

PRODUCT INFORMATION MANAGEMENT



Noxum - Product Information Management

Content management and PIM in one system

Competence when consolidating master data, classifying products and generating target formats

noxum



"There is no such thing as an off-the-shelf PIM solution. The requirements imposed on the software manufacturers and service providers are simply too diverse. When selecting a product, the customer should ensure that it offers a healthy mixture of standard software features and provides the flexibility to meet their specific requirements. They must also be sure that the system integrator offers the necessary know-how."

Norbert Klinnert, member of the board of directors at Noxum GmbH

Product Information Management with the Noxum Publishing Studio

Shortened product life cycles and increasing product diversification present considerable challenges when it comes to managing product information.

Efficient PIM solutions provide an integrated view of the product information available in heterogeneous system environments and the way in which this information is networked. Modern PIM systems manage product information using reliable processes and integrate information, content, data and services. Using open interfaces and the XML format as the "lingua franca" when exchanging information across all processes, PIM solutions provide the ideal basis for sales and publication processes.

Noxum GmbH has responded to these needs by developing the Noxum Publishing Studio – a high-performance system which brings together the areas of content management and product information management.

Distributed data and editorial processes

Information is produced as a result of product development, construction, product marketing and sales activities, and some of it is stored in databases and merchandise management systems. If product information in stock systems is available in a usable form, it must nevertheless be brought together. During this process of consolidation, it is usually necessary to qualify the existing information further or to generate new information.

In both cases, the Noxum Publishing Studio provides an ideal central tool for generating, consolidating and structuring data as well as for generating various target formats.

The Noxum Publishing Studio's open editor concept takes into account the project specific requirements relating to actual editorial and review processes. Not only does it allow the use of rich clients, it also makes it possible to develop customer-specific editors for optimally processing information units.

When consolidating data, the Noxum Publishing Studio relies on interface standards, though without neglecting the specific characteristics of the particular data source. This approach ensures the greatest possible individuality and sustainability.

PIM systems provide competitive advantages
Quicker time to market when introducing products and for change processes
An overview of the status of publication processes
Structures, text and graphic modules are reused
Cost savings during the translation process
A number of employees can work on a single document type at the same time
Process reliability
Product life cycle support



Classification, characteristics maintenance, portfolios and standards

In practice, simply integrating master data into publication projects is often not enough to generate individualized publications which focus on specific target groups. It must be possible to classify or maintain the characteristics of the article groups and individual articles even after the data have been transferred. Flexible editors for maintaining portfolios, article groups, articles and hierarchical structures are required in order to deal with these tasks. The product information management system must also support sector-dependent data exchange standards such as ETIM, eCI@ss or BMEcat.

Globalization and Product Information Management

As globalization progresses, not only the markets but also the requirements imposed on product information management systems are growing. The areas of localization and translation management are now particularly important.

With the Translation Process Manager which forms part of the Noxum Publishing Studio, the modules required for translating a publication are ascertained and then transferred via standardized interfaces to professional translation memory systems such as SDL/Trados® or across®.

The content management system's proven features guarantee process reliability. These features include the system's own workflow support, an extensive role and rights management system and the configurable variant and version management system.

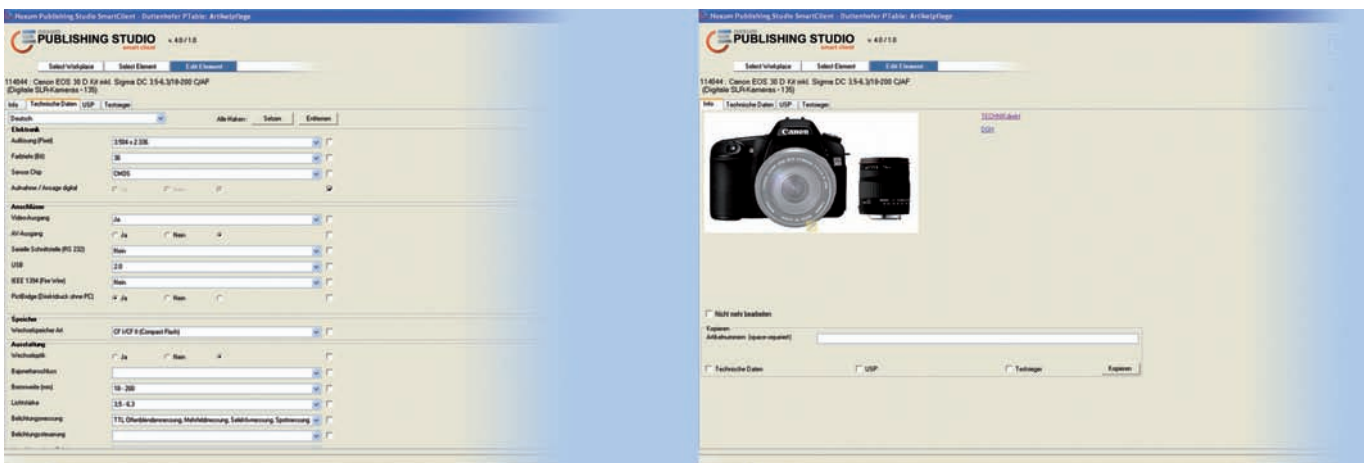
Printed and digital publications

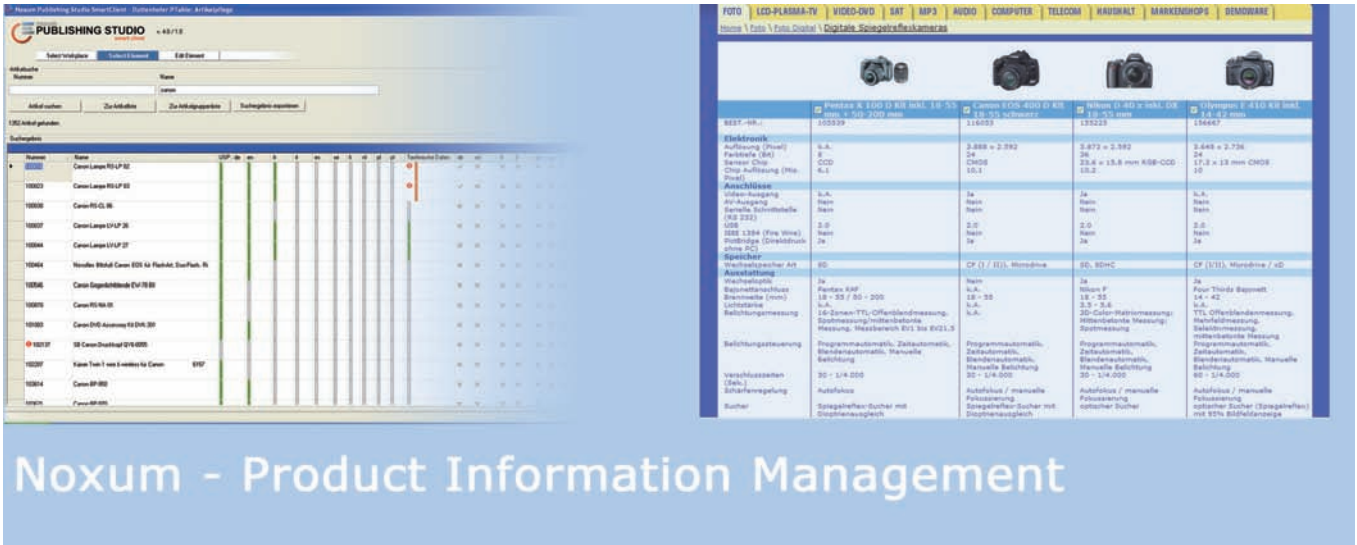
Printed publications remain the basis for businesses' product communication. However, considerable resources are required to produce these publications. What is more, the market is increasingly demanding product information in digital formats. Noxum offers publishing services for all standard DTP and setting programs as well as WCMS and e-shop functions from a single source. The Noxum Publishing Studio also allows you to present product information in a manner which is optimized for the media. It offers added-value functions such as specially prepared search results, product finders, product comparisons and links to payment systems.

Communication channels
Web portals
E-business – Internet/Intranet/Extranet
Online shops
Technical documentation
Electronic catalogs
Printed catalogs

A wide range of printed and online-publications
Printed publications: <ul style="list-style-type: none"> - Product catalogs - Parts catalogs - Leaflets - Training documents - Data sheets
Internet catalogs: <ul style="list-style-type: none"> - E-business catalogs - Electronic replacement part catalogs (ERPC) - Electronic marketplaces
CD-ROM

Online payment systems
infin-MicroPayment
WEB.Cent
Firstgate ClickandBuy
CompuTop PayGate
PayPal





PIM requires competent support

The strategic focus (sell side/buy side) of a product information management system is an important criterion when selecting suitable software and therefore provides the basis for introducing such software successfully. As a provider of PIM solutions, Noxum offers highly competent support when analyzing information and documentation processes and integrating systems.

Noxum is a competent partner to its customers when it comes to optimizing processes in the system environment or introducing standards and methods. Working together with specialists and external consultants, it comes up with the ideal customer solution based on standard software.



"The Noxum Publishing Studio offers a high-performance, multilingual product information management system. Product data such as prices or article numbers are read directly from our merchandise management system and automatically combined with product descriptions and additional content from our editorial team. As a result, the software is able to provide the future-proof online marketing system we need for our international operations."

Jochen Kernwein, technical e-commerce manager at the Duttenhofer Group

Noxum - a system with know-how

- Central, media-neutral data management
- Efficient transfer, management, addition, maintenance and output of extended product information
- Integration into the ERP environment
- Management of characteristics tables, characteristics and attributes
- Economical management of purchasing, production and communication data
- Preparation of data for specific target markets
- Cross-media, multiple use of stored product information
- Support for the content supply chain (sell side/buy side)
- Windows and browser-based, user-friendly editors (rich client, smart client, thin client)
- All information module granularities possible
- Process reliability thanks to system-supported workflows
- Data consolidation in heterogeneous system environments
- Media asset management functions
- Translation management with links to translation memory systems such as SDL/Trados®, across®, Transit
- (Partly) automated generation of online and offline target formats (PDF, RTF, INDD, MIF, CHM, HTML etc.) provides efficient support for the sell side

Noxum

More than 10 years' experience in the fields of

- Editorial systems
- Content management systems
- XML data management and collection
- Cross media publishing

Memberships

GPM Deutsche Gesellschaft für Projektmanagement e. V.
Forum ITC
tekom - Gesellschaft für technische Kommunikation e. V.
Verband deutscher Maschinen- und Anlagenbau e. V. (VDMA)

Partnerships

across® Systems GmbH
Adobe Solutions Network
Antenna House, Inc
Fachhochschule Würzburg-Schweinfurt
infinity loop GmbH
JustSystems, Corp
Microsoft® Gold Certified Partner
SDL/TRADOS® GmbH
Webtrekk GmbH

References

BB&K Bassier, Bergmann & Kindler GmbH	Media agency
Bosch Rexroth AG	Electric drives and controls
Daimler AG	Automotive industry
DexxIT	Wholesaling
DGH Grosshandel	Wholesaling
Dr. Ing. h.c. F. Porsche AG	Automotive industry
dSPACE GmbH	Mechatronic control systems
Duttenhofer Group	E-business, commerce
Ebert + Jacobi GmbH & Co. KG	Pharmaceutical wholesaling
Fresenius Medical Care GmbH	Medical technology
Handwerkskammer Unterfranken	Public body
Hydrometer GmbH	Measuring devices
KBA Metronic AG	Printing and labeling equipment
Kinshofer GmbH	Gripping systems
Koenig & Bauer AG	Printing machines
KROHNE Messtechnik GmbH & Co. KG	Measuring systems
KUKA Roboter GmbH	Industrial robots, welding systems
LEONHARD KURZ GmbH & Co. KG	Hot stamping foils
Manometer AG	Measuring systems
NürnbergMesse GmbH	Trade fair service provider
Pepperl+Fuchs GmbH	Industrial sensor systems
Publicis KommunikationsAgentur GmbH	Media agency
RKW Süd GmbH	Concentrated feedstuffs
RUD Ketten Rieger & Dietz GmbH & Co. KG	Chain systems
STIFTUNG WARENTEST	Service institution
TECHNIKdirekt.de	E-business, commerce
tecsis GmbH	Pressure measuring equipment
TRUMPF GmbH & Co. KG	Production engineering
WIKA Alexander Wiegand GmbH & Co. KG	Measuring systems

Would you like further information?

You can request additional brochures on the following topics:

- Web Systems/Web Portals,
- Technical Communication,
- Media Asset Management

as well as the Noxum Publishing Studio product brochure.

<http://www.noxum.com/de/contact.html>

Noxum – a passion for software

- Owner-operated company
- Established in 1996
- We develop standardized software and individual customer solutions in the areas of content management, cross media publishing, technical communication, product information management, web systems/web portals and e-business.
- Noxum solutions are already used in over 30 countries.
- We are passionate about producing software for optimum content management and editorial processes.
- We are firm supporters of XML and the associated standards.
- We allow publication processes for all media.



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