



CATALOGS AND SIGNAGE

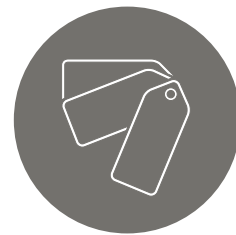
Product Information Management



P.I.M.



LEAFLETS



LABELS

Analyze and define Product Information Management (P.I.M.) workflows while controlling publishing into multi-media formats.

Catalogs & Signage is a multi-channel P.I.M. solution with multi-channel media production capacity. It provides a comprehensive overview of all product content, allowing data (structured and unstructured) to be connected quickly and accurately.

Optimize your communication strategy. Format and efficiently publish content in different sales channels, with the proper characteristics of each channel, creating a closer relationship with its customers.

How does Catalogs & Signage help Retailers?

Start creating unique Catalogues, Price Tags and Labels, centralizing Content and Standardizing Templates. Catalogs and Signage Solution is a Content Management Solution developed specifically for retailers who want to engage with clients and start to optimize their business.

P.I.M.

- Creates a central repository ensuring a holistic view on product information;
- Implements information management workflows and business rules through systems and teams' responsibilities;
- Supports a multi-channel data publishing platform;
- Standardizes information through templates;
- Manages product families and related data attributes.

LEAFLETS

- Integrates leaflet production into promotional planning;
- Separates visual layout from commercial content;
- Automates content inclusion into the visual layout;
- Deals with updates or amendments automatically;
- Reduces errors and time-to-market.

LABELS

- Automates labels and poster creation;
- Maintains different and thematic layouts;
- Schedules printing and keep control on cost centers;
- Creates content-right technical files for products;
- Assure legal-obliged content.

