



# *The electrical PIM system*

*Differentiate your company with a professional  
**Product Information Management** tool specifically  
developed for the Electrical Industry.*



# *A little about us...*

Originally a design and marketing agency, we have a broad knowledge of design and branding under our belts, along with expert knowledge of catalogue design, print management, ecommerce and website design.

Many years of working with 'electrical catalogue data' has led us to become leading experts in Digital Communication and Product Information Management (PIM).

Having used a variety of content management software solutions for catalogue production, we have since developed our own multi-channel PIM system (e-Pim), specifically for use within the electrical market.

Our goal is to help the electrical market to simplify data management, digital assets and workflow processes.

## ***Our key services include:***

- Catalogue design, brand management
- Database design & publishing
- Digital workflow
- Ecommerce websites
- Product Information Management (PIM)
- Bespoke PIM and Translation Memory Systems for multilingual communication

*Centralise all of your electrical product information, data and digital assets via a single platform, ready for output across a range of distribution channels*

# Digitalisation and why you need an electrical PIM?

Technical innovations are continually changing the customer journey.

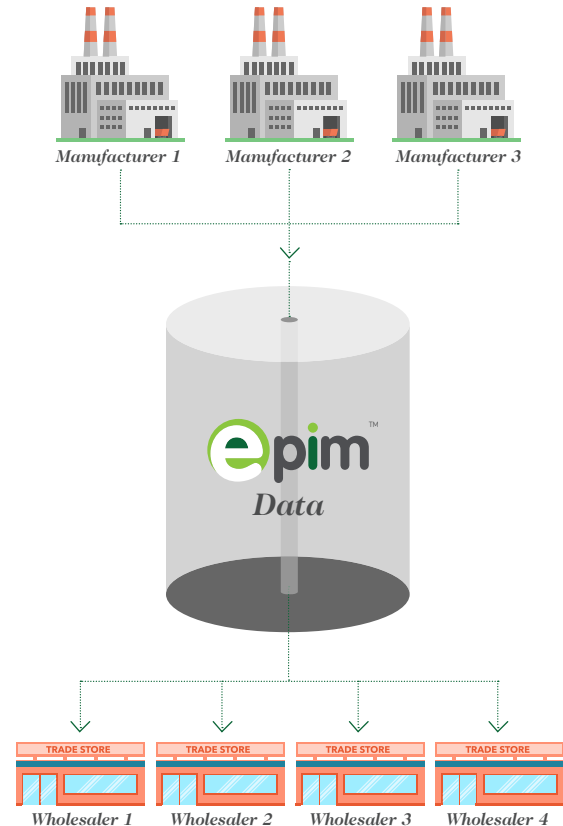
These changes mean that electrical manufacturers, wholesalers and distributors need to supply more customer touchpoints with relevant, accurate product information. Customers now expect timely and 'relevant product content' in the right format and on the device of their choosing.

To keep up with the 'always-connected' customer, it is increasingly important that electrical businesses embrace 'digital technology', in order to deliver an exceptional customer experience.

Product information must be up-to-date and consistent across all marketing channels, including websites, datasheets, interactive catalogues, printed catalogues, point of sale and other marketing collateral.

The 'quality and consistency' of product information along with excellent customer service, will ultimately determine who wins the customer's favour and ultimately the sale.

This change needs to happen at the 'lowest possible cost and effort'.





e-Pim provides a single place to collect, manage, and enrich electrical product information, create product catalogues, and distribute information to sales and eCommerce channels.

It combines product information data and digital assets via a single platform, keeping all data centralised, accurate and up to date, allowing electrical manufacturers, wholesalers and distributors to share product data, market and sell products through various distribution channels including:

- Ecommerce websites
- Print & catalogues
- Electronic data feeds
- Trading partners
- Mobile apps

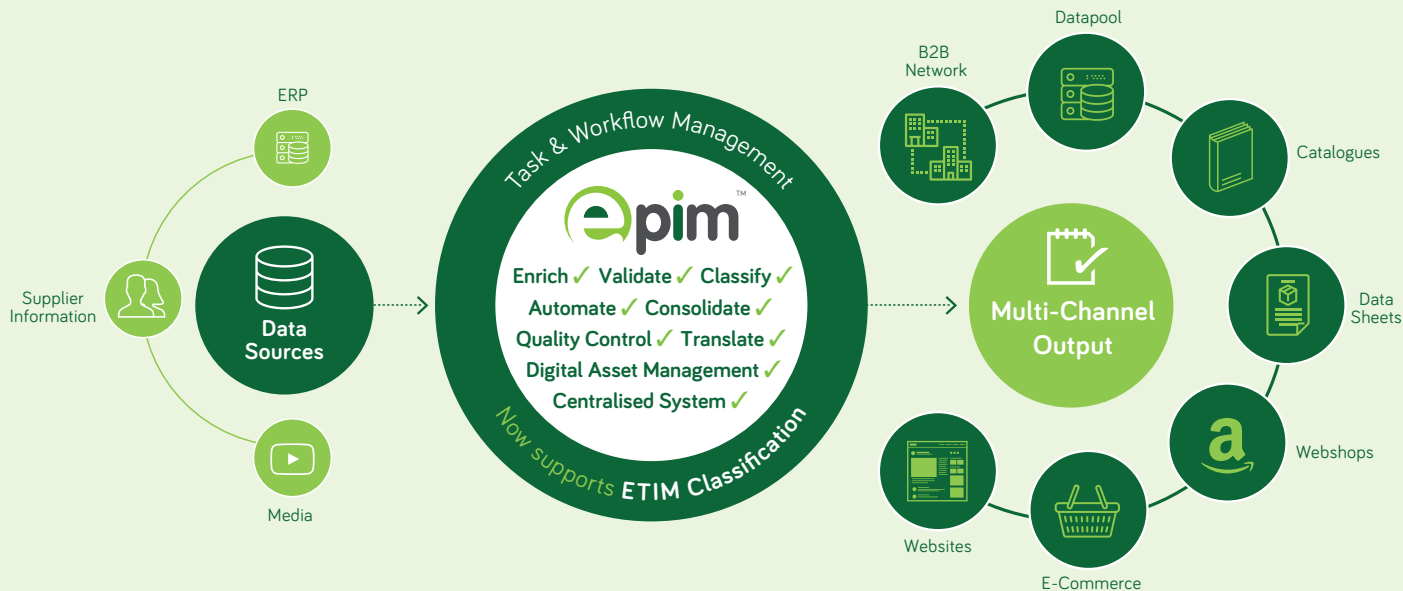
e-Pim helps to dramatically improve product data quality and accuracy, whilst simplifying and accelerating product catalogue management.

It solves the problem of wasted time, searching for information across multiple systems and doing manual, tedious and repetitive tasks in a desperate attempt to keep up with ever-changing specifications.

e-Pim can automate up to **80% of manual tasks**, meaning that your team can focus on the job they are being paid for.

Most importantly, you are able to easily and rapidly create and deliver the compelling product experiences needed to drive good customer experiences, reach more markets, improve sales conversion rates and take advantage of new sales channels.

*e-Pim has been specifically developed with the electrical industry in mind and can automate up to 80% of manual tasks*



### ***e-Pim Business benefits:***

- Manage all electrical product data and assets in a single location
- Automation of product information management processes
- Better control over content distribution
- Significantly reduces time-to-market by up to 50%
- Deliver a consistent brand and customer experience
- Easy integration with other business internal systems (ERP)
- Translates to any language
- A web-based solution
- Affordable for all

### ***Workflow benefits:***

- Stay organised and simplify the way you work
- Automate creation and amendment of your data & digital assets
- Save time and effort
- See tangible business benefits very quickly

# Product Information Management (PIM)

**e-Pim allows you to create a 'central repository' for your product information, allocating it into product groups and categories.**

You can then assign attributes to the products and groups, so that each item has a number of pieces of information associated with it, e.g. images, logos, prices etc.

As everything is managed through e-Pim, it ensures consistent and accurate communication across all publishing channels, thus the need for multiple re-keying when product information changes is eliminated. This saves time and maintains consistency across print and online data.

e-Pim is ideal for helping to resolve many of electrical business issues such as:

- Holding data for a large number of products/variants
- The need to publish in a number of versions/languages
- Quick turnaround of new publications
- Collaboration between marketing, product management and publishing teams

By saving time on the management and updating of your product information, resource is freed. This allows you to respond faster to changing markets and to produce a wider range of communications, with the same resource levels.

## ***Using e-Pim allows you to:***

- Reduce publication time-to-market by up to 50%
- Have accurate and up to date content, whilst being cost efficient
- Have 24/7 access to your marketing information



## *ETIM (European Technical Information Model) Classification*

ETIM is an international classification standard for technical products, offering a multi-lingual structure for product data and has been adopted by a range of industries including construction, shipbuilding, plumbing, heating ventilation and air conditioning (HVAC) and, of course, the electrical sector.

The UK electrical industry in particular uses vast amounts of product data, much of which is surprisingly still processed using Microsoft Excel or even manually. e-Pim helps you to drive traditional product marketing data and ETIM data to web, catalogue, datasheets and other channels requiring product information.

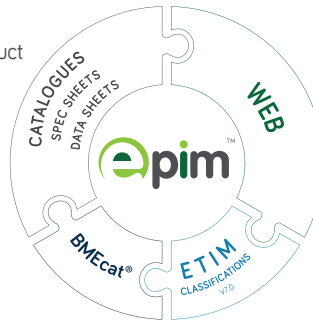
The built-in 'Translation Module' can also deliver multilingual information using ETIM provided technical translations, or provide translations where they are not available.

Using this module, we can significantly increase the speed at which manufacturers and distributors are able to digitise their catalogues and websites.

### ***Need help with ETIM Classification?***

We can also assist with the ETIM classification of products and using our e-Pim platform can bring together all the data and assets for all sku's within your portfolio.

***Get in touch for a quotation on this  
additional service: 01623 759 035***



## *Digital Asset Management (DAM)*

e-Pim's DAM software provides a safe and secure way for storing important media files, allowing you to organise, find, retrieve and share all digital content across many channels.

Anyone within your company can access files, as DAM is a part of the cloud and it eliminates the need to ask colleagues to share files or create copies as everything is available – all from a single source, helping you to scale and maintain brand consistency.

### ***DAM benefits:***

- User friendly interface
- Centralised digital library
- Controlled user and level access
- Efficient asset organisation
- Search functionality
- Compatible with API's & other software

# e-Pim Multi Channel Outputs

## Page Production

e-Pim allows users to easily create and preview pages for both web and print.

The page production web-interface provides the tools to drive product selection and page planning. Product choices can be simply dragged and dropped into basic positions on the page.

Templates can be created for initial styling such as image, table creation and font size, to automatically create a basic design. Our in-house designers then creatively modify the layout to suit the publication.

This can dramatically shorten production schedules, leading to increased speed to market and the ability to produce an extended range of publications.

The automated 'pricing update functionality' allows easy insertion of your most current pricing structure into any publication, allowing you the flexibility to react to any last-minute changes in the market.

e-Pim can also automatically create an index of your catalogue pages. These can be part number, alpha-numeric, vendor or cross-reference indexes.

Information can be edited directly in the DTP document and any changes are instantly reflected back to the data source.

From  
this...

Catalogue

...to  
this!

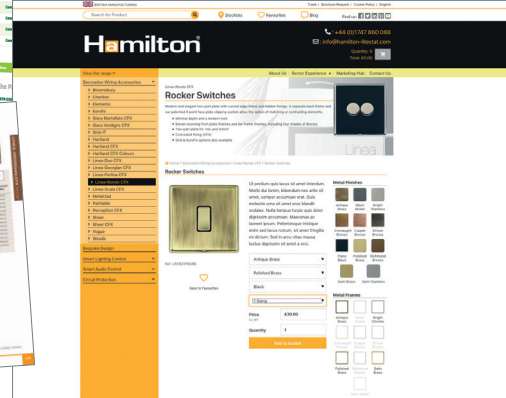


Groups on Page: Industrial Plugs & Sockets

Publication	Engine Main Catalogue 2015	Industrial Plugs & Sockets	Page 176
Page Header	Industrial Plugs & Sockets		
Page Title	Industrial Plugs & Sockets		
Page Sub-Title			
Page Content			
Page Footer			

Category	Product Group Name	Listing Number	Price
100	100 Industrial Plugs & Sockets	100	10 00000
101	101 Industrial Plugs & Sockets	101	10 00000
102	102 Industrial Plugs & Sockets	102	10 00000
103	103 Industrial Plugs & Sockets	103	10 00000
104	104 Industrial Plugs & Sockets	104	10 00000
105	105 Industrial Plugs & Sockets	105	10 00000
106	106 Industrial Plugs & Sockets	106	10 00000
107	107 Industrial Plugs & Sockets	107	10 00000
108	108 Industrial Plugs & Sockets	108	10 00000
109	109 Industrial Plugs & Sockets	109	10 00000
110	110 Industrial Plugs & Sockets	110	10 00000



Website





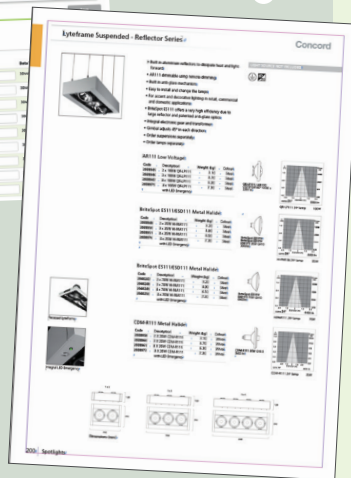
Bi-directional  
data write back  
functionality

Sales in this Group

Order	Product No.	Part No.	Description
100	3044600	3044600	Electronic ballast
101	3044600	3044600	Electronic ballast
102	3044600	3044600	Electronic ballast
103	3044600	3044600	Electronic ballast
104	3044600	3044600	Electronic ballast
105	3044600	3044600	Electronic ballast
106	3044600	3044600	Electronic ballast
107	3044600	3044600	Electronic ballast
108	3044600	3044600	Electronic ballast
109	3044600	3044600	Electronic ballast
110	3044600	3044600	Electronic ballast

*Catalogue  
pages have  
direct links to  
the database*

Unique links on the catalogue pages have a dynamic update function so all amendments are captured in the database. Images, icons and logos are also linked.



## Website Production & Management

e-Pim provides sophisticated, synchronised data input and output capabilities in order to populate your website with rich product information.

The data can be fed on a scheduled basis or automatically when approval is reached in your workflow.

e-Pim has a current open architecture, meaning it can link seamlessly to your in-house systems.

Our 'e-commerce system' is an online retail solution offering a comprehensive set of advanced tools to help set up and manage your website content.

The software is designed and developed by our internal team under the supervision of some

*Our e-commerce  
system can be  
integrated into  
e-Pim, giving you  
total control over  
both offline and  
online content*

highly experienced e-commerce specialists, with over fifteen years' experience in the industry.

e-Pim can drive your existing commerce website, or we can build a new solution tailored to your specific requirements.

# Translation Module

e-Pim provides an online 'Translation Management Portal' enabling complete access and management of the translation process.

It includes online tools that manage the process from translation, localisation and page production, along with a translation service if required.

- XLIFF based tooling
- Localisation workflow automation
- Translation memory management
- Online and offline translation tools
- Translation memory server
- LINK up to your translation service provider

***What do websites, product documentation, sales literature, marketing messaging, branding, catalogues all have in common?***

They all contain similar, if not identical, carefully crafted language and messages, recurring phrases and statements that can make up 40% or more of the text within your customer's communications.

***How does a Translation Memory help?***

A translation memory is a linguistic database that continually captures your translations as you work, storing them for future use. Translation memories can be used by anyone who localises content from one language into another. They are most effective when translating documents with a high level of repetition.

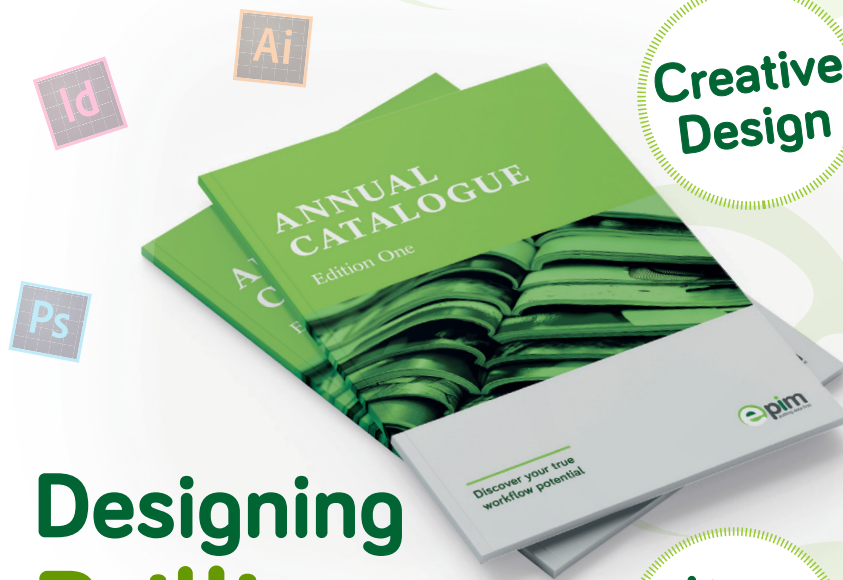
Without using a translation memory to capture repeated content for future re-use, you will be localising the same phrases time and time again. This can slow down project completion, as well as reduce the quality of your work, potentially leading to customer dissatisfaction.

## ***Translation memory benefits:***

- Streamlines the localisation process
- Dramatically improves quality and efficiency
- Stores all previous translations for future use
- Ensures a sentence is never translated twice



***e-Pim's  
Translation  
Memory enhances  
your business  
translation process***



# Designing Brilliant Catalogues

Everything  
you need in  
a catalogue  
design partner

All powered  
through e-Pim

For more information call:  
**01623 886 992**

Developed by  
**NG15**  
multi-channel publishing



# Other Services

## Software Development

**We offer bespoke software development to clients for Product Information Management.**

We can advise on the design and build of client databases including:

- Data Auditing / Acquisition
- System/Interface Development Build
- Database Structure / Design
- API Build, System Integration (ERP)
- Asset Auditing / Acquisition
- Application Development

### ***We offer the following Software Skills:***

- C# • ASP.Net • MVC • WebForms • Web Services
- HTML • CSS • Javascript • jQuery • nHibernate
- LINQ • Entity Framework Database Design / Data Modelling
- MS SQL Server • t-SQL programming, performance tuning
- Security • IIS • Active directory • Windows servers
- TCP/IP networking • Firewalls • XML & Web technologies (XHTML, XPATH, XSLT, JavaScript) • Wordpress • Umbraco
- Xliff Workflow • Xliff Tooling



## Database Design & Development

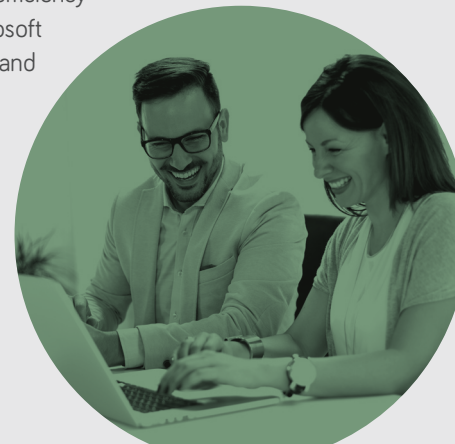
**Are you limited by spreadsheets? Could you be working more efficiently? Is your Data up to date?**

We offer custom database design and development database services to help optimise performance and provide data integrity and security.

Our technical department ensure your bespoke database is tailored to your specific needs and fully integrated with existing applications.

We work with most major platforms and operating systems, helping our clients achieve efficiency savings using MySQL, Microsoft SQL Server and ORACLE - and we support many others.

You will have visibility at every stage of the project and our well-practised quality processes give you reassurance that your project will be delivered.



## *Web Application Development*

**Do you have a need for multiple users across your business to access a database system?**

An optimised web-based solution, such as a web portal, e-commerce application or data management system, can help you improve business performance and enhance the user experience across all levels of your business.

Whether you require a flexible application which takes advantage of mobile optimisation or cloud-based technologies, or need an application which will integrate with existing systems or data, we have the expertise to help you.



## *Business Compatibility (ERP)*

**e-Pim's system architecture is compatible with all information systems (ERP) and can easily be integrated into and updated by your current system.**

We work with you to map out your current process, ensuring that we fully understand your dataflow. We analyse your business needs to identify how the system can best support you and help your business grow. We then structure the database to ensure it fulfils those specific needs.

Your existing product data may be held in a 'number of places and formats'. You can co-ordinate this data or alternatively, we can carry out data inputting on your behalf.

We work with you to categorise the data to create a unique product hierarchy for your database.

For example, you could pull data directly from your in-house system and publish in both print and electronic promotions. You could then track the effectiveness of your publications and ensure that you are featuring your top selling products in the most appropriate way.

## *Training & Support*

**To ensure that e-Pim is smoothly integrated into your company, our team will carry out on-site user training.**

We will assist in ensuring that you get the most out of your e-Pim system and that its functionality helps to drive your business forward.

*Give us a call to arrange a  
FREE product demonstration:  
**01623 759 035***

# *Simplifying the sharing of Electrical Product Data*

**In order to simplify the way that product data is provided to electrical wholesalers and distributors, NG15 Ltd are working with manufacturers and suppliers to create 'electrical centralised data systems'.**

These systems are 'Product Information Management Systems' (PIM's) and will hold all manufacturer product data and images. Manufacturers will feed their product data to these systems, so that all the electrical product information is ready and constantly available to e-Pim users.

The key objective is to add significant value to the electrical supply chain and subsequently their customers, by providing access to this data they can easily create datasheets, product sheets, websites and other digitalised marketing initiatives. The big advantage being that all data will be free to use, centralised, accurate and consistent.

In order to tap into these centralised data systems, companies will need their own product information management system (e-Pim).

NG15 have many years of experience working with electrical catalogue data and are experts in digital communication and product information management for electrical products.

Our e-Pim system is a comprehensive, 'affordable PIM system' and has been specifically designed for the needs of the electrical industry. NG15 are available to assist you in assembling your product data and can provide help with ETIM Classification if required.

To find out more, please get in touch directly:

**Shaun Cranstone**

Tel: 07775 667 526

Email: shaun@ng15.co.uk

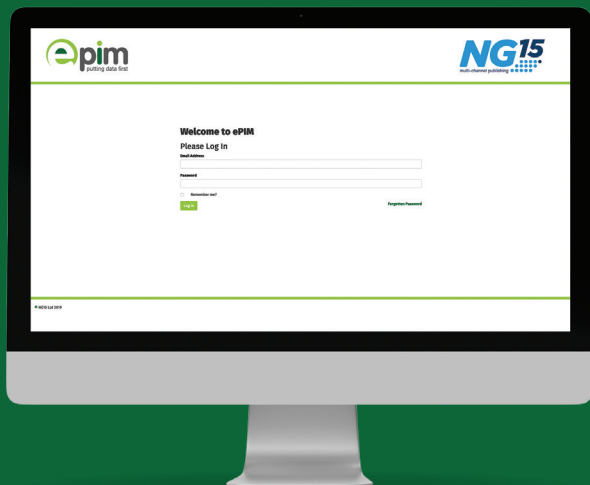
**Suzanne Adgar**

Tel: 07939 969 825

Email: suzanne@ng15.co.uk

**NG15 are proud to be working with:**





*Give us a call today to arrange  
a FREE e-Pim demonstration.*  
**01623 759 035**

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Developed by  
**NG15**<sup>TM</sup>  
multi-channel publishing

