

# About KatanaPIM

## General information

**Company name:** Katana BV

**Company address:** Vondellaan 47, 2332 AA Leiden, The Netherlands

**Industry:** IT, e-commerce, product information management

**Audience:** brands, wholesalers and online retailers who want to scale, improve and grow their online business

**Benefits:** Improved customer experience, reduced return rate, reduced time-to-market, enhanced team's productivity

## The company

After twenty years of experience in the e-commerce industry, we have discovered the undeniable importance of centralising product data for the success of an online business. This is why, in 2017, we created KatanaPIM. Since then, we are successfully committed to helping our users manage their product information the right way.

## The product

KatanaPIM is the single source of truth for product information that helps brands, wholesalers and retailers easily collect, enrich and validate their product data and efficiently distribute correct and consistent information to their different sales channels, marketplaces, resellers, partners and catalogs. Implementing a PIM tool allows companies to streamline and automate internal processes and makes product information management and product launches quick & easy.

# Benefits

Working with KatanaPIM provides a business with multiple advantages, like improving customer experience, reducing time-to-market and return rates and boosting team productivity!

## Improved customers' experience

Improve your clients' trust, increase their loyalty and get better reviews by giving your products consistent, complete and rich information, with relevant images, attachments & channel-required attributes.

## Faster time-to-market

Centralise, enrich and efficiently manage all your product data into KatanaPIM. Provide your products with channel-specific information and go to market faster than your competitors on all your sales channels

## Enhanced team productivity

Boost your productivity and get your product information to the next level by organising your internal workflow and letting your team seamlessly collaborate in creating compelling product descriptions

## Reduced return rate

Find out instantly what kind of information your products are missing and let your team collaborate in optimising all required data. Enrich your products with accurate descriptions and make sure to give your customers what they need.

# Get your product information together and scale your business

Get KatanaPIM to manage and distribute your product data without the hassle.



[katanapim.com](https://katanapim.com)