PIM through a vendor portal to provide accurate product information and shorten the time it takes to bring a new product to market.



## Product Content Management

- ▶ Leverage product information across e-Commerce channels through master data management
- ▶ Acquire product data from multiple sources, including suppliers, syndication sources and internal business systems
- ▶ Create and maintain large product catalogs
- ▶ Optimize product content management to enable improved site search, search-based merchandising and search engine optimization (SEO)
- ▶ Support product merchandising through cross-sell links
- ▶ Create and maintain versions of product information for market segments, micro-sites and mobile devices
- ▶ Link structured product information to unstructured content, including images, documents and multi-media
- ▶ Support globalization through localized product information and catalogs
- ▶ Optimize the update of the online catalog with product updates and new product introductions
- ▶ Syndicate product information and product catalogs to marketplaces and affiliate sites
- ▶ Benefits of Product Content Management (PCM) functionality:
  - ▶ Ensure high quality product information that will improve online customer satisfaction and sales
  - ▶ Deliver consistent product information cross channels including point of sale (POS), print and customer contact services
  - ▶ Integrate with business systems and the e-commerce platform providing master product data management

## Digital Asset Management

- ▶ Import and manage digital assets in multiple formats
- ▶ Create and maintain asset metadata such as search tags and descriptions
- ▶ Link digital assets to master data entities including products, locations and suppliers
- ▶ Key features of digital asset management functionality include:
  - ▶ Workflows for asset approval, file conversion and multi-channel publishing
  - ▶ Enterprise-wide digital asset management via a user friendly application
  - ▶ Support for more than 50 file formats
  - ▶ One file for all channels, with automated conversion to channel-specific formats on export.

- ▶ Full support for rich media file types, including video and sound files.
- ▶ Centralized database hierarchy allows for one file to be stored in multiple folders with no duplication.
- ▶ Multiple department-specific hierarchies, as well as localized hierarchies for global businesses
- ▶ Automated asset metadata import for file characteristics
- ▶ Extended system-defined metadata attributes to meet your specific business and process needs
- ▶ Ability to localize assets for multiple markets, brands or languages
- ▶ Built-in and customized reporting capabilities

## Multi-Channel Publishing

- ▶ High-end catalogs with complex layout and design attributes
- ▶ Reference catalogs that span thousands of pages
- ▶ Brochures for products and services
- ▶ Promotional flyers and circulars
- ▶ Advertisements and signage
- ▶ Application and user guides
- ▶ Data sheets
- ▶ Technical manuals
- ▶ Installation materials and related documentation
- ▶ Packaging
- ▶ Tags and shelf labels
- ▶ Any other printed item that's part of a multichannel publishing effort

## Catalog Management

- ▶ Collate product information and images
- ▶ More effective communication between merchandising and creative teams
- ▶ Automation to support the catalog management process
- ▶ Serve demand for more pages and more versions
- ▶ Synchronize print and online channels
- ▶ Master product database
- ▶ Integrated Digital Asset Management (DAM)
- ▶ Merchant planning tools for product selection and product commercial data review
- ▶ Versioning support and management for brand, region, language or price
- ▶ PDF proofing, correction and approval process