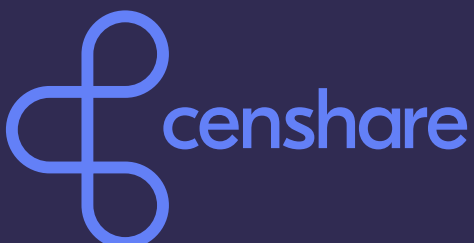


# PIM

Product  
Information  
Management

Always have the  
latest product data  
at your fingertips

master your content





## Be accurate. Every time.

No more nagging doubts. censhare PIM ensures the latest product information is always being used across your organization and in every channel.

From specifications to prices, and from customer service information to SKUs, all the central management and automatic updating of all your product data is now under control.

Even where complexity is increased by the need for content in many languages, across multiple regions and local compliance, censhare PIM organizes every piece of data, into an easy-to-manage master record.

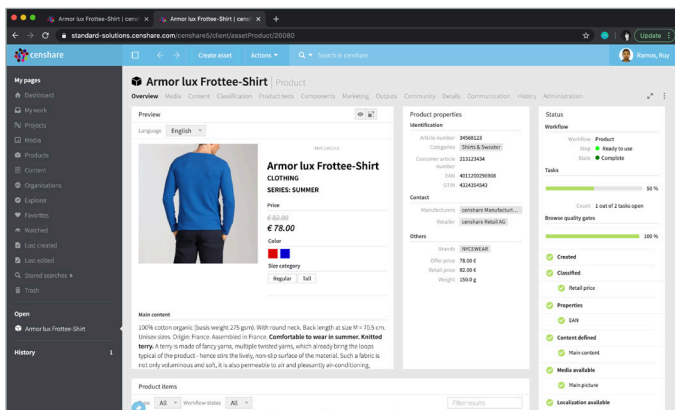


## Total control, total confidence

censhare PIM automatically aggregates large amounts of data using product IDs, enabling data to be aligned, checked for completeness, enriched and translated.

Data can also be combined with documents and images already stored with censhare. The result is easy and rapid production of consistent sales and marketing material for all channels, including print.

The platform can also control and manage the automated update of content across all media, from websites and online shops, to mobile apps, print collateral and POS applications.



## At your command

### Product Data Integration

Application Programming Interface (API) to integrate data from any system

### Product Data Management

Manages all product information relating it directly to product groups, families, and variants. Links product data to media and product descriptions.

- Flexible product information structures
- In line processing of product master data
- Connections to all media assets
- Mass processing of product data
- Process based automation
- Manages product variants
- Integrated editor for mass data editing

### Product Data Quality

Checks the quality of product data to identify potential improvements.

- Checks the completeness of product content and uses individual approval processes for checking data
- Configurable completeness checks, including quality gates and reports on quality gates
- Integrated workflows
- Versioning of all content

### Product Data Export

Publishes product content directly from the PIM solution to communication channels, or transfers product information to external systems

- Manual, partial or fully automated export to communication channels
- Syndicates product content to external systems via XML feeds and APIs

### Product Classification Management

- Product classification based on industry standard GSI GPC (Global Product Classification)



# Content masters in action

## Swiss Furniture and Accessories Manufacturer

This Swiss company specializes in interior concepts, furniture and accessories for homes, offices and public spaces. It pursues a multichannel marketing strategy, aiming for consistent customer communication across all types of media and channels. The company needed an efficient, dynamic and media neutral marketing system that smartly manages all information.

censhare is a perfect match. Combining omnichannel content management with Digital Asset Management and PIM, censhare integrates all workflows from the creation of content and product information through to its distribution and publication. Automated processes translate and adapt the content for countries, sales regions, and target groups.

Using censhare for its marketing campaigns allows the company to communicate consistently across all channels and touch points — from print publications, price lists and websites to social media in one orchestrated campaign. Real time updating of stock data and prices is performed entirely through a single interface to the company's ERP system.

## Leading Technology Group

Globally active, this technology group has subsidiaries on three continents and around 130 sales and service centers in more than 100 countries. Rapid growth called for a Product Information Management change.

The reorganization of product data and its management was top of their list of requirements. This would enable them to target their customers communications more effectively and optimize profitability.

With censhare PIM the group has been able to utilize semantically managed product data resulting in new efficiencies and improved use of content, and they feel well equipped for existing and future requirements of channel specific data exchange.

## Large European Retailer

This leading European retailer has more than 600 outlets requiring customer communications in four languages. It previously used a large number of systems to produce a wide range of advertising materials, making processes extremely complex.

The retailer wanted a solution to handle the production process through automated workflows, enabling easy communication between departments and agencies. The company chose censhare for its modularity and flexible configuration.

The PIM solution ensures that all required data is available and up to date for each campaign when needed. censhare also improved the management of the product information with more than 600,000 images and visuals. Today, teams and external studios are linked via process oriented workflows on a single, user friendly platform, offering a large scope to reduce costs.

These organizations have used the censhare platform to achieve significant business benefits. The organizations are anonymized for confidentiality but are real life enterprises.

# About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

Contact us at [www.censhare.com](http://www.censhare.com)

**censhare. master your content.**

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