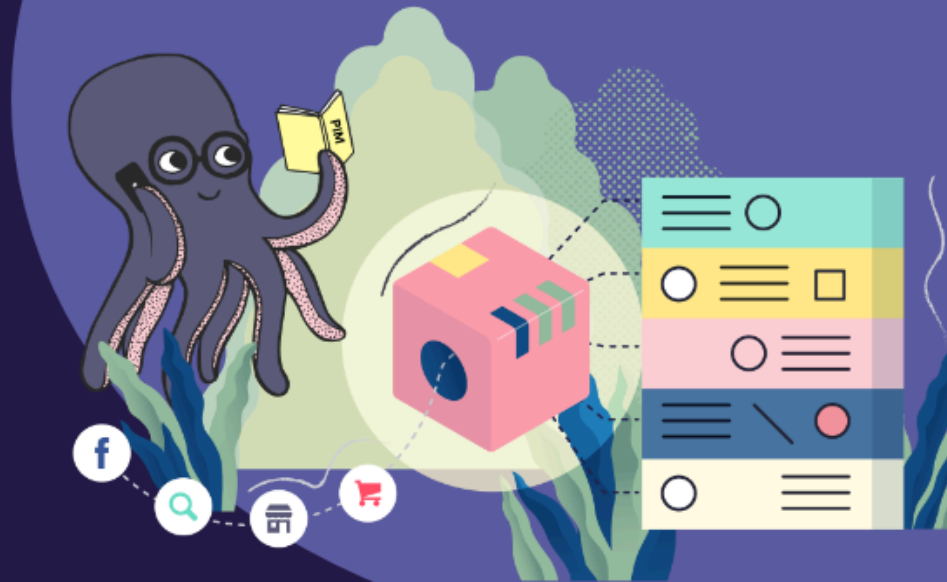# Octo**PIM**

Next-generation product information management

PIM stands for product information management and has the job of managing product information and preparing it for different forms of publication or external sales platforms.

OctoPIM at a glance

Efficiency

OctoPIM allows the centralized maintenance and management of all product data. This data can then be bundled and forwarded to different sales channels. The workflow is efficiently designed thanks to automation and intelligent bulk processing.

Daten quality

Centralized maintenance produces complete, consistent, and high-quality product information without time-consuming postprocessing.
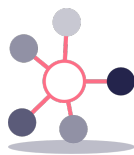
Data integration & scalability

Thanks to open software architecture, OctoPIM fits seamlessly into existing system landscapes. Customized adaptions to the processes and structures of the client are possible.

OctoPIM features

OctoPIM offers features with which product data can be flexibly collected and created, enriched and checked to ensure consistent data quality, and prepared for omnichannel-friendly output. Below we present the most important OctoPIM features on the basis of this work process.

Collection & creation

Import

OctoPIM offers flexible data import for products and variants, with the focus on the qualitative integration of the data and the optimization of the workflow. It is therefore possible to import common plain text formats (JSON, CSV, XML) by default. In addition, the import can be extended to include further proprietary formats and adapted to customer requirements. .

Structure

Clients

In OctoPIM you can create multiple clients with strictly separated user accounts. The accounts are linked to certain rights. The clients have no reciprocal insight into their data or user administration.

Markets

Meta information such as languages, currencies, and unit systems can be bundled via markets. This makes it easy to adapt a product range to new markets and to implement linguistic, technical, and, in the future, legal requirements. Every product in the system is correspondingly assigned to one or more markets, allowing an internationalization of the products.

Families

Families serve as templates and for product classification. Within families, characteristics – known as attributes – are defined (e.g., in the form of values, features, or descriptions). These attributes provide additional details about a product. Families can be organized hierarchically and be differentiated more precisely with each level. The characteristics of the upstream families can be transferred (inherited).

Produkts

Products are the central entity of OctoPIM and cannot only be imported but also created, maintained, and managed. By means of families and attributes (e.g., color, size, shape of the neckline), OctoPIM offers the possibility to create differentiated products which can then be purchased by customers in this form via the output channels.

Efficient search and filter functions support the provision of high-quality and consistent products for a wide range of output channels. An unlimited number of variants can be created while avoiding laborious and inefficient duplications. .

Catalogs & categories

Catalogs serve as a structuring tool. A breakdown according to product type (e.g., winter coats) or according to characteristics (e.g., plain colors) is conceivable. This makes it possible to group products into categories and subcategories for processing (e.g., the publication of a seasonal catalog or stocking of an online shop).

Enriching & checking

Variant depth

With OctoPIM you can undertake as many differentiations of the product as you want. In other words, multilevel products with multidimensional variant sets (e.g., size, color, neckline shape, length, etc.) can be created, maintained, and extended. In order to display different variants (e.g., a sweater in red and green, as well as size S and M), products traditionally had to be created multiple times. The option of variant depth avoids these ineffective duplications.

Rules system / Quality assurance

Consistent and above all high-quality data is essential for modern e-commerce. Rules, traceability, and an overview of the editing history ensure the required data quality. The OctoPIM rules system allows you to set criteria for each field (e.g., title length, use of blank spaces, capitalization, etc.) and provide a flexible basis for ensuring data quality.

Digital asset management (DAM)

OctoPIM integrates with the external digital asset management system Cloudinary. Other DAM systems can be connected by means of hypermedia integration or individually via the internal interfaces provided for this purpose.

Internationalization

The internationalization of commerce demands product data that can be seamlessly adapted to the corresponding languages, currencies, and unit systems. OctoPIM can manage product information in multiple languages and make it available for market-specific digital and print catalogs. It is possible to create markets and use them to define meta information such as languages, currencies, and unit systems for products. This can be done on the basis of language or of economic area or country, allowing a much more granular internationalization.

Output

Omnichannel-friendly

As a central information system, OctoPIM stands for true omnichannel commerce, in other words the complete networking of all sales channels.

OctoPIM serves as a central repository for product information from which all sales channels draw. This ensures that the customer has a consistent overview of the products on offer across all channels. Changes only have to be made once and data redundancies are avoided.

Data quality

Information from enterprise systems is collected and then consolidated with OctoPIM. In the process, this information is refined and checked. Required quality requirements are met. The central platform also allows both suppliers and translation teams to be involved in the data maintenance process, reducing correction cycles.

OctoPIM by INNOQ

We give technology a meaning - and your ideas a future.

As a technology company, we focus on strategy and technology consultation, software architecture and development, and platform infrastructure. We based the development of OctoPIM on many years of experience in the e-commerce sector and knowledge of the requirements of a product information management system. We not only offer you our expertise in custom software development, the subsequent evolution, and migration, but also in customized implementation and support for the next-generation PIM system.

Interest aroused?
Then get in touch with us.

Email us at info@octopim.com.

Together we will clarify how OctoPIM can help your company to achieve its goals. We will also be happy to provide you with a free personal demo.

www.octopim.com