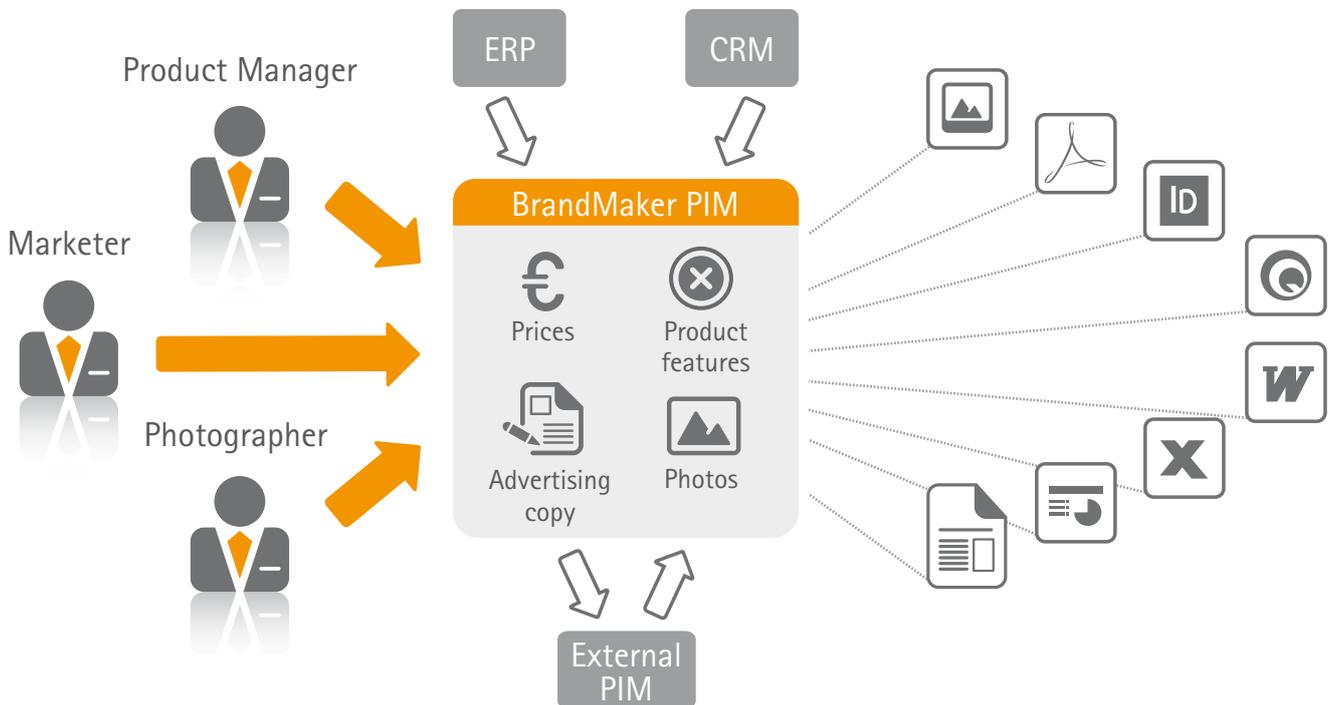


# Benefits

BrandMaker PIM is designed for product managers and marketing executives who want to centralize their product communication and manage their product data internationally. In particular, if product data is to be used in marketing, such as for adverts or brochures, BrandMaker offers not only a comprehensive solution for creating, managing and providing marketing-relevant data. BrandMaker stands out because it is user-friendly as an application and in the way it was designed.



## ✓ Completeness

Communicate your range of products in data harmony. With BrandMaker you not only have classical product data at the tip of your fingers, but also advertising copy.

## ✓ Topicality

Achieve a clear improvement in data quality and immediate availability of information with central product data storage and web-based access.

## ✓ Speed

Shorten your „time-to-communicate“. Place a product in advertising media and let BrandMaker complement product hard facts, advertising copy and images.

## ✓ Consistency

Keep your product data free of contradictions in terms of content and time: considering global content and local specifications while also carefully considering product lifecycle management.

## ✓ Marketing-oriented tool

Put an end to software that is unattractive and not tailored to your needs. BrandMaker is modern, user-friendly and understands your needs as a marketing executive and product manager.

## ✓ More local communication power

Product communication is a piece of cake for your external partners as user-friendliness, data integrity and clearly-defined tasks are a natural motivator.

# Modules Working Together

## Media Pool

The Media Pool is the Media Asset Management system by BrandMaker and is designed to support you in managing and providing digital and multi-media content, such as images, graphics, audio and video files or PDF documents. The integration enables you to immediately assign product-related images within the framework of product information management. On the other hand, for later multi-channel publishing, product images are provided for further promotional use without any media interruption. The integration makes uniform versioning and transparent storage of all media objects possible. In this way, all newly-created and approved media can be made available in BrandMaker PIM.

## Web-to-Print

Web-to-Print is designed for companies with decentralized units, such as retailer branches or franchises, making it possible for these local partners to adapt centrally-specified print media to their local specifications without having to use layout software and then prepare it for print. Linking Web-to-Print and PIM makes it possible for sales partners to individualize advertising materials themselves and also promote products or modifications with minimum effort. For this purpose, a distribution partner chooses an advertising medium, such as an ad, selects the product to be advertised by dragging and dropping the product in the ad and BrandMaker PIM delivers the product meta data in the background with corresponding campaign texts as well as preselected image material. The sales partner is free to choose whether he wants to advertise a

single product or advertise multiple regional or seasonal product variants within the framework of a multi-page ad. The significant advantage here is not only a quick result because required product data has been completely and intelligently linked, but also brand-adequate implementation using CI-compliant advertising materials that have been provided along with their corresponding product groups.

## Job Manager

The Job Manager is the central module for order management, project management and workflow management. Standardized workflows and seamless documentation support marketing executives in media production, promotion or market research jobs. In combination with BrandMaker PIM, you can carry out production jobs, such as photo shootings, making them available centrally for all participants. If a product manager discovers when creating product data, for example, that the intended product photo does not reflect the seasonal campaign and as a result, must be retaken, he or she can create an order for this task directly in PIM. At the same time, automated workflows define which steps a job must complete in order to achieve the desired result for the product. Integration shortens processing times and optimizes collaboration in the team because strict separation of product data management and production jobs with a transparent placing of orders enable you to clearly focus on each core competency.

**Do you have any questions?  
We can gladly assist you.**

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## About BrandMaker

Since its foundation in 1999, BrandMaker GmbH has specialized in software solutions for optimizing marketing processes. As a pioneer in this area, BrandMaker has been distributing its Marketing Resource Management system (MRM), also called BrandMaker, since 2001. With about 150 employees, BrandMaker is the leading supplier of MRM systems in Europe and has proven itself as a dependable partner for many well-known customers. Some of the customers using the BrandMaker solutions for their marketing departments include Commerzbank, DekaBank, Ernst & Young, EnBW, G+J EMS, Opel, Tirol Werbung and UBS.

[www.brandmaker.com](http://www.brandmaker.com)



## PIM



Product meta data, marketing texts and image material intelligently linked

BrandMaker PIM is more than just a **Product Information Management system**. It supports you not only in the creation of output-neutral product data, the management of this data and the ability to make it available **across media** – BrandMaker PIM combines your **product data** with the corresponding **advertising texts** and **images**, so you can now use them in your **advertising** as well. Centralize your product communication and manage product information internationally, web-based and using a **tool** especially **made for marketing**.

# Functions

## Product data and more

As a central product database, BrandMaker PIM administrates the entire content necessary for product communication. This includes product meta data (such as item price, technical information, product features) and image material as well as advertising copy. Output is media-neutral and automated so that you can use the product data immediately in advertising material such as adverts or promotional brochures.

## Product folder

Each product has a folder in which all advertising-relevant product data is gathered in a structured manner. The product folder also contains additional information such as the person in charge of the product data, other participants, current status, period of validity of product data as well as tasks associated with the data (for example, creation of new data, translation etc.). Predefined workflows enable an explicit and smooth transfer of tasks.

## Product dashboard

A clearly-arranged list shows all products currently being processed with their status, ID, creator and edit date. You can customize the product dashboard to your needs so you can get the information relevant to you at a glance. An integrated search function enables fast and accurate locating of specific product data.

## Product filter

The product filter enables you to continually keep track of unfinished tasks, status updates and product information, filtered according to criteria such as products you are using yourself or other products involved. The filter shows not only the number of tasks left to do, but also leads you to other tasks belonging to them.

## Comments and reviews

Comments for every product can be added and viewed in a central location. All participants have the possibility to add textual content as well as image material for better visualization.

## Customer-specific folders and workflows

BrandMaker PIM can be easily customized in terms of both content and processes. Thus, you can generate data sheets of a product folder with a click of the mouse and add required input fields using the drag & drop function. Also processes with corresponding workflow steps are customer-specific configurable and can be created individually without coding.

## Multilingualism

BrandMaker PIM enables you to store product data in multiple languages. During the process it detects which products or product information has already been translated and which content is still pending translation. Thanks to open interfaces, BrandMaker PIM can be integrated with translation systems such as CTM (Corporate Translation Management) and TM (Translation Memory) or terminology databases.

## Web-based and integratable

BrandMaker PIM is like all BrandMaker modules completely web-based and can be seamlessly integrated into already existing external systems (PIM, ERP, CTM or TM).

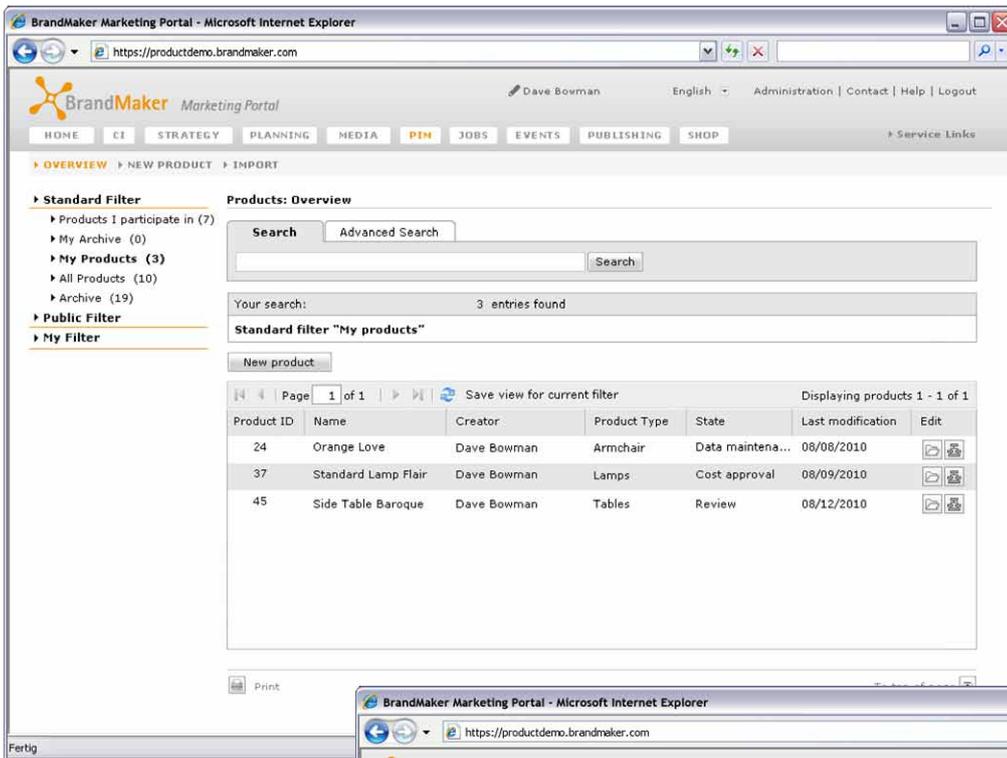
## Automatic status alert

If the status of a product should change or if action is required, PIM will automatically notify you. This not only speeds up processes, but also prevents a task from being overlooked.

! Different from classical Product Information Management systems,  
■ BrandMaker PIM now allows you to use product data in your advertising.

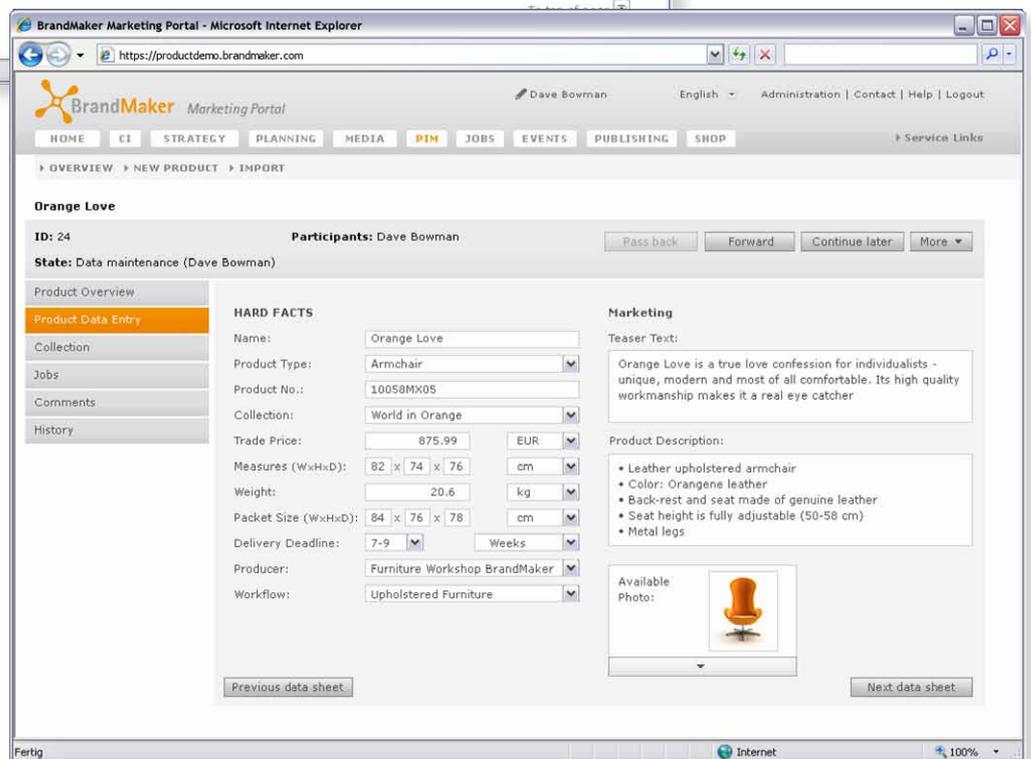
## 1 Product dashboard

Clear presentation of all current and archived products and filtering options for fast and accurate retrieval.



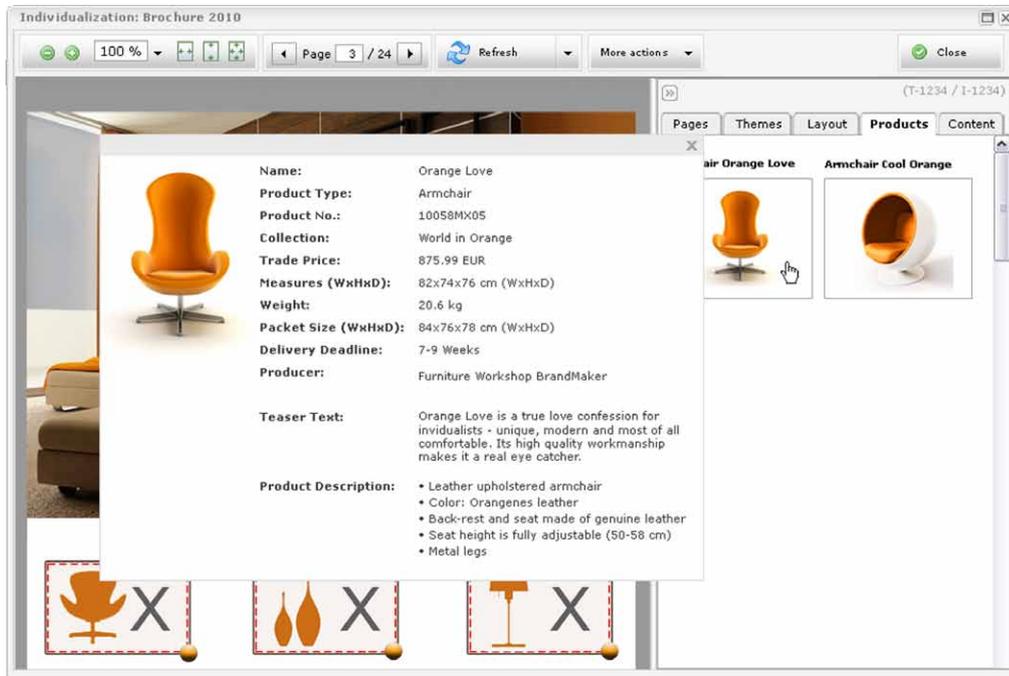
## 2 Product folder

Customer-specific configurable product folder for structured product data administration including all required information, documents and product meta data.



### 3 Cross-media publishing

Product data can now be used in advertising as well, as BrandMaker combines PIM and Web-to-Print for efficient production of advertising material.



### 4 Individualization using drag & drop

Products to be advertised can be placed in designated areas using the drag & drop function. BrandMaker automatically provides the linked data.

