

BUILT-IN MODULE

PRODUCT INFORMATION MANAGEMENT (PIM)

Take Control of Product Data with the Ultra Commerce PIM

Manage all your complex product information needs in one place with a flexible and powerful PIM from Ultra Commerce.

Challenges for companies

Adding New Products

With multiple sources of product data across disparate systems, it is increasingly difficult to add new products from multiple sources.

Managing Complex Product Catalogs

Difficulty managing multiple business units, brands and regions. The inherent complexities around many to many relationships and content variety.

Inability to Launch Quickly Across Multiple Channels

Marketing new products takes months instead of weeks. Inability to make pricing or product info changes to products and product bundles in just a few clicks.

Synchronizing Product Information with eCommerce

Difficulties in maintaining synchronization between PIM and eCommerce. Ensure the most recent product content is up to date across your channels.

Consistent Product Information Across All Channels

Channel diversity and durability to ensure all published product information is available and in use across all channels.

Key Benefits

Enable your product information to be organized and stored in a way that promotes efficient, cost-effective systems to ultimately scale your online business.



Process Efficiency

Reduced rework of information, allowing internal teams to get it right the first time.



Productivity

Fewer resources allocated to now automated processes. Frees up bandwidth for internal team members.



Improved Customer Satisfaction

Enjoy net promoter score (NPS) boosts as basket sizes increase along with transactions. Increase customer lifetime value.



Reduced Returns

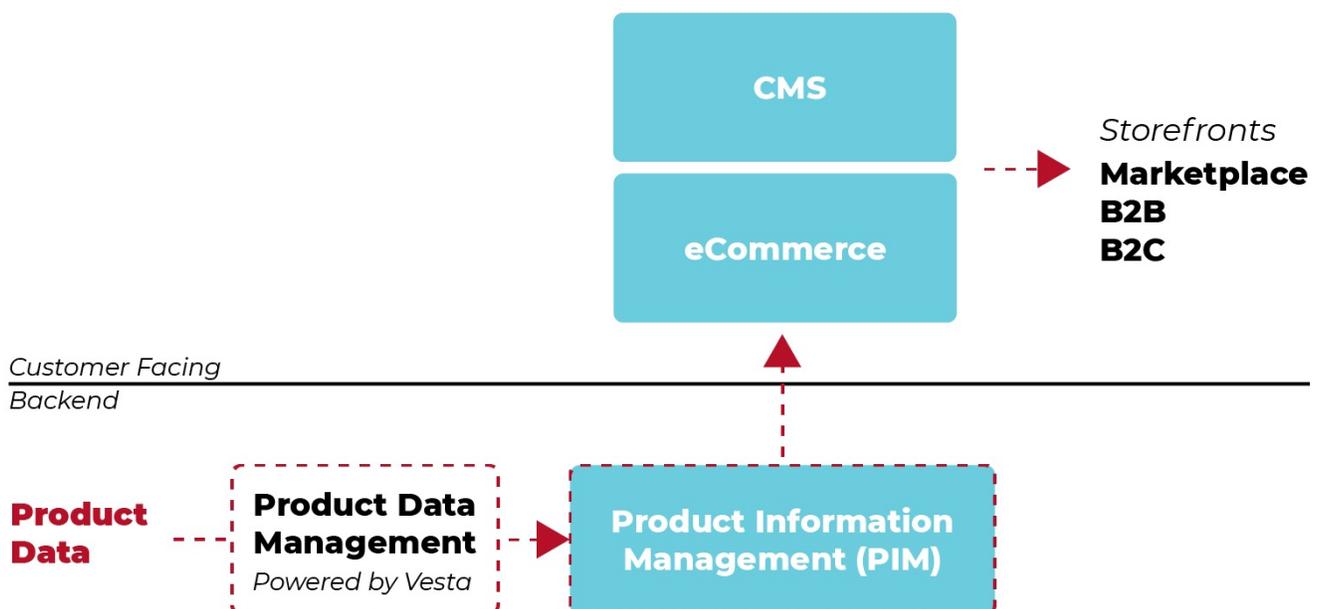
Satisfied customers and accurate product info across all channels means fewer returns, reducing an oftentimes costly aspect of doing business.

Solution

Create a single source of truth of your product information for all your systems.

How the PIM interacts from your backend systems all the way to your B2B, B2C and/or Marketplace customers.

After uniquely complex product data is cleaned and organized with product data management powered by Vesta eCommerce, your data is ready to be stored in the Ultra Commerce PIM. From the PIM, your eCommerce engine and CMS will pull product catalogs, description, images, and any other additional information to push to your B2B, B2C and/or Marketplace storefronts.



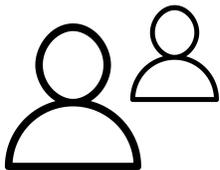
Features

Our platform is built to handle even the most complex product hierarchies. De-risked migration with product, bundling, expansive attribution and media import/export capabilities.

Flexible Catalog Management

Our PIM offers complete catalog flexibility making it ideal for multi-enterprise organizations as well as multi-vendor marketplace models. Create a single source of the truth for all customer facing product information.

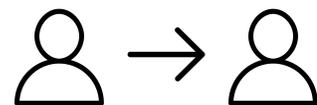
The product catalog within the Ultra Commerce PIM is based on a hierarchical structure, including:



Parent site catalog that can inherit product data from the global catalog and/or subcatalogs (e.g. individual brands or vendors).



Ability for individual brands or vendors to set and manage their own subcatalogs, including product, pricing and SKU management.



Governance framework for customizable approvals and workflows (e.g. role based) to suit an organization's own governance rules.

Features

Product attribution and PDM - highly configurable product bundles to upsell/cross-sell and delight your customers throughout their digital buying journey.



Product Attribution

Select from default attributes, utilize "flex fields" and/or create custom attributes. Use for search, product promotions and content targeting. Easily add customer fields and attributes specific to your business and particular customer segments.



Product Data Management

Ability to acquire product data through a variety of methods, including: adding manually via PIM, importing in bulk via .csv file or via API with third party system.



Product Bundles

Create and configure bundles of 2 or more products. Fixed and dynamic bundles for your customers with the ability to leverage real time product recommendations. Bundle at both the product and SKU level. Flexibility in pricing bundles at item or bundle level.

Consolidate, enrich and publish: pull data from backend systems, workflows and enrich that data to be market ready.

Allow for predefining at the category, subcategory and product level. Exclusions options for bundles based on special pricing.

Key Capabilities

Faster time to value with new products, price changes and configurable product attributes.



Deliver Omnichannel Experiences

Consistent product data - descriptions, video, documentation - digitizing product data from disparate systems so it's a click away. Exemplary CX across your channels: web, mobile, POS systems, field callers, kiosks, IoT/wearables.



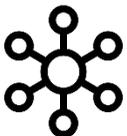
Multiple Products, Categories & Subcategories

Complete, customizable product catalogs and hierarchies supporting many to many relationships at the product, category and subcategory level.



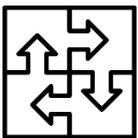
Workflows, Approvals & Versioning

Seller and owner dashboards to optimize workflows. Make changes, promote and approve based on different user levels. Set up automated approval for an even more efficient workflow. Seasonal segmentation and synchronized maintenance.



Multi-enterprise PIM

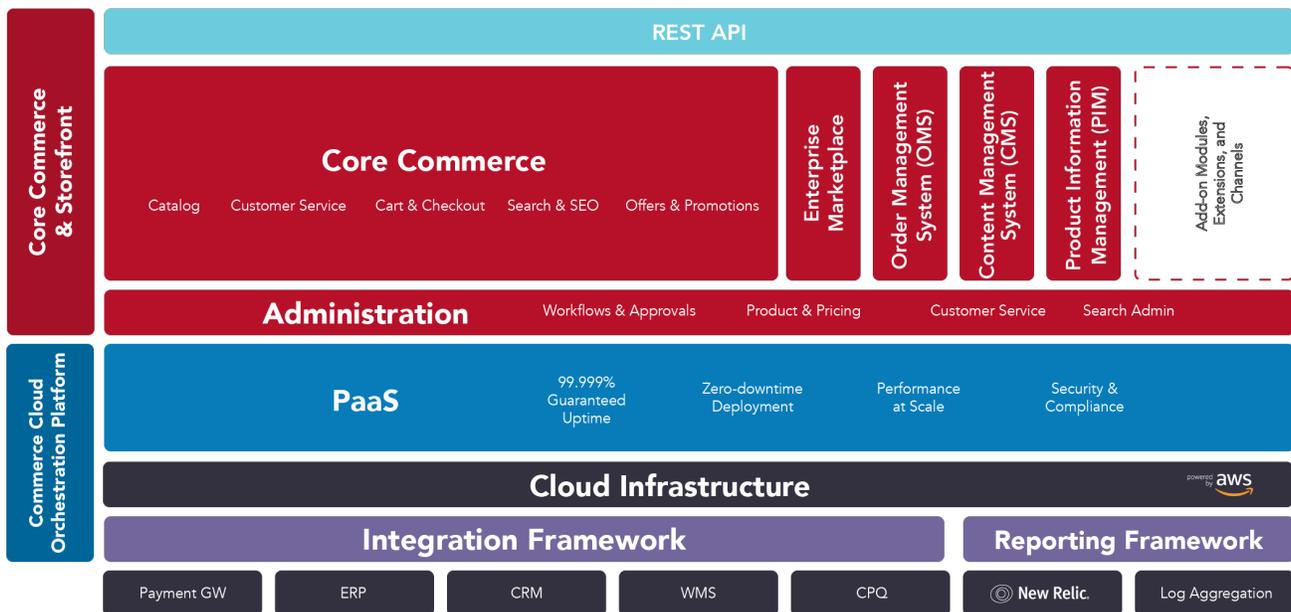
Supports any combination of B2B and D2C selling your organization provides via a single platform and license. Account for multiple brands servicing different geographical regions with their own unique product offerings.



Take Control of Product Data

Part and parcel of a fully integrated system. PIM features alongside our OMS, CMS and Marketplace capabilities - all on one platform under one license.

Full digital commerce platform with the Ultra Commerce PIM



About the Ultra Commerce Platform

Built to handle enterprise complexity and scale, our digital commerce platform is feature rich with unique built-in capabilities required for enterprise B2B, B2C & Marketplace commerce. Plus, a framework enabling unique customizations.

To learn more read the [Ultra Commerce Datasheet](#)

About Ultra Commerce

Ultra Commerce is an enterprise eCommerce platform for B2B, B2C and Marketplaces. Its fully integrated platform features built-in OMS, CMS and PIM, providing a seamless end to end customer experience to help organizations grow their online business. The Ultra Commerce solution is enterprise scale, suited for the complexities of the modern digital business. With teams worldwide, Ultra Commerce offers more than just a platform but a partner for their customers as they grow.

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