

(x) hybris

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Why Product Information Management?

hybris: company, references, products

Integrated solutions with RedDot

Putting Products in Their Place With Product Information Management: *An Overview of Product Information Management*

A META Group White Paper

“The current disjointed state of the product information environment has been the catalyst for product information management (PIM) initiatives within many Global 2000 organizations. Companies are seeking PIM solutions that enable creation of a “single version of the truth” for a given product, so that it may be used throughout the enterprise as well as with global trading partners and customers during its effective product life cycle.”

Company's view



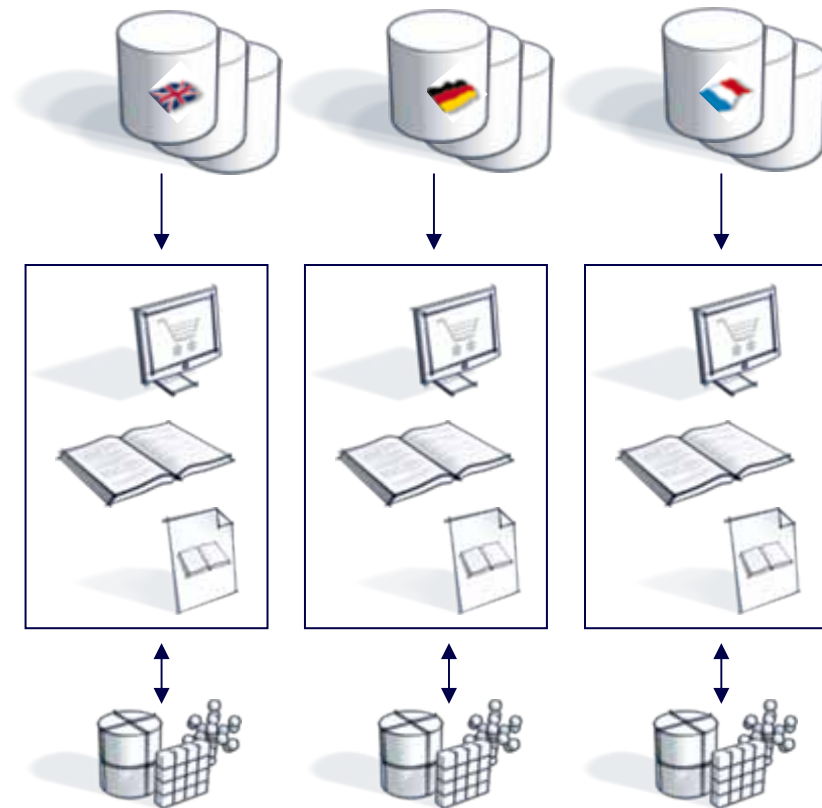
- "The moment we are ready to print the catalogue, products and prices have changed already."
- "Up-to-date product information is not available; it has already brought out to the print shop."
- "I have to make any product related changes in four different systems."
- "I am wasting 50% of my time searching for product pictures for the different countries."
- "We just printed the product descriptions and faxed them to the agency."
- "We manage to create only one print catalogue per year."
- "It takes far too long to introduce a new product to the market."

Product communication requirements rise

The system environment duplicates with every additional

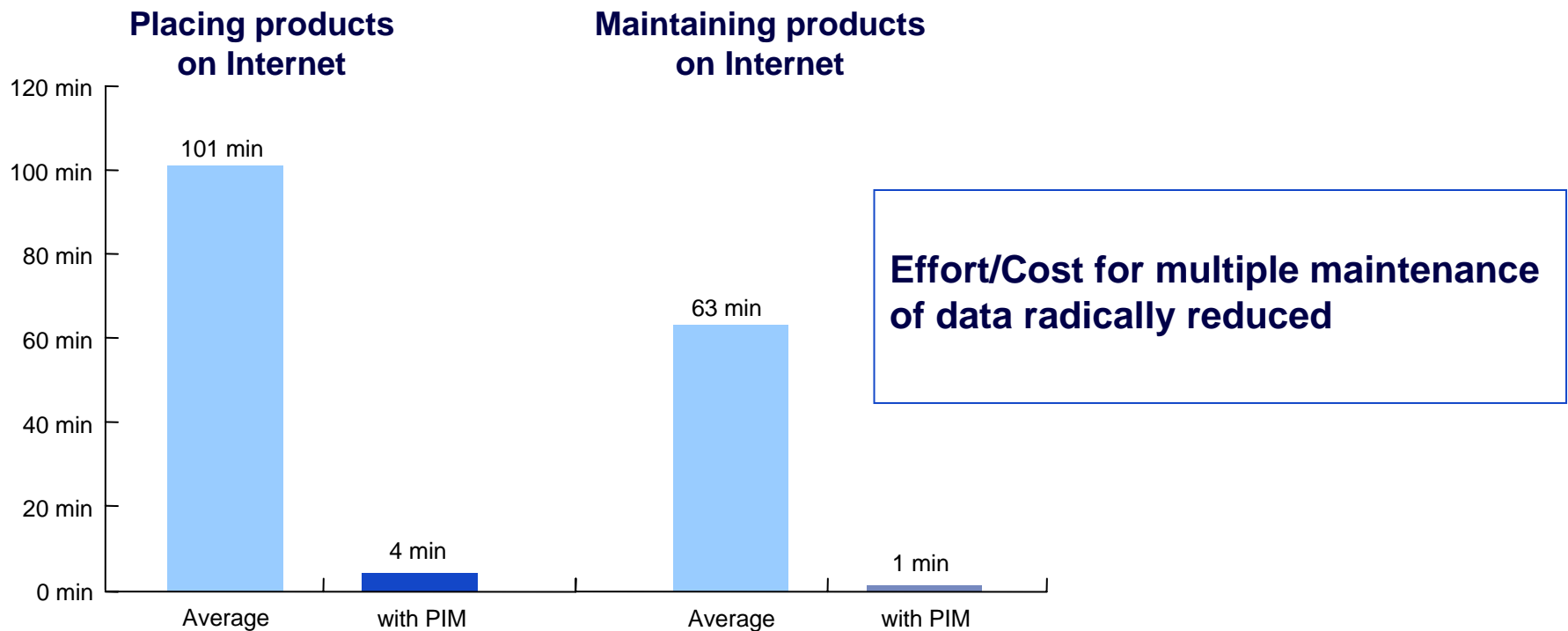
Language Version Channel

- Shorter product cycles
- Customised offers
- More catalogue versions and faster updates
- Comprehensive integration of new media
- Data exchange with customers and partners



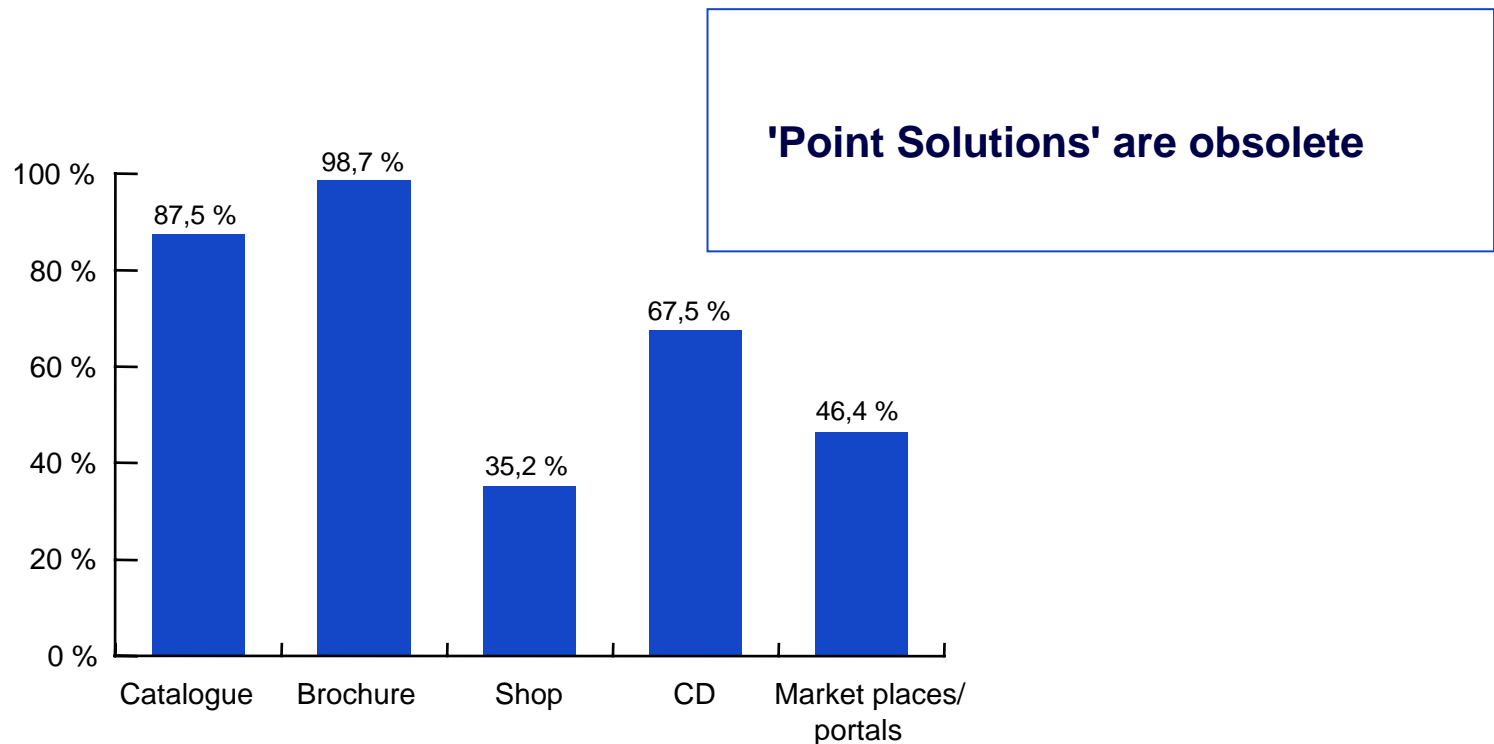
Product data maintenance with less effort

Effort involved in creating and maintaining product data on the Internet (industry)



Multi-channel distribution is a given fact

Sales channels and media used by businesses



Every output channel requires different content

Print



- Sequential hierarchy (publication, chapters, product groups, articles)
- Layout systems require data in flat, sequential structures
- Sophisticated tables
- Formatting
- Special character sets and image formats

Online Shop



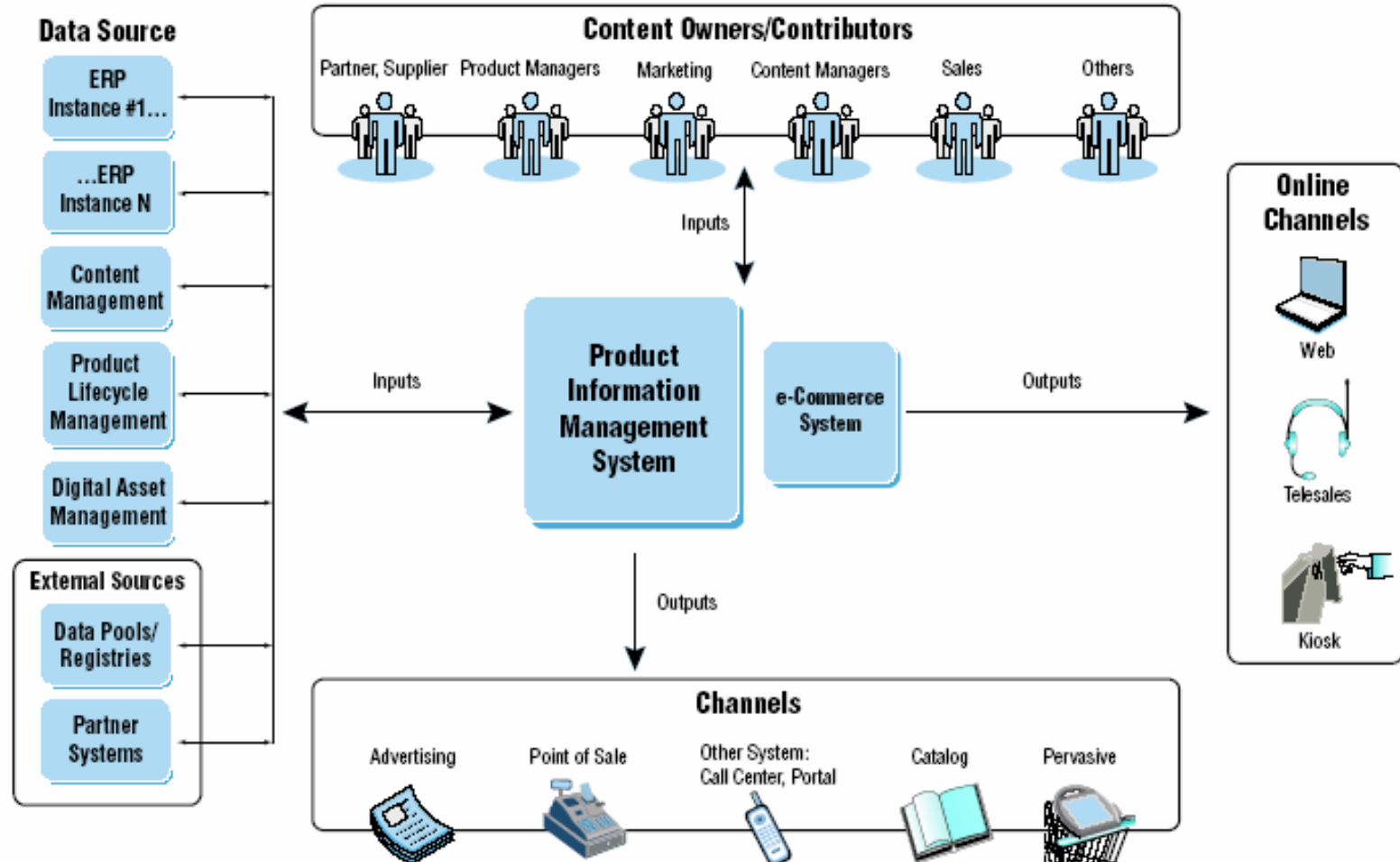
- Highly structured content
- Speed-optimised data
- Less clicks in the catalogue
- Searchable / comparable features
- Multimedia integration
- Accessories

Procurement / GDS



- Merging long texts
- Classifications
- Feature bars
- Electronic product codes (RFID)
- Commercial data
- Customer-specific pricing

IDTech: Product Information Management Advances the Next Generation in E-commerce



The next generation in e-commerce will be an integrated environment founded on product information management. Synchronizing marketing and sales activities across all channels will enable seamless customer experiences and support on-demand business processes.

Is CMS sufficient to manage all content successfully?

- Up to 80% of the enterprises' content is product related
- Mapping of complex products and relations
- No support of structured content such as specific attributes and classifications
- Webpages with interactions and transactions instead of static text
- Challenge: mixture of structured and unstructured content
- Multi-channel and modular expandability (e.g. e-commerce, e-catalogue, print)

<input type="checkbox"/>	Feature	Attribute Type	unit
<input type="checkbox"/>	<input checked="" type="checkbox"/> socket	string	
<input type="checkbox"/>	<input checked="" type="checkbox"/> processor	string	
<input type="checkbox"/>	<input checked="" type="checkbox"/> chipset	string	
<input type="checkbox"/>	<input checked="" type="checkbox"/> slots	string	
<input type="checkbox"/>	<input checked="" type="checkbox"/> * agpSupported	number	mhz - MHz
<input type="checkbox"/>	<input checked="" type="checkbox"/> * pciSupported	number	ghz - GHz
<input type="checkbox"/>	<input checked="" type="checkbox"/> maxMemory	number	gb - GB - n/
<input type="checkbox"/>	<input checked="" type="checkbox"/> memoryType	string	
<input type="checkbox"/>	<input checked="" type="checkbox"/> memorySlots	number	

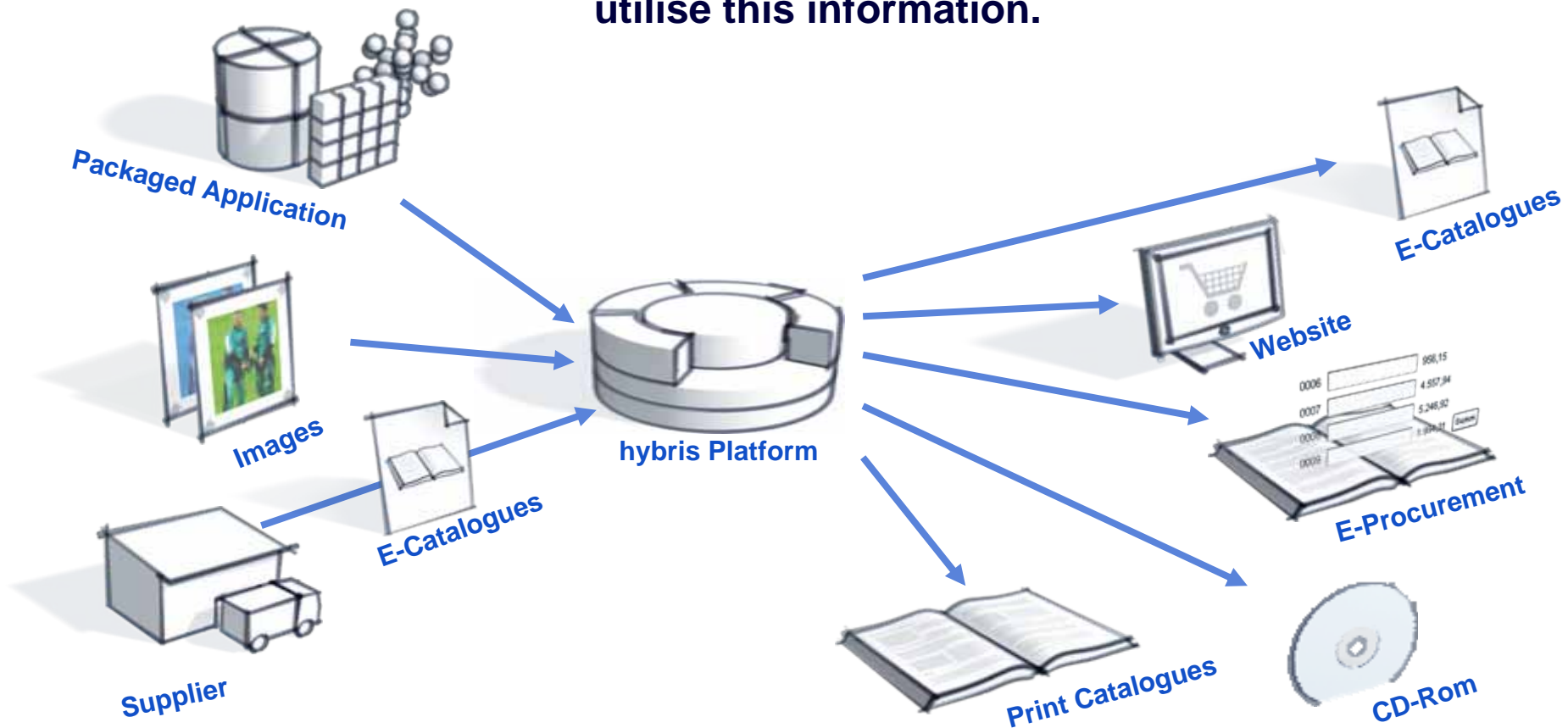
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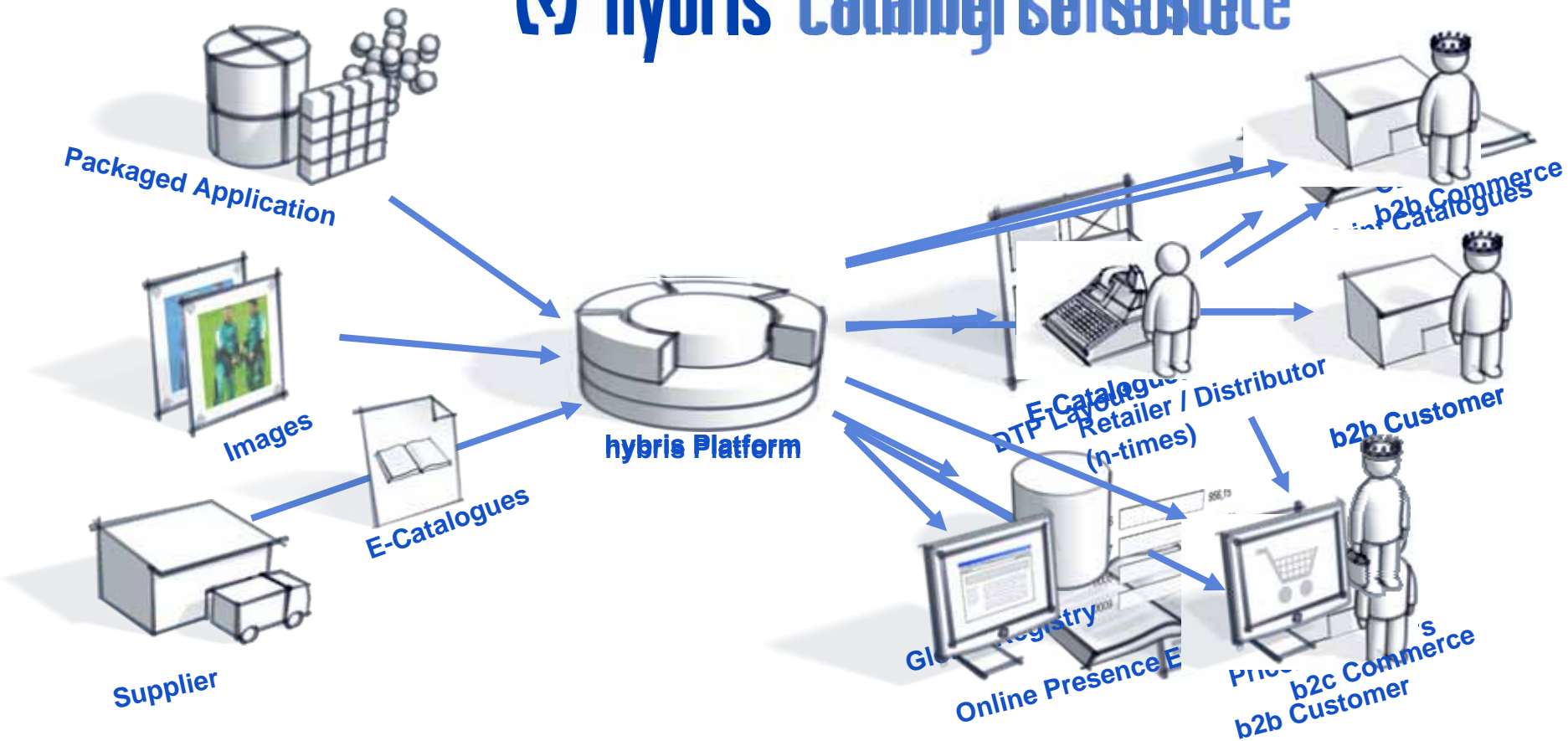
Integrated solutions with RedDot

hybris – manage and distribute accurate product information

hybris supplies standard software solutions for the media-independent management of product information including the applications that utilise this information.



hybris catalogersuite



hybris is focussed on high potential industries

Automotive

DAIMLERCHRYSLER



 **BLAUPUNKT**

IT & Telcomms

swisscom



Manufacturing

DEMAG
Cranes & Components

KISTLER
measure. analyze. innovate.

NOZAG
Antriebstechnik

Health & Chem

chemfidence

Ein Unternehmen der  solvadis Gruppe

Logochem





Retail


PUMA

World of  **TUI**

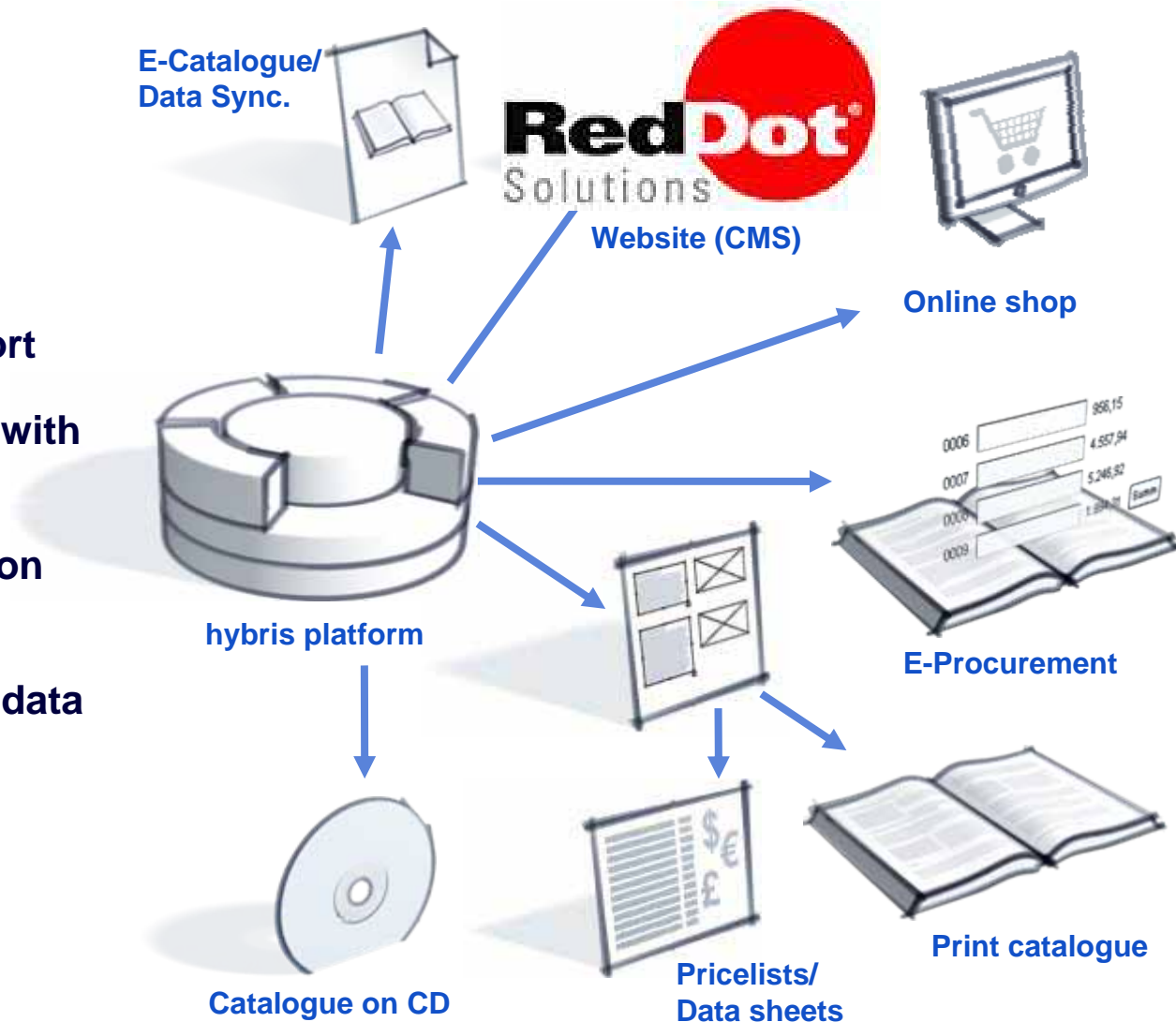


Media



hybris integrates PIM + Single Source Publishing + E-Commerce

- Synchronous and asynchronous data export
- Standardised interfaces with target system **RedDot**
- Media-specific preparation of data
- Efficient export of mass data

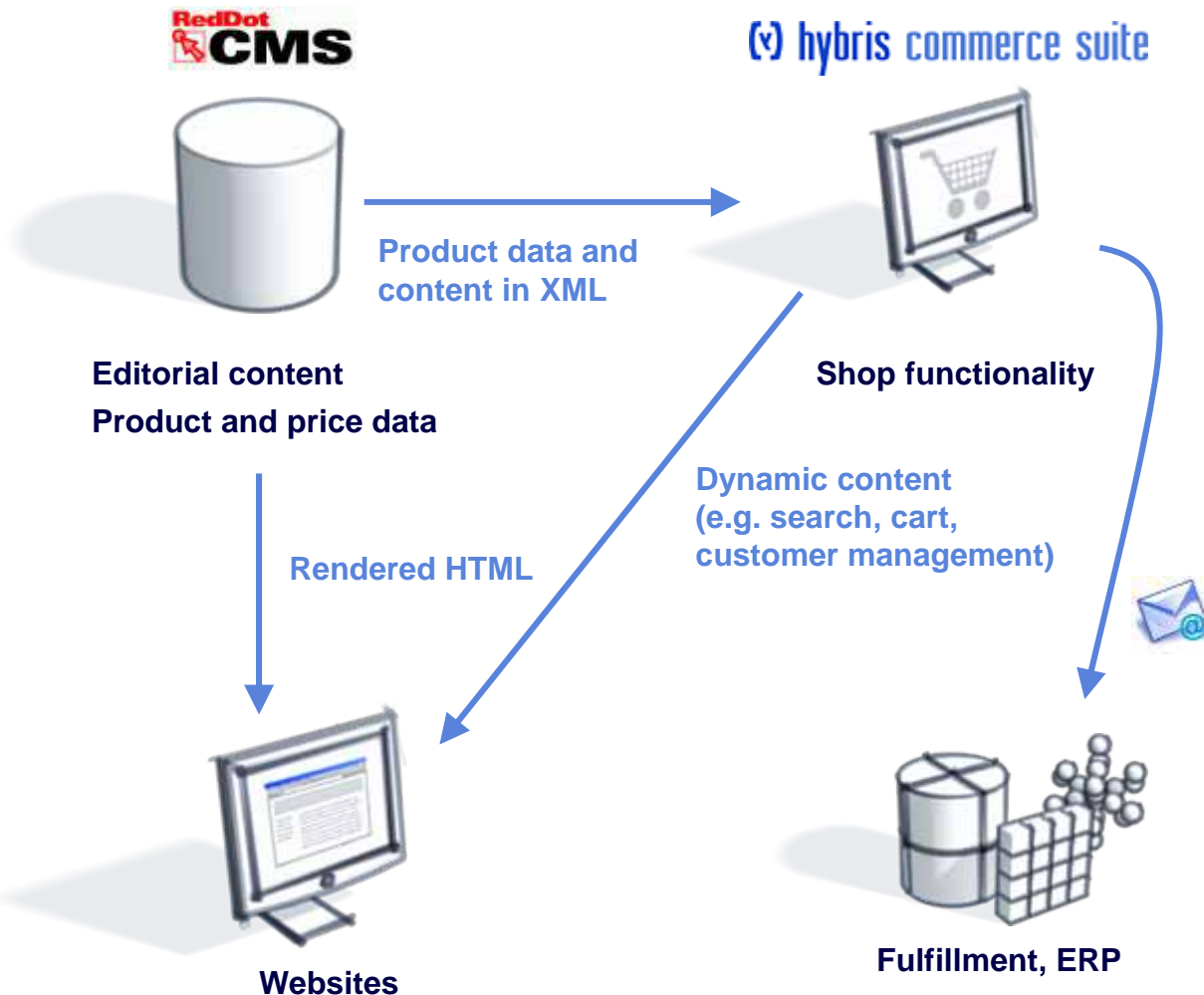


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Integrated solutions with RedDot

Static integration – product data in RedDot




- + **Both systems run self-sufficient**
- + **Low costs and little implementation efforts**
- **Published XML need to be promptly imported into hybris**
- **Difficult synchronisation**


Static integration – product data in RedDot

Warenkorb - vgs - Microsoft Internet Explorer bereitgestellt von hybris GmbH IE6.0

Adresse <http://www.vgs.de/warenkorb.jsp?35855=1> Wechseln zu



IHR WARENKORB




BUCHREIHEN RUBRIKEN SUCHEN

DRUCKVERSION

01 WARENKORB 02 ANMELDUNG 03 IHRE ADRESSE 04 KASSE 05 BESTELLEN

Warenkorb ZUR KASSE

ARTIKEL	EINZELPREIS	ANZAHL	GESAMTPREIS	ENTFERNEN
Das Geheimnis meines Vaters Am Wendepunkt ZURÜCK ZUM ARTIKEL	9,90 €	1	9,90 €	

Bestellsumme: 9,90 €

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Wenn Sie die Menge eines Posten verändern möchten, so ändern Sie die Anzahl und drücken anschließend den Aktualisieren-Button hinter dem Eingabefeld.

WEITER STÖßERN ZUR KASSE

Fertig Internet

Static integration – Product data in hybris

RedDot
CMS



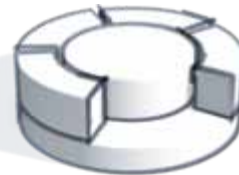
Editorial content

Rendered HTML



Websites

 hybris catalog suite



Product data

productDetail.jsp
included

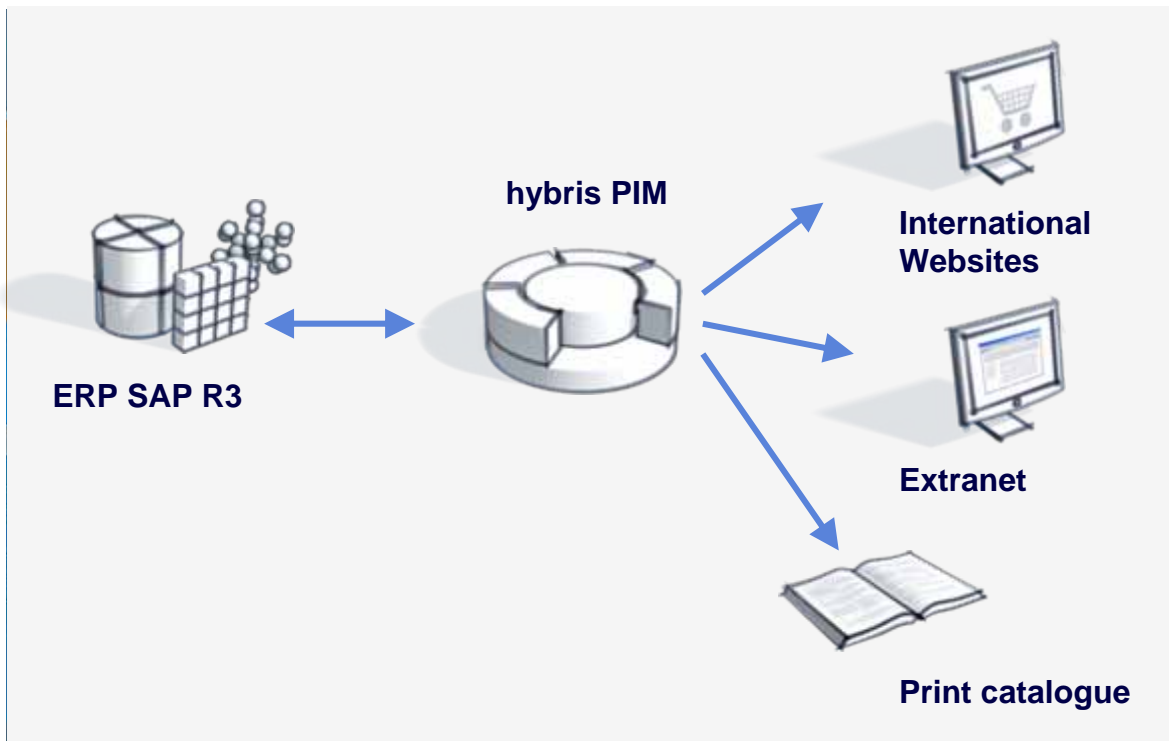


Backend, ERP

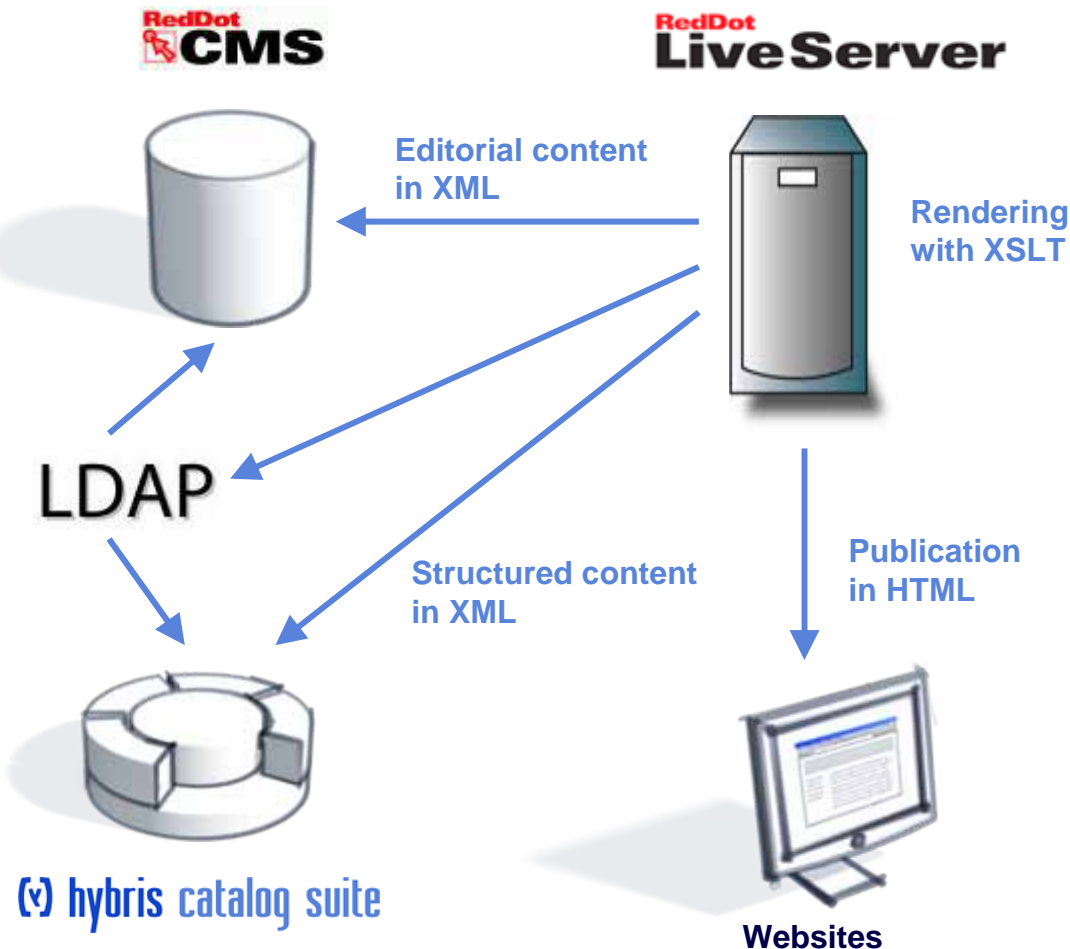
- + Both systems run self-sufficient
- + Low costs and little implementation efforts
- Published XML need to be promptly imported into hybris
- No synchronisation

Sell product innovations faster into global markets

● **BLAUPUNKT**



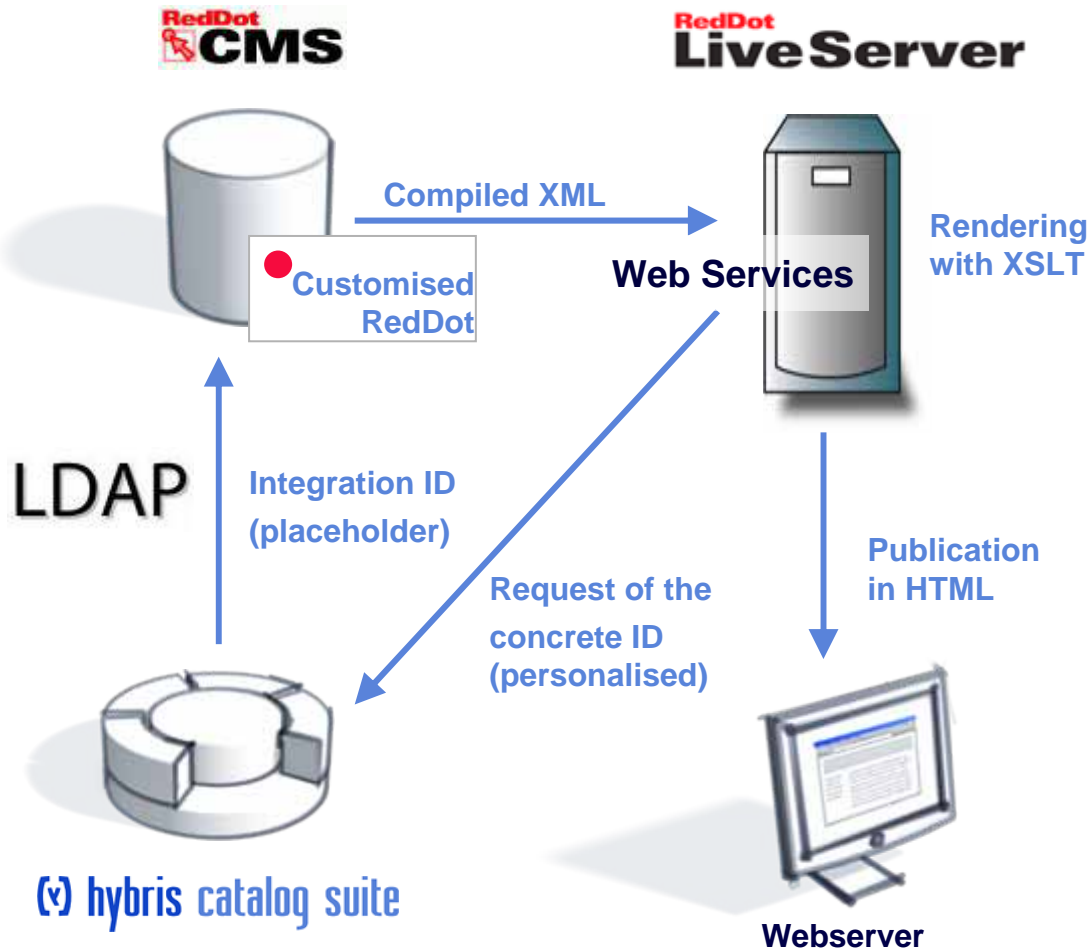
- **Market leader in car multimedia and radios**
- **Media-independent product database incl. 3.000 articles**
- **Finely granular item groups with 800 attributes**
- **23 languages, incl. Asia-Pacific region**
- **Release workflow with external service integration (photographer, layouter...)**



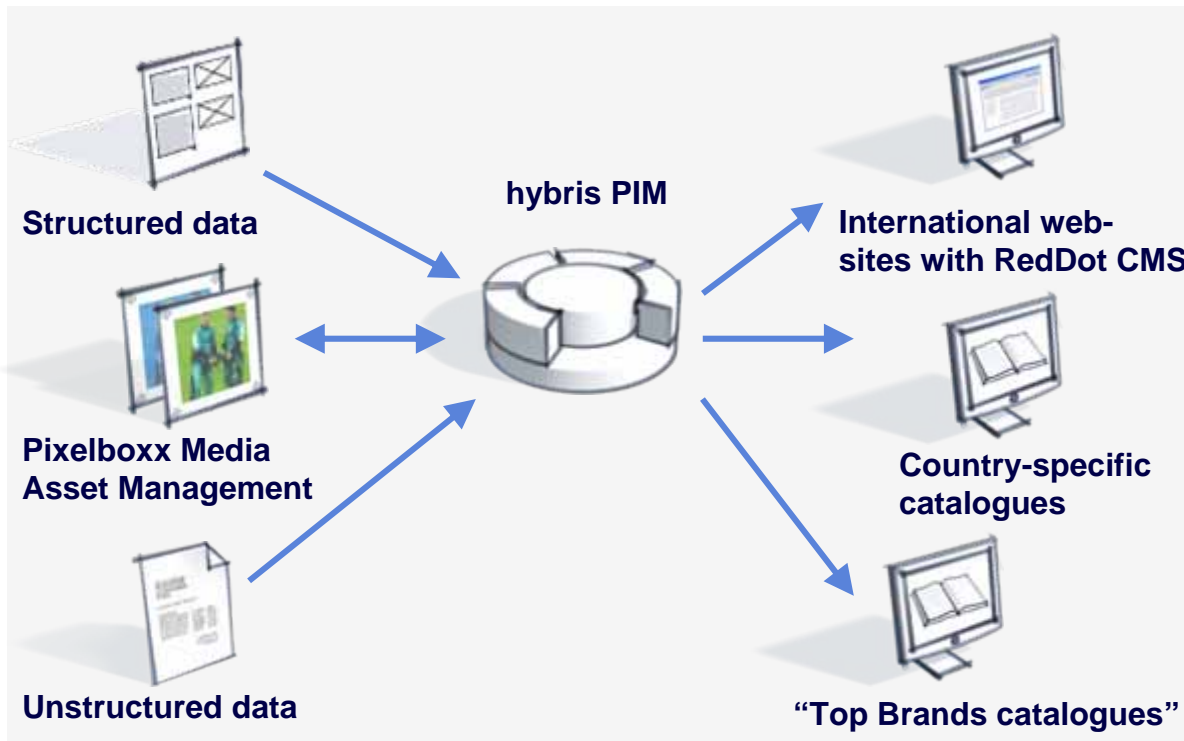
FRANKISCHE

- Medium-sized manufacturer of innovative technology products
- + Automatic publishing
- + Single sign on via LDAP
- + Personalisation
- Fix layout configuration without preview
- hybris status has to be actualised

Fully dynamic integration



- + Effective for complex, strongly mixed content
- + Preview function, because of created JSP/JSF in hybris
- + Dynamic integration with web services
- Complex integration
- Higher development and maintenance efforts



- **Leading brands for Cosmetics, cleanser and adhesive products**
- **All countries and brands on one single platform**
- **Mapping of complex brand structure**
- **Consideration of regional differences**
- **Dealer locator, funnel search, product comparisons**

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