

# It starts with product information

Grow smarter: collect, enrich and distribute

- Improved customers' experience
- Enhanced team productivity
- Faster time-to-market

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OUR MISSION

We improve the way of working of our clients by showing interest in how they want to grow their business.

Therefore, we offer our well-designed, high-performance PIM solution for the best possible price so that as many companies as possible can use it.

We love to help businesses grow!

# Get full control of your product information

Keeping up with all your product data and sales channels requires time. Reduce your workload and start managing your product information the right way.



**Mario Burazin**  
Business Development Manager, Galoha

The continuous further development gives us a good feeling. From day one, the Katana team is committed to making the way we do business easier.

ID	Image	Name	SKU	GTIN
		Linnen top feather koraal		
		Lego Champions Ferrari		
		15 variants Dress pique indigo		
		Aspire ES1-332-C2P5		
		Tunic short sleeve tropical green		
		Washing machine + Vacuum cleaner		
		7 variants Nasonex nasal spray		
		Camera + Memory card		
		Vintage chair		
		Aspire ES1-332-C2P5		
		Tunic short sleeve tropical green		
		7 variants Nasonex nasal spray		

Stock	Price	Status	Type
	€ 34.95		Default
	€ 19.99		Default
	€ 89.95		Variant
	€ 459.95		Default
	€ 24.95		Default
	€ 729.42		Grouped
	€ 59.95		Variant
	€ 329.95		Grouped
	€ 49.99		Default
	€ 459.95		Default
	€ 24.95		Default
	€ 59.95		Variant

# 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 and enrich your product data and efficiently distribute the right information to your different sales channels, resellers, partners and catalogs.

KatanaPIM is our in-house developed SaaS solution. A powerful, flexible and user-friendly tool with the emphasis on scalability, realized to improve your way of working.

# The single source of truth for your product information

Implementing a PIM tool helps you streamline and automate internal processes and makes product information management and product launches quick & easy.



## Collect

Import and centralize all your product information coming from different sources.



## Enrich

Provide your products with channel-required attributes and rich and complete information.



## Distribute

Sell your products with correct and consistent information across all your sales channels.
















### Aster Schreuder Hes

Online Marketeer, Beagley Copperman

It's not only convenient for our customers but for us too, as we receive relevant data and interesting insights from team Katana that can help us grow our business.

- Suppliers
- ERP
- Partners
- Marketing team

ID	SKU	GTIN	Stock	Price	Status	Type
				€ 34.95	●	Default
				€ 19.99	●	Default
	Lego Champions Ferrari			€ 89.95		
	15 variants Dress pique indigo			€ 459.95		
	Aspire ES1-332-C2P5			€ 24.95		
	Tunic short sleeve tropical green			€ 729.42	●	Grouped
	Washing machine + Vacuum cleaner			€ 59.95	●	Variant
	7 variants Nasonex nasal spray			€ 329.95		Grouped
	Camera + Memory card			€ 49.99	●	Default
	Vintage chair					
	Aspire ES1-332-C2P5			€ 459.95	○	Default
	Tunic short sleeve tropical green			€ 24.95	●	Default
	7 variants Nasonex nasal spray			€ 59.95	●	Variant
	Linnen top leather kora			€ 34.95	●	Default

Categories

- Books
- Clothes
- Shoes

- Webshop
- Marketplaces
- Resellers
- Catalog

# The benefits of implementing PIM

With KatanaPIM, your team can collaborate seamlessly in creating fantastic product experiences, by saving time & resources.

## Improved customers' experience

Your clients are looking for optimized product content. Improve your clients' trust, increase their loyalty and get better reviews by giving your products consistent, complete and rich information, with relevant images, attachments and channel-required attributes

## Enhanced team's productivity

Stop wasting time managing multiple files and product listings. Boost your productivity and get your product information to the next level by organizing your internal workflow and letting your team seamlessly collaborate in creating compelling product descriptions

## Reduced return rate

High return rates are often due to incorrect or incomplete product data. Find out instantly what kind of information your products are missing and let your team collaborate in optimizing all required data. Enrich your products with accurate descriptions and make sure to give your customers what they need.



**Jan-Willem de Munick Keizer**  
Director | SUITSUIT

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.

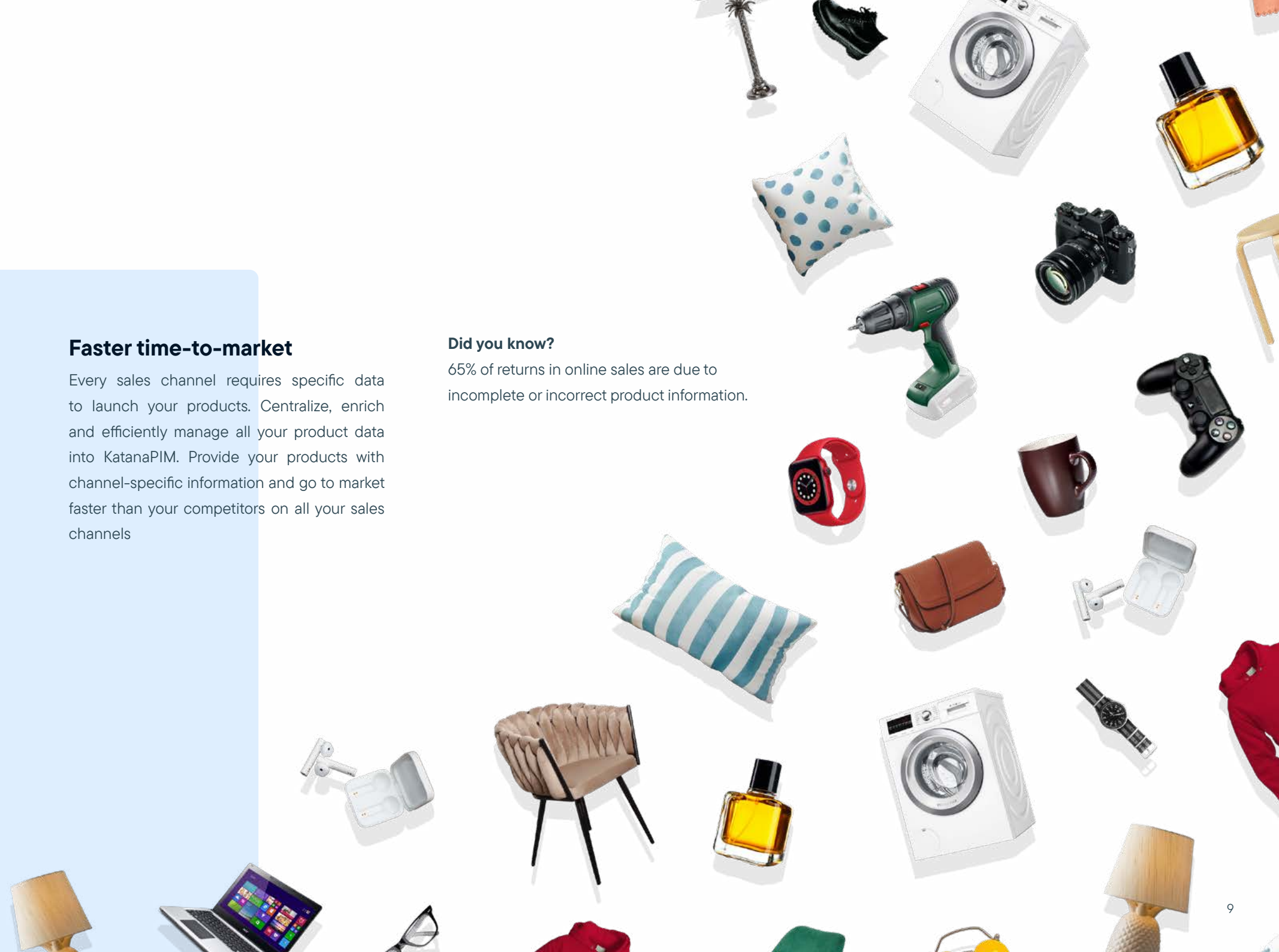


## Faster time-to-market

Every sales channel requires specific data to launch your products. Centralize, 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

## Did you know?

65% of returns in online sales are due to incomplete or incorrect product information.



# We help you reach your online success

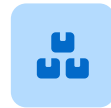
KatanaPIM benefits all kinds of companies that want to manage their product information efficiently, no matter their size.



## Brands

Improve your brand identity and increase customers' trust by sharing consistent information on all your sales channels.

- ✓ Reduce returns and customer complaints
- ✓ Deliver high-quality product data across all channels
- ✓ Sell on marketplaces globally



## Wholesalers

Easily collect all your suppliers' data in a centralized solution used as the single source of truth for all your product content.

- ✓ Go to market faster than your competitors
- ✓ Sell on multiple channels easily
- ✓ Let your teams collaborate seamlessly



## Retailers

Efficiently manage and enrich your product data, share consistent content on multiple sales channels and save valuable time.

- ✓ Manage data coming from different sources
- ✓ Enrich and share complete and consistent data
- ✓ Manage product data for multiple sales channels

## Did you know?

Automation increases productivity, cuts costs and reduces stress!



# What data does KatanaPIM handle?

With KatanaPIM you can collect and enrich multiple data to market your products successfully and give your clients a complete product experience.

## Multimedia files

Images, videos, PDFs, attachments

## Essential information

SKU, GTIN, title, name, description...

## Channel-specific data

Multilingual attributes, categories

## Technical data

Size, material, ingredients, warranties

## Sales information

Pricing, limited offers, discounts

## Marketing data

SEO, keywords, meta-descriptions

## Extra information

Rich descriptions, usage data

# Immediate growth across multiple channels

Polewolf has been a Katana PIM user for some time now. With great success on different channels, the client soon faced challenges regarding product information management.

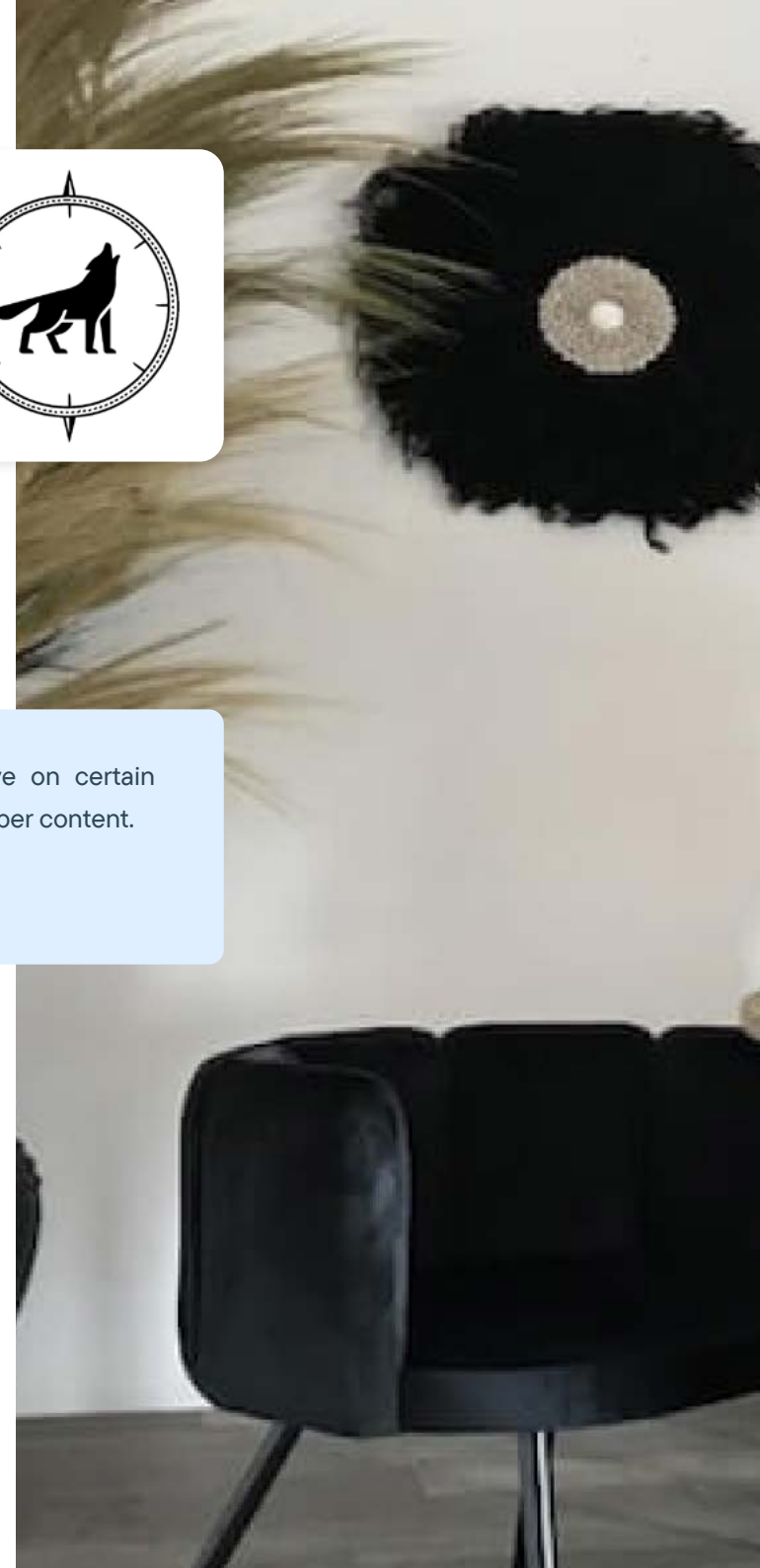
## Struggling with managing product information for multiple sales channels

Polewolf, a wholesaler of luxury chairs at affordable prices, is a successful startup. Starting with their webshop, they quickly embarked on the multi-channel route to sell their products. But here's where they started facing some challenges: without a single central overview of their products, it was difficult to manage the various and different information that every sales channel required. Distributing multilingual product descriptions and correct channel-required information was costing the company valuable time and disorganization.



Before we had Katana, we couldn't go live on certain marketplaces because we couldn't deliver proper content.

Thomas Wolfert | co-director at Polewolf





## Overcoming the difficulties imposed by marketplaces with a single source of truth

The company chose KatanaPIM as the single source of truth for their product information. Thanks to this implementation, they have now a central overview of their products: from here, they easily enrich their product data and distribute it correctly to various sales channels. The Polewolf team is now ready to take the next step. With proper product information management, they have now the goal to reach their clients on more marketplaces and abroad. possible the rapid growth of Polewolf, and the sale on more and more marketplaces, with complete and updated content.

We soon found out that things were going well, but that one of the most important things is product information. To manage that for 6 to 8 marketplaces without a good central overview point is actually impossible.

Thomas Wolfert | co-director at Polewolf

# Improving brand identity through consistency

SUITSUIT is a famous and established brand that sells travel accessories through its online and offline shops and multiple marketplaces.

## THE CHALLENGE

### The difficulties of maintaining consistency through channels

Keeping a strong brand identity and providing an optimized customer experience is a common challenge for companies selling products across multiple channels. SUITSUIT has a solid brand identity, and their website proves it very well: brand colors, accurate descriptions and pictures make their products recognizable among a thousand. But as soon as they started selling on other

channels and marketplaces, they noticed their brand identity was threatened by inconsistency and mismanagement of their product data.

Partners and marketplaces used their own product information, images and descriptions. This was at the expense of a consistent brand presentation. The product presentation on the other channels negated what we tried to convey through our own platform.

Jan-Willem de Munick Keizer | Director at SUITSUIT





#### THE SOLUTION

### **A centralized solution to enhance consistency across channels**

Consistency is key to standing out from competitors and keeping a strong brand identity. Thanks to KatanaPIM, the company can now centralize their product information and enrich it from a single platform. This makes it possible for the team to collaborate easily and save valuable time. The tool makes it possible for them to deliver complete and correct product data to all sales channels, making sure their products are showcased with consistent information.

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

# Faster time-to-market, fewer returns and a better workflow

TipPoint Trading is a B2B wholesaler that has to handle a lot of data coming from different sources. Right after the implementation of KatanaPIM, the team notices great changes in their way of working.

## Spending a lot of time managing the different kinds of data files and returns

TipPoint Trading has an inventory of over 20k products. As importers and wholesalers in the automotive industry, they work with many suppliers and resellers, meaning multiple product data coming from different sources and in different formats. The main challenge for them was handling all this data, delivering correct information to the right customer and managing the high return rate due to incorrect product attributes and stock levels.

When a product was inactive or out of stock, the item remained available on our platform so we sold many products that we didn't have. This was very difficult to handle, and time-consuming.

Martijn Leenen | e-commerce manager at TipPoint Trading







## Integrating internal processes to achieve a faster and more efficient way of working

Thanks to the help of KatanaPIM, the company is now able to easily import and centralize all product data coming from various suppliers. From here, they can quickly change, enrich and update their product data, and deliver correct information through their webshop, marketplaces and partners. This helps them save a lot of valuable time, effort and errors: TipPoint Trading can now think of the next steps to grow their business, like building more webshops and starting to sell on multiple marketplaces.

Everything is now faster and it gives a better way of working for everyone in the company! In the future, we would like to build more online shops because it's very easy to connect multiple channels now. The software is very stable and the support is great. It's really nice to work with KatanaPIM.

Martijn Leenen | e-commerce manager at TipPoint Trading

# Integrations

Make the most of Katana PIM's potential with the integration of 3rd-party apps. Connect Katana to your favorite services and bring your e-commerce business to the top.



**Magento**  
E-commerce platform



**Exact Online**  
ERP



**Orderchief**  
Software integrator



**Brandfolder**  
DAM



**Semso**  
Software integrator



**Channable**  
Marketplace integrator



**ChannelEngine**  
Marketplace integrator



**Lightspeed**  
E-commerce platform



**Shopify**  
E-commerce platform




**And many more**  
View all integrations at [katanapim.com/integrations](https://katanapim.com/integrations)

# About us

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

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.

We work continuously to develop, improve and adapt our product's features according to the market needs. This makes it easy for us to fulfil your wishes and make your online business a success.



How can we make product information management simple, easy and fast? How can our users manage and edit their product information faster, with no stress?

These are questions we constantly ask ourselves

# Give your entire team an easy way to manage product information

Find out at [katanapim.com/demo](https://katanapim.com/demo)

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