

Whitepaper - Alterra PIM

Sepia Alterra®

➔ Product Information Management

- ➔ Master Data Management
- ➔ Media Asset Management
- ➔ Workflow Management
- ➔ Translation Memory
- ➔ Database Publishing
- ➔ Document Management



Alterra PIM - a Standard Software for Product Information Management

What does “Product Information Management” mean?

Companies involved in production and trade are usually faced with the problem of having to manage a multitude of product information and present it in a structured, easily understandable manner for the customer.

Depending on the nature of the product and the number of product characteristics, the management of product data can be a complex task. This is compounded by the fact that most companies store their product data in multiple languages in diverse, non-standardised systems, which makes maintenance and publication of the data significantly more difficult.

The emergence of various electronic media and the ever-increasing differentiation of information required for each customer has also dramatically increased these requirements.

The company has the task of being able to provide the customer with all important product information in optimal form at any time – at best in a form that positively distinguishes it from that of the competition.

This optimal form and accessibility for the customer should be accompanied by minimal effort for the input, maintenance and distribution of the information.

The Advantages of a PIM Solution

The development of product database solutions provide the company with significant savings potential and improved purchasing, production and sales processes.

The advantages of a product database in detail:

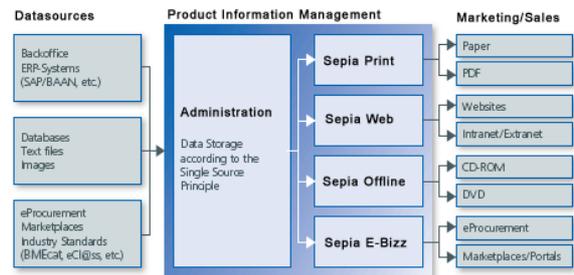
- Faster supply of information on new products.
- Immediate communication of changes to products.
- Extremely high quality data ensures consistent information is provided for every target medium and customer group.

- Increased returns through well coordinated sales and marketing activities.
- Simplified connection to suppliers, customers and business partners through the exchange of electronic product catalogues.
- The database-based production of printed catalogues reduces time and costs.
- Rapid integration of the solution through comprehensive, pre-configured basic functions, and simple integration and customisation.
- Access independent of location to all data stored in the system through web-based architecture.

The Name of our Solution: "Sepia Alterra PIM".

With Sepia Alterra PIM, the Sepia product family provides a software platform for company-wide product information and catalogue management. This enables the central organisation of structured product information and includes high performance modules for the following tasks:

- Central product management
- Import and synchronisation of basic data from material management systems such as SAP, ORACLE, Navision etc.
- Dynamic information structuring
- Classification management
- Versioning
- Extensive search functions
- Document and image management
- Image management
- Translation management
- Workflow management
- Publication management
- Automatic catalogue printing
- XML controlled application configurations
- Web-based access for sales, marketing, partners and customers.
- Client and User administration



Tasks of PIM at a glance

The Sepia Alterra PIM features in detail:

Central Product Management

The heart of the Sepia product information management solution is a central media-neutral product management system. The central source of product data is matched with partial data stocks in other systems, e.g. ERP, in order to guarantee consistent data stock throughout the company. In addition, it provides the product information in a form appropriate for various target systems, e.g. as data for e-Commerce, the website, CD-ROM or for the production of printed catalogues.

Dynamic Information Structuring



Dynamic structuring is absolutely essential to guarantee the findability of the stored data and the presentation of relationships between product information.

The Sepia Alterra PIM solution offers you multidimensional structuring of the data. This is made possible by the fact that the internal management of information is object orientated.

Classification Management



The classification of product data helps in the allocation of your data in e-Commerce systems, purchasing portals and other electronic media. The Sepia Alterra PIM software supports the most important national and international classification systems

for product data. Every product can be assigned the criteria defined in the respective classification system via an intuitive user interface.

At the moment, the Sepia solution supports the eClass, ETIM, Proficlass and UNSPSC systems.

Versioning Product Information

Through the highly developed snapshot and version management features, it is possible to access both earlier versions of individual product data and previous versions of the entire data stock. This is especially advantageous in the eradication of errors in product information and in the restaging of products.

Document and Image Data Management

The Sepia Alterra PIM solution has an extensive system for storing, enhancing, classifying and searching for documents and graphic data that can be allocated to a product. Data can be saved in a file system as well as directly in the database. Saving documents and graphics in the Sepia Alterra PIM System makes this information immediately available to all associated media.

Translation Management



The central management of multilingual product information is an absolute must for marketing products internationally.

The strength of its special architectonic characteristics places the solution from Sepia at the cutting edge. All components of the Sepia ECMS, including Sepia Alterra PIM are fully web-based and can be implemented using any operating system and every possible browser.

The detailed User administration system combined with integrated multilingualism and an integrated and configurable workflow, allow translations to be maintained in the system from anywhere in the world. Translation contracts can be awarded automatically and automatically presented for control.

Publication Management

Data that is stored in the system can be sent automatically as output to various media (so-called staging), under the control of rights, time or version. The Sepia Alterra PIM System can output data in the following formats:

- Web Catalogues
- E-Commerce system (Enterprise Edition)
- E-Procurement System (Enterprise Edition)
- DVD/CD-ROM catalogue
- PDF generation
- BME cat catalogue
- XML formats
- MS-Word, MS-Excel, CSV, Tab
- Print catalogues via automatic PDF generation
- Print catalogues via Adobe InDesign or QuarkXpress

These formats can also be produced selectively. This means that individual media are created in the system. Products are allocated to these media and then output is generated compliant with this allocation

Consequently, data related to your products, customers and partners is always readily available, up-to-date and in the desired form.

Automatic Catalogue Printout

The use of Sepia Alterra PIM for the production of printed advertising material results in cost savings of up to 70%.

Sepia Alterra PIM offers three different options for the production of your product catalogues and other printed advertising material:

a) Automatic generation of printing artwork in PDF format.

This option is useful when marketing information can be presented in such a structured form that the appearance of the document can be predefined by so-called printing templates and a designer is not required to conduct manual follow-up work.

b) Automatic generation of Adobe InDesign or QuarkXpress documents

With this option documents are automatically transferred from Sepia Alterra PIM to the market leading QuarkXpress or Adobe InDesign formats.

The necessary layout templates are created directly in these graphic programs. These documents are saved and can be automatically updated retrospectively, e.g. in the event of price changes, etc.

c) Manual link from existing catalogues to the product database

and the automatic update of these documents.

In this process, existing documents are connected to the content of the product database and then the text or prices can be updated in the respective document. This option is especially suited to unstructured documents and documents containing a great deal of advertising.

Workflow Management

In order to release product data appropriately or to manage User deputies or approvals for the input of information, it is necessary to define message-controlled workflows

Sepia Alterra PIM works with email messages that can contain links referring directly to a transaction in the system. This process is easy to operate and standardised for the entire system.

User Management with Views of the Product Database

The System includes a User management system that can set User rights such as read only, edit or delete at the level of product characteristics. Furthermore, this management system makes it possible to configure the User's view of the application, i.e. the User's workplace can be limited to a number of individual areas.

This is useful because it can both accelerate access to important information and significantly simplify the User's overview of the application.

Configuration via XML

The structure of the product data, special data types and the appearance of the displayed mask for processing the data are defined via central XML configuration files.

The system naturally also offers the usual options for configuration of the User interface in addition to its basic configuration.

Integration of Your Own Functions

For use in day-to-day business, it is sometimes necessary to quickly and uncomplicatedly define your own export formats. The Sepia Alterra PIM Solution offers the possibility of creating your own formats and of making these available as an export function for the User.

These functions can be defined by trained personnel and are freely available to the Users following their approval and release within the system.

Interaction with other Sepia Components

The Sepia Alterra PIM components can be seamlessly connected to other parts of the Sepia OMS product family. For example, data that is maintained here can be immediately used in conjunction with the Sepia e-Procurement and e-Commerce systems, the Sepia Web CRM or with a ticketing system. All components are web-based and can be implemented in both Intranet and Internet.

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