

# PRODUCT DATA MANAGEMENT

Efficient. International. Scalable.

What we solve: faulty, sluggish, and poorly integrated product data hinders growth and conversion. CIIB eliminates these obstacles permanently and measurably.

## An overview of our core competencies:

- ➔ **Product data management:** fast enrichment and publishing, integrated with all leading PIM, DAM, and ERP systems.
- ➔ **Supplier integration:** semi-automated, tailor-made integration of all supplier, manufacturer, and retailer data.
- ➔ **Multilingual product data:** DE, EN, FR, IT & more – automated translations to ensure global reach.
- ➔ **Industry expertise:** category-optimized data based on proven standards and your individual requirements.
- ➔ **Automation & processes:** enhanced efficiency and speed through intelligent modeling and automated workflows.
- ➔ **Quality assurance:** E-Touch & four-eyes principle ensure reliable, precise data integrity.
- ➔ **Reporting:** KPI-driven & transparent for continuous process optimization.

**+30%**

revenue increase thanks to high-quality product data

**70%**

fewer manual errors through automated data processes

**2–3x**

faster time-to-market for new products

**12–18**

months to achieve ROI

## Additional benefits:

- ➔ **Consulting & Taxonomy:** expert support for architecture, categorization & standards.
- ➔ **ENRICHIX PIM:** an internally developed flexible PIM system from practical experience for centralized data management (data, content, media).

## Why choose CIIB?



**Industry and technology expertise** – decades of experience in e-commerce, retail, and industry combined with in-depth IT know-how.



**Scalable workflows** – customer-specific automation for efficiency, quality, and quick adaptation to new assortments.



**Seamless integration** – precise harmonization of complex data sources with all common PIM, ERP, and marketplace systems.



**Reliable partnership** – cooperative collaboration, long-term support, and measurable success through transparent KPIs.