KatanaPIM.com

It starts with product information

Centralize all your product data and give your entire team a seamless way of working

- [x] Coordinate product content creation
- [x] Ensure data completion & quality
- [x] Deliver accurate data across channels

The best solution to streamline your product content

Product Information Management (PIM) is the **process of managing the information needed to market your products** on your different distribution channels.

A PIM solution is a tool that works as a single source of truth for your product information. It helps your company easily collect, enrich and validate your product data and efficiently distribute the right information to your different sales channels, resellers, partners and catalogs.

KatanaPIM is our easy-to-use SaaS solution, designed to grow with your business. **It's powerful, flexible, and helps you manage product information easily, allowing your company to scale up smoothly and efficiently.**

	ID	Image	Name		
☐	201		Osprey Daylite	3 Parents	23 Children
☐	202		Kids cosmic red		
☐	203		Grill Guru XL		
☐	204		Gregory Jade 53L Backpack XS/S mayan teal		23
☐	205		American Tourister Lite Ray Spinner		
☐	206		Vaude Adays Azizi Salamander		
☐	207		Samsonite Airea Spinner 67 Exp smoke blue		
☐	208		The Bridge Capalbio Billfold cognac		
☐	209		Wiel Trolley	4 Children	
☐	210		Jack Wolfskin Long Acre Rugzak black		
☐	206		Vaude Adays Azizi Salamander		

SUITSUIT   POLEWOLF AFFORDABLE LUXURY   TipPoint TRADING B.V.   DOKTER ONLINE   BATA INDUSTRIALS THE SAFETY SHOE   ROSEFIELD

PROSPECTT   INSPIRING BRANDS   nomad   OPERATOR ONE Power Up Your Marketplace Potential   SCHUURMAN SCHOENEN   avanca   OOSC

Who benefits from using PIM?

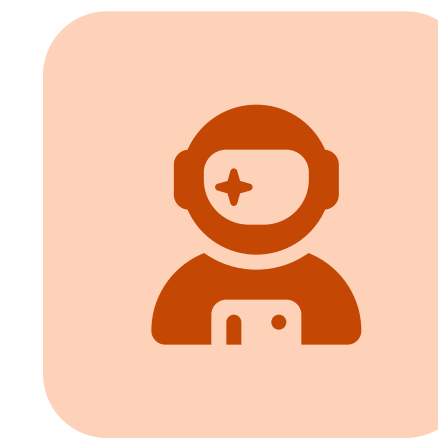PIM tools offer advantages for everyone in your team

Ecommerce managers
Streamlining product catalog management, PIM improves online visibility and market responsiveness, for enhanced customer engagement.

Marketplace managers
Ensuring brand and data consistency across multiple platforms, PIM simplifies multi-channel management.

Marketers
By providing a centralized source of accurate and updated product data, PIM facilitates the creation of quicker, more effective marketing campaigns.
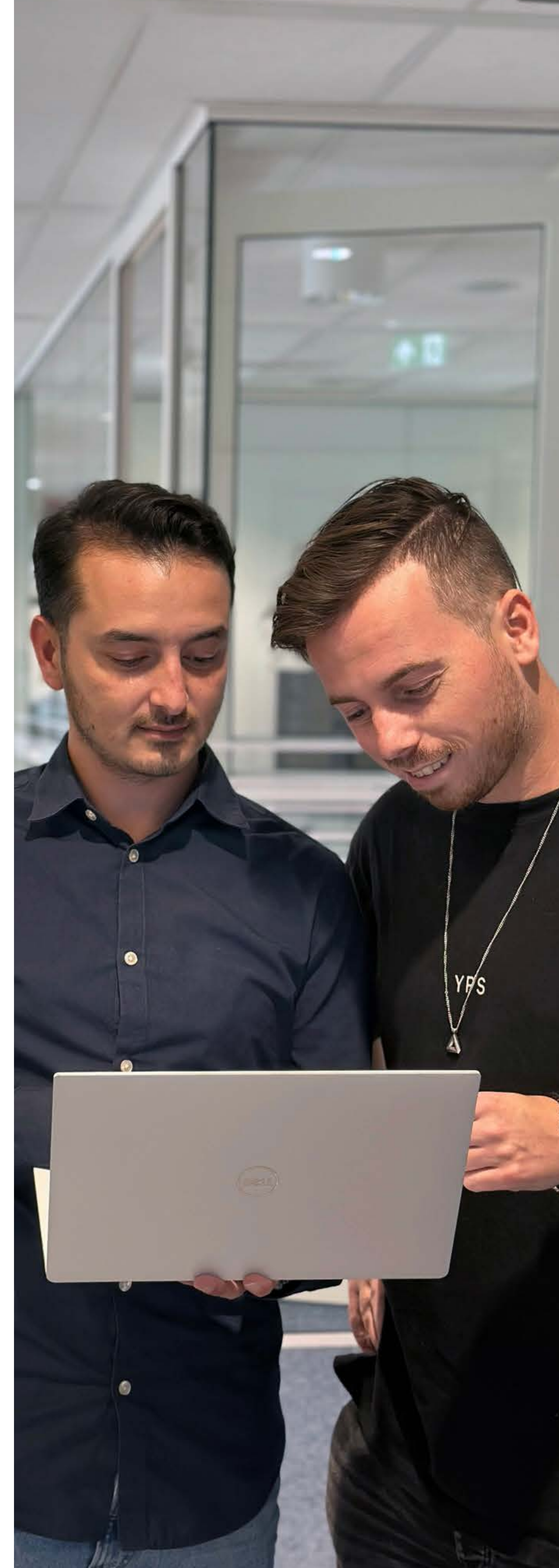
Sales team
By providing up-to-date product information, PIM accelerates sales processes and improves customer satisfaction, retention and loyalty.
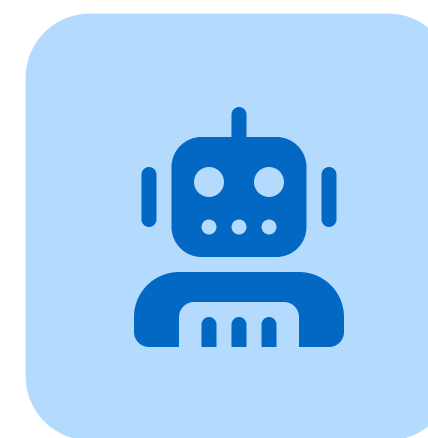
IT team
KatanaPIM brings seamless integration and scalable data management, reducing the IT team's workload and enhancing system efficiency.

The single source of truth for your product information

A PIM tool automates your internal processes accelerating product launches and turning complex tasks into quick and effortless work.

✓ Improve customers' experience

✓ Enhanced team's productiviy

✓ Faster time-to-market

THE FOUR STAGES OF PRODUCT DATA OPTIMIZATION

1. Collect
gather · import · centralize

2. Enrich
update · enhance · manage

3. Validate
define · collaborate · verify

4. Distribute
complete · connect · deliver

Bring all your product information into a single platform

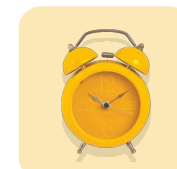Eliminate the need for multiple spreadsheets, documents, and databases.
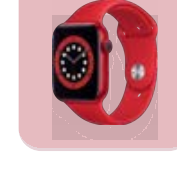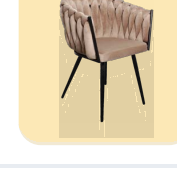
Collect

Get a complete overview of your product data

Your product data comes from different sources and in different formats. Collect it and organize it with streamlined imports.

ERP	Assets	.CSV
Suppliers	Partners	Marketing
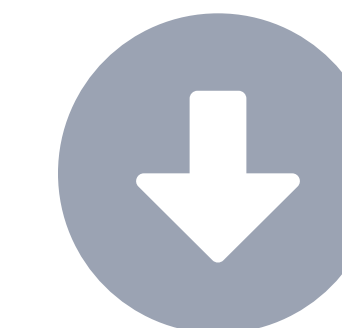
We now have one central place where all our product information is collected and defined as a "single source of truth". The product information in KatanaPIM is therefore leading at all times.

Jan-Willem de Munick Keizer | Director at SUITSUIT

	ID	Image	Name		
☐	201		Osprey Daylite Backpack	3 Parents	23 Children
☐	202		Kids cosmic red		
☐	203		Grill Guru XL		
☐	204		Gregory Jade 53L Backpack XS/S mayan teal	23 Children	
☐	205		American Tourister Lite Ray Spinner		
☐	206		Vaude Adays Azizi Salamander		
☐	207		Samsonite Airea Spinner 67 Exp smoke blue		
☐	208		The Bridge Capalbio Billfold cognac		
☐	209		Wiel Trolley	4 Children	

Collect

Easily map and automate data imports

Reduce the need for manual data entry and avoid errors with automapping features that streamline the process of importing product data.

Enhance operational efficiency

Let your team easily find the data they need: save significant time and resources that were previously spent managing and cross-referencing multiple data sources.
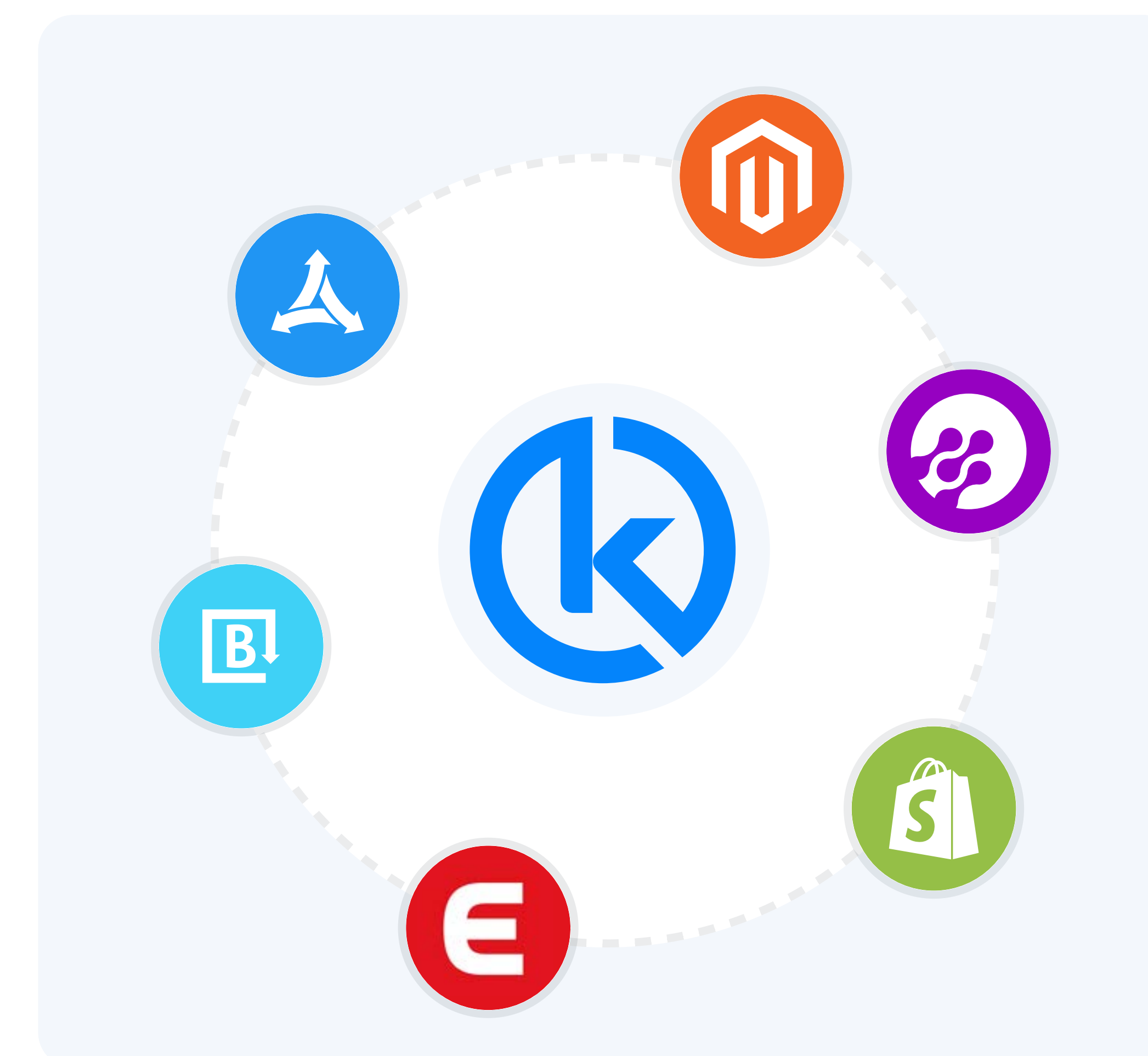
Seamlessly integrate with your systems

Thanks to its open API, KatanaPIM can effortlessly sync with your systems, including ecommerce platforms, ERP, WMS, channel integrators and more, for easy data flow.

Coordinate and improve product content creation

Provide your products with complete, rich and up-to-date information.

Enrich

Empower your team's collaboration

Coordinate product content creation and let your team seamlessly work together to enrich your product data.

Create your workflow steps

Assign user roles to each step

TASKS

- Name
- SKU
- GTIN
- Short description
- Full description
- Meta title
- Meta description
- Price

- Specifications groups
- Main image
- Categories
- Manufacturer
- Related products

1. BASIC

Ecommerce manager ✕ ⌄

- Name
- SKU
- GTIN
- Categories

2. CONTENT

Marketing ✕ ⌄

- Short description
- Full description
- Main image
- Price
- Meta title
- Meta description
- Specifications groups

  ⭐ Assign unassigned groups

3. DETAILS

Sales ✕ Marketing

- Specifications group
  - Dresses
  - Jackets
  - Shipping
- Manufacturer

Did you know?

With KatanaPIM, teams can collaborate effortlessly, with clearly defined roles and tasks, minimizing errors and maximizing productivity.

Guarantee data uniformity across product variants

Maintain consistency in product data across all variations through data inheritance, enhancing accuracy and reducing the need for repetitive data entry.

Improve visual presentation and consistency

Customize image groups to match product types, categories, and sales channels, ensuring each product is visually represented in the most effective way.
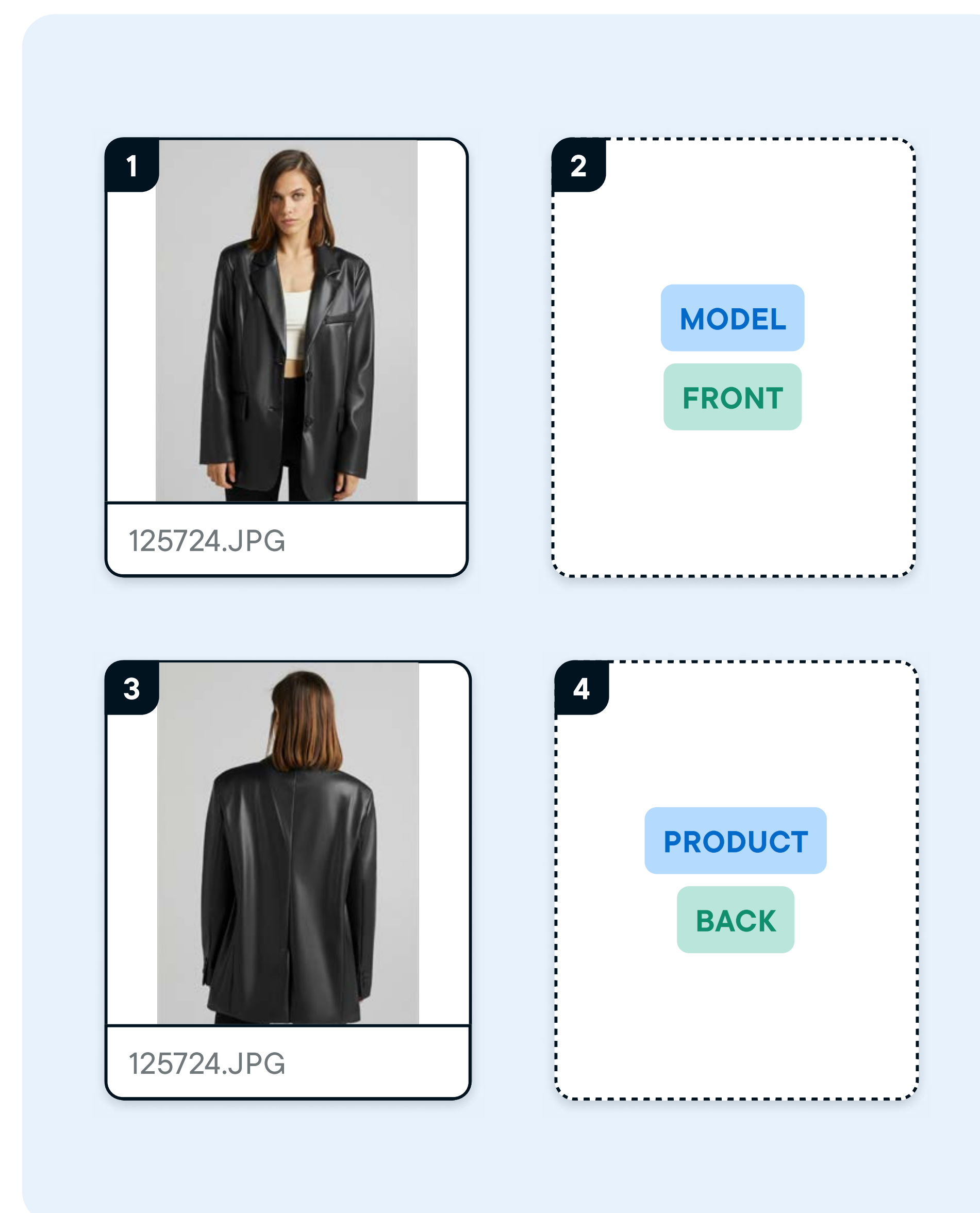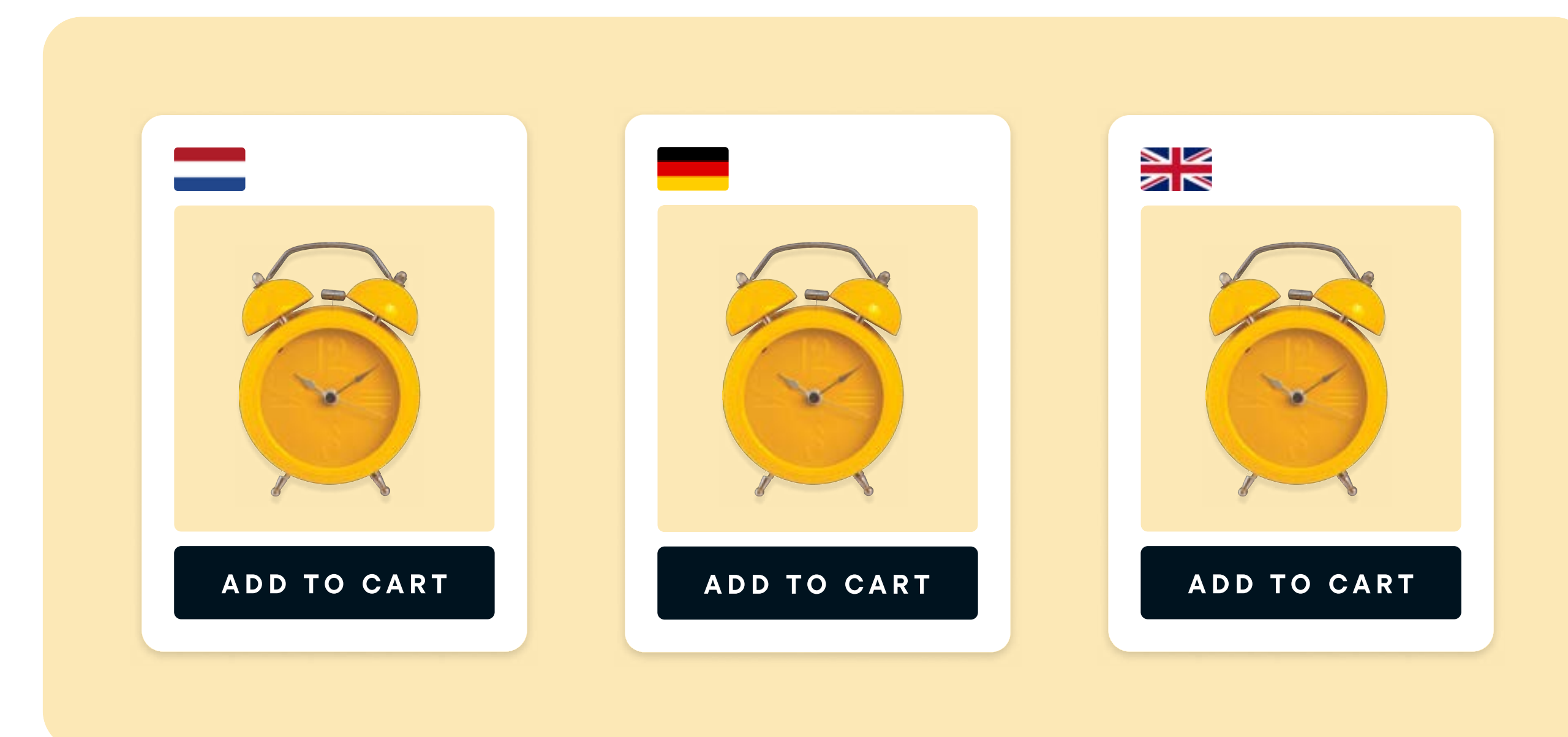

Boost global reach & improve SEO

Add multilingual data to connect with a wider audience and enrich product descriptions with SEO-friendly content, improving online visibility and search rankings.

We enrich our offerings in KatanaPIM and choose the right specification group for each channel. The structure we have now is way more efficient.

Jenny Vrins | Ecommerce Project Manager at Ridam Online

Ensure data completion and quality

Reduce the risk of errors, returns, and negative customer feedback.

Maintain the integrity of your product information

Validation tools guarantee high-quality and accurate data, essential for a reliable online presence and increased customer trust.

Stay updated on your pending tasks

Make sure your product data is complete

Identify gaps in your product data

MY TASKS	WORKFLOW

| 1 | Basic | ▼ |
| 2 | Content | 2 of 8 ▲ |

Main Image   Price

~~Short description~~   ~~Full description~~

Specification groups

| General | 0 of 4 |

| 4 | Details | 0 of 1 ▲ |

Specification groups

| Jackets | 0 of 15 |
| Fashion | 0 of 5 |

MY TASKS	WORKFLOW

★ No more taks to do
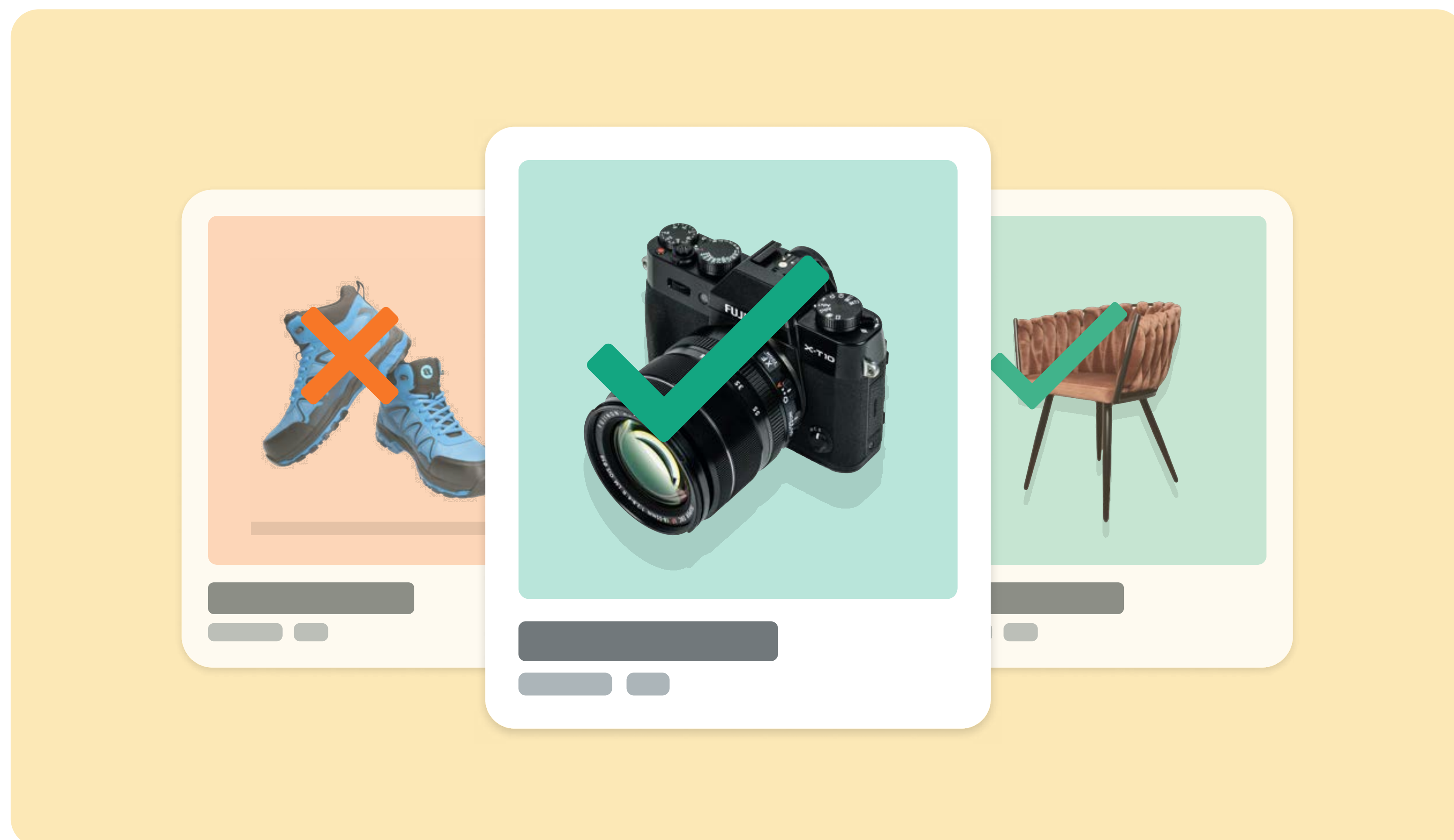
| 1 | Basic |
2	Content
3	SEO
4	Details
5	Extra

Did you know?

76% of the organizations that are not using PIM tools struggle in updating and organizing product data. This demands a lot of team effort and time!

Validate

Reduce product returns & boost positive feedback

Make sure your product information is accurate and up-to-date, enabling customers to make informed purchases and receive exactly what they expect.

All my To-Dos	125
1 Basic	11
2 Content	15
3 SEO	99
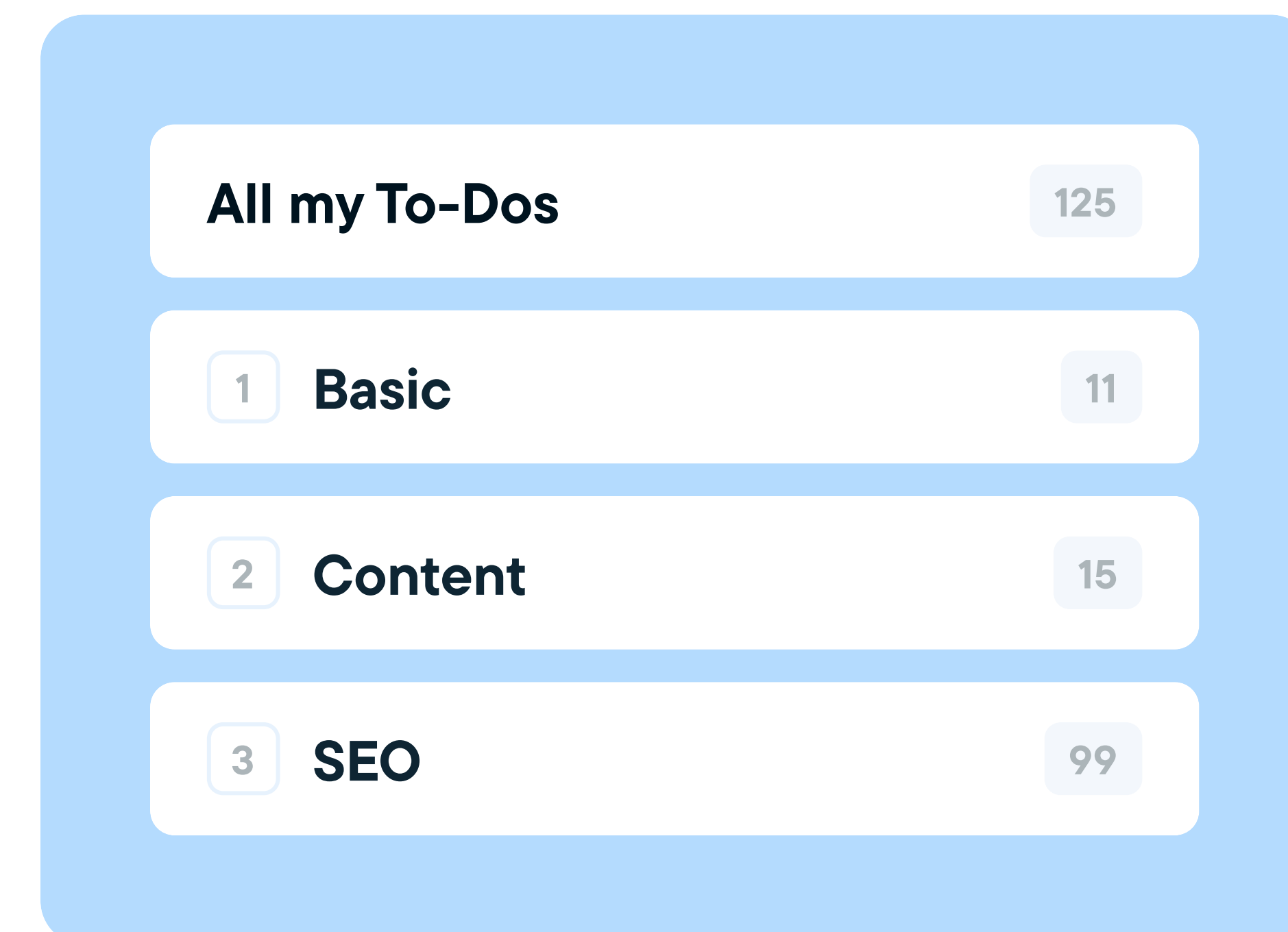
Get a comprehensive data oversight

With comprehensive dashboards and completion features, let your team quickly spot and fix data errors or missing required details.

I can definitely say that the time-to-market is way faster! Everything is now faster and it gives a better way of working for everyone in the company!

Martijn Leenen | Ecommerce Manager at TipPoint Trading

Deliver accurate data across all sales channels

Syndicate and deliver your product information across all your sales channels.

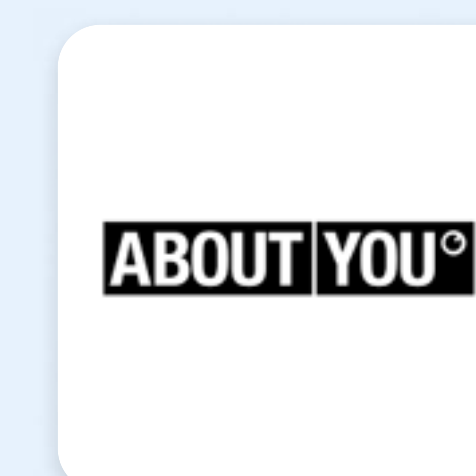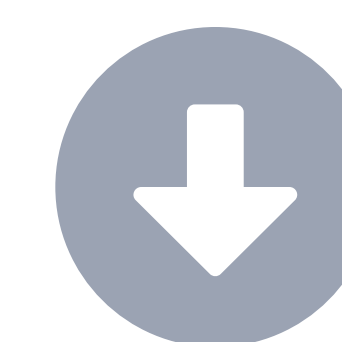|	ID	Image	Name		
☐	201		Osprey Daylite Backpack	3 Parents	23 Children
☐	202		Kids cosmic red		
☐	203		Grill Guru XL		
☐	204		Gregory Jade 53L Backpack XS/S mayan teal	23 Children	
☐	205		American Tourister Lite Ray Spinner		
☐	206		Vaude Adays Azizi Salamander		
☐	207		Samsonite Airea Spinner 67 Exp smoke blue		
☐	208		The Bridge Capalbio Billfold cognac		
☐	209		Wiel Trolley	4 Children	
☐	210		Jack Wolfskin Long Acre Rugzak black		
☐	204		Gregory Jade 53L Backpack XS/S mayan teal	23 Children	
☐	205		American Tourister Lite Ray Spinner		
☐	206		Vaude Adays Azizi Salamander		

Distribute

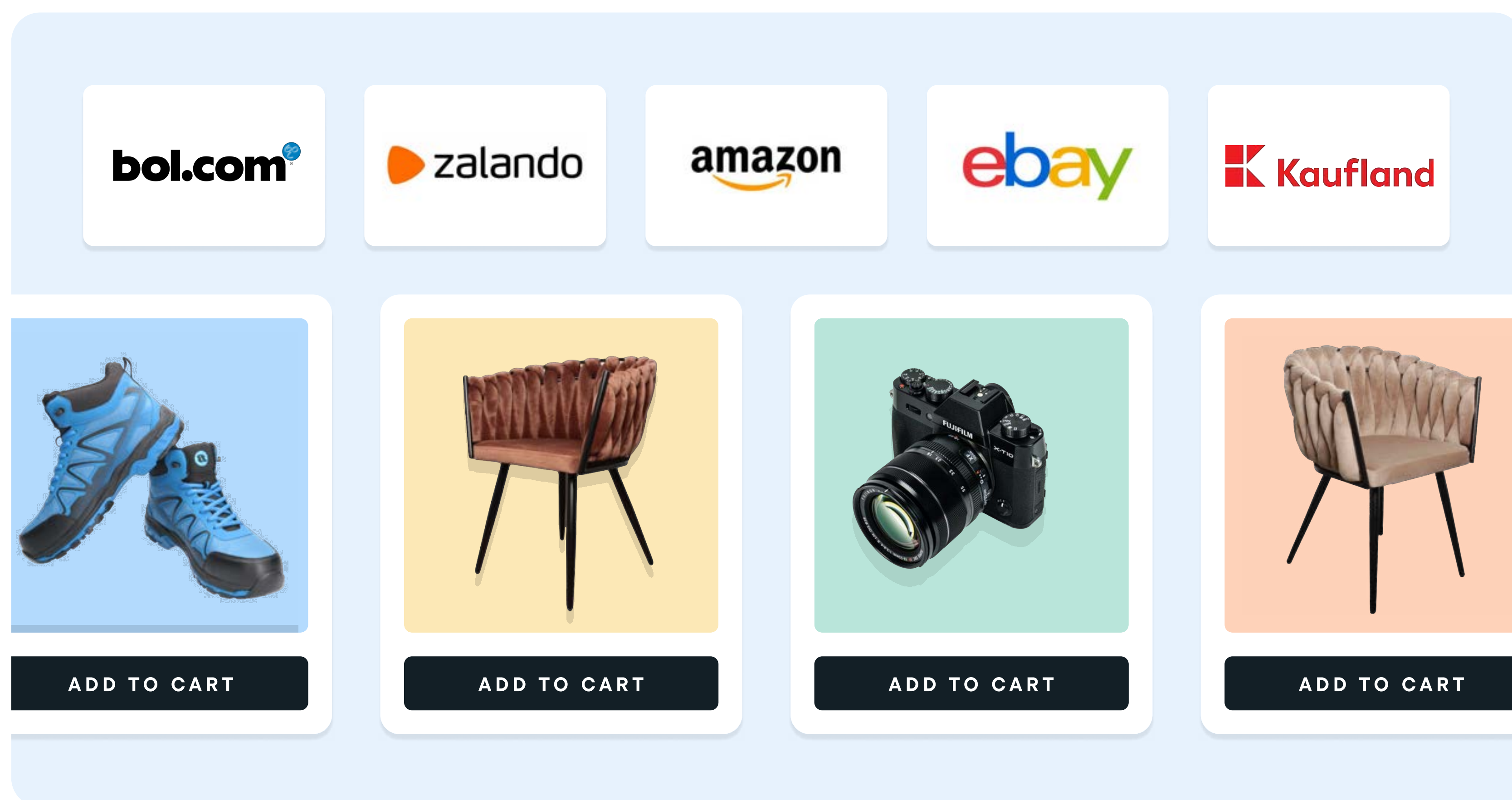# Enhance your online presence with consistent & updated information

Achieve consistent branding across all channels, increase customer trust and engage globally with enriched, multilingual content.

Did you know?
Integrated systems streamline data processing, enhancing ease and efficiency, significantly improving overall business workflow.

Distribute

Achieve consistency across channels

Maintain a strong, consistent brand identity across all sales channels, distinguishing your brand from competitors and reinforcing customer recognition and trust.

Syndicate channel-specific data

Successfully sell across various marketplaces by distributing channel-required and multilingual product data, effectively connecting with diverse global audiences.

Speed up time-to-market to stay competitive

Launch your products faster, ensuring your data is complete and accurate across all channels, keeping you ahead in fast-paced market dynamics.

We become much more efficient from an operational standpoint and maximise our selling potential across multiple marketplaces globally.

Nick Marsden
Co-Founder and Director at OOSC

Distribute

Connect to your favorite services

Easily integrate KatanaPIM with your tools for seamless data distribution.

Did you know?
KatanaPIM's open API seamlessly integrates with your existing ecommerce platforms, ERP, WMS, and more, simplifying your workflow and enhancing efficiency.

Alumio
Software integrator. Built to scale and accelerate your digital commerce business.

Brandfolder
DAM. A visual platform designed for storing, sharing, and showcasing your assets.

ChannelEngine
Marketplace integrator. Fully integrate your business with international marketplaces.

Exact Online
ERP. The online business software for business owners and accountants.

Magento
E-commerce platforms. Open-source e-commerce platform, flexible & customizable.

OrderChief
Software integrator. All your sales channels connected to your ERP with one link.

Shopify
E-commerce platform. The platform that helps you easily build & customize your online shop.

WooCommerce
E-commerce platform. The open-source e-commerce platform built on WordPress.

Shopware
E-commerce platform. Build the exceptional with the leading open commerce platform.

Channable
Marketplace integrator. A fully integrated way to market products online.

BigCommerce
E-commerce platform. All the tools you need to sell online, right out-of-the-box.
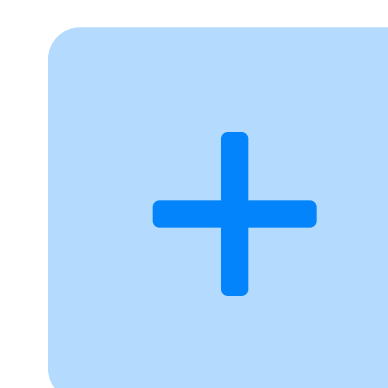
Lightspeed
E-commerce platform. The one-stop e-commerce platform built to grow your business.

Clickker
Software integrator. Powerful software tool for Web Applications.

And many more
Can't find the integration you are looking for?
Discover more at katanapim.com/integrations

Brands, wholesalers, retailers. We help you master your online success

KatanaPIM offers a best-of-breed Saas solution that fits the needs of all companies.

For Brands. Strengthen & improve your brand identity across all sales channels

Achieve consistent branding across all channels, increase customer trust and engage globally with enriched, multilingual content.

SUITSUIT achieved consistent brand identity across multiple sales channels by centralizing their product information. Read more.

OOSC achieved streamlined content management and market expansion, automating synchronization across various online marketplaces. Read more.

✓ Achieve **consistency** across all channels

✓ Enhance **efficiency** and **customer experience**

✓ Engage with a **global audience**
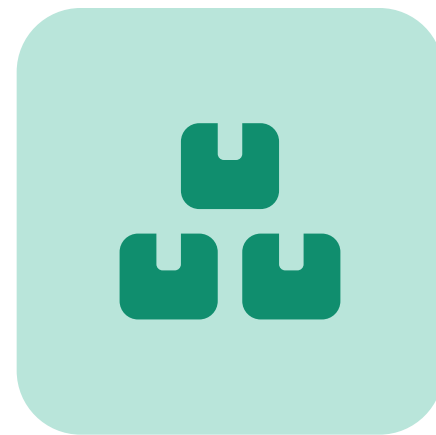
For Wholesalers. Boost your sales & improve your product data process

Empower your sales by enabling streamlined product data management, faster market launches, and enhanced team collaboration.
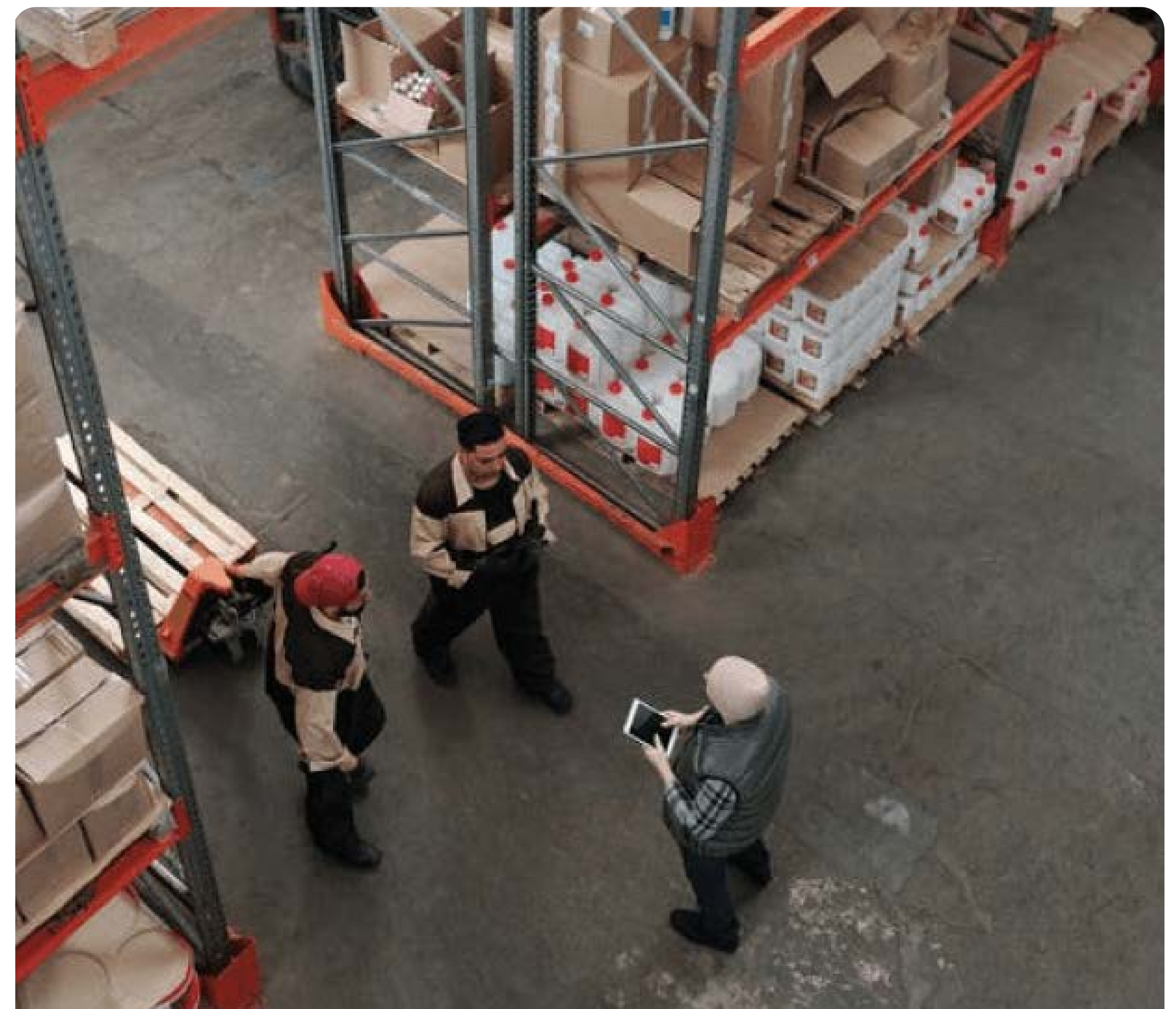
TipPoint Trading achieved streamlined product data management and reduced return rates, improving product data accuracy & speeding up time-to-market. Read more.

Polewolf achieved rapid growth across multiple marketplaces by centralizing & efficiently managing product data, with updated content across channels. Read more.

✓ Accelerate **time-to-market**

✓ Reduce **return rates**

✓ Enhance organizational **efficiency**

# For Retailers. Manage your product data across channels with no headaches

Enhance operational efficiency, and deliver exceptional shopping experiences across channels, reducing time to market and minimizing product returns.

Ridam Online enhanced multi-channel operations & customer experience, streamlining product information management & synchronizing data across various sales channels. Read more.

✓ Streamline **multichannel** operations

✓ Enhance **customer experience** across channels

✓ Set the foundation for **consistent growth**
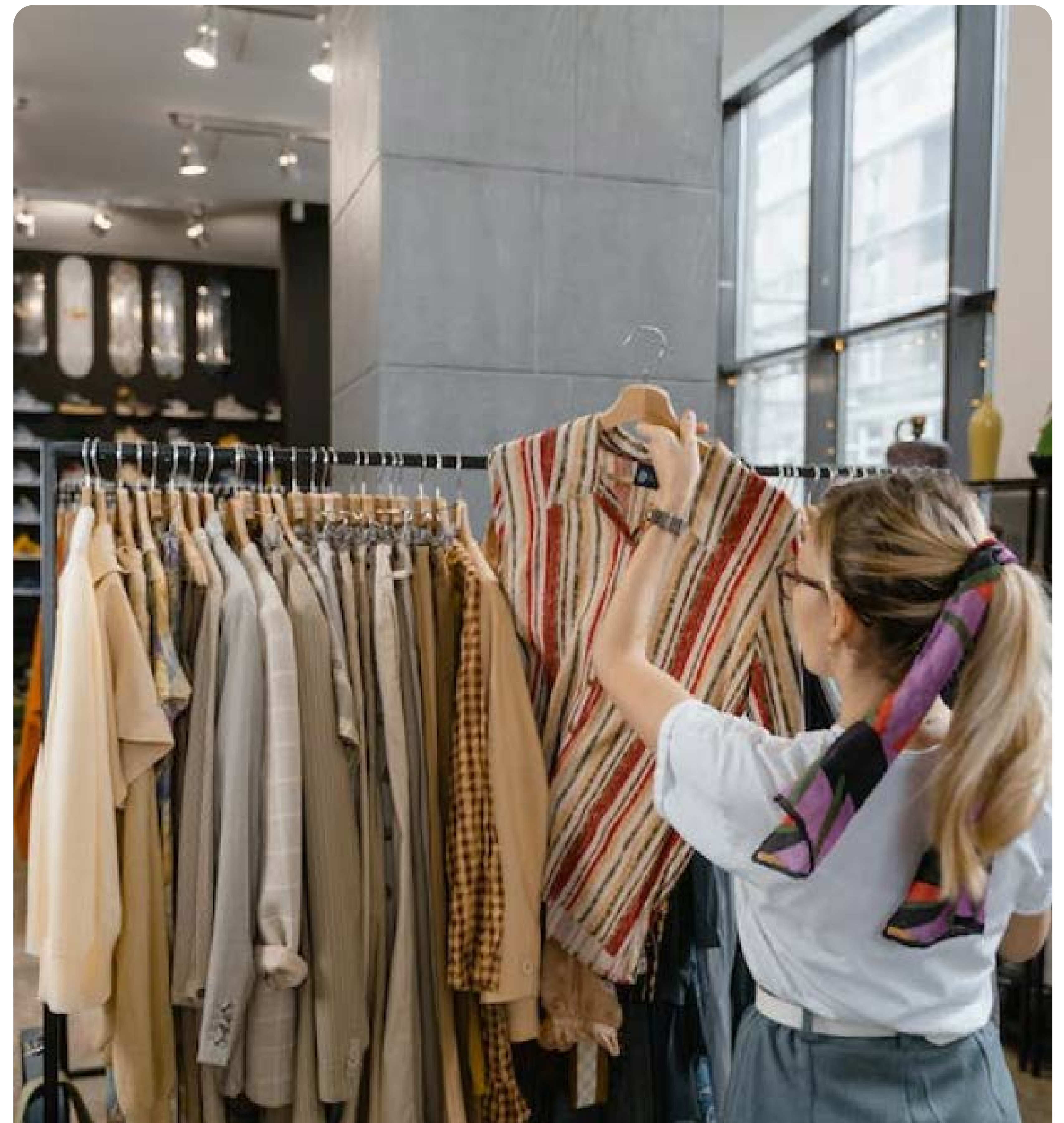
Packages & pricing

KatanaPIM offers a best-of-breed Saas solution that fits the budget of all companies.

Starter
For growing sellers

€ 399 p/m
Plus setup

500 SKUs

2 Users

2 Languages

Add-ons

☒ Not included

Pro
For big sellers

€ 699 p/m
Plus setup

10.000 SKUs

5 Users

5 Languages

Add-ons

⊞ 10.000 SKUs   € 69,-

⊞ 5 Users   € 69,-

⊞ 5 Languages   € 69,-

Request a demo

Pro+
For very big sellers

€ 999 p/m
Plus setup

100.000 SKUs

10 Users

10 Languages

Add-ons

⊞ 100.000 SKUs   € 99,-

⊞ 10 Users   € 99,-

⊞ 10 Languages   € 99,-

⊞ **1M SKUs**   € 799,-

Features & services
Pro & Pro+

☑ **Consulting**

☑ **Success Manager**

All packages

☑ Unlimited file storage

☑ Native integration

☑ Open API

☑ All integrations

☑ All features

☑ Unlimited channel/stores

About KatanaPIM

A passionate team, 20+ years of experience, & a beautiful office in the heart of The Netherlands: this is KatanaPIM.

We started KatanaPIM in 2017 because we learned something important: **having your product data in one place is key to online business success.**

Our goal is to help you handle your product information easily and correctly. We're always working to make our product better and meet what our users need. **With KatanaPIM, we're here to help your online business grow and succeed.**

Get your product information together and scale your business

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

Request a demo