



**Discover your true
workflow potential.**

**Are you ready
for ETIM?**

www.e-pim.co.uk

Developed by
NG15
multi-channel publishing

pim now supporting **ETIM Classification**

NG15 Ltd has introduced the international classification standard ETIM to its e-Pim platform.

Are you ready for ETIM?

What is ETIM and why does it matter for electrical manufacturers, distributors and wholesalers?

ETIM (European Technical Information Model) is a worldwide 'classification standard' for describing and sharing technical product information and is currently used in the electrical and HVAC sector.

The idea behind it is to make sure that there are no ambiguities or misunderstandings when it comes to sharing the important technical characteristics of products (which, if miscommunicated, misunderstood, or misrepresented), could cause some serious issues in the supply chain.

Most of the major electrical and climate control engineering companies, such as Sylvania Lighting, GE, Delta Dore, Hager, Atlantic, Aldes, Müller, Schneider Electric, Philips and Sonepar and Hamilton Litestat are already using the ETIM standard.

In a nutshell, ETIM removes inefficiency in the supply chain and makes it easier for manufacturers to provide 'consistent' product specifications and recommendations. It ensures that all users of product data are using the 'same terms' to describe the same attributes and values.

How can e-Pim help?

NG15 Ltd works closely with some of the major UK electrical manufacturers and distributors, giving us an in-depth knowledge of the electrical sector.

This expertise has facilitated the process of adding and incorporating the ETIM Cataloguing System into e-Pim (our multi-channel publishing system).

e-Pim helps you to drive traditional product marketing data and ETIM data to web, catalogue, datasheets and any other channel that requires product information.

The e-Pim 'Translation Module' can also deliver multilingual information using ETIM provided technical translations, or provide translations where they are not available.

By making the ETIM classification model available within e-Pim, we can increase the speed at which manufacturers and distributors are able to digitise their catalogues and web sites.

We can also assist with the ETIM classification of products and using our e-Pim platform, we can bring together all the data and assets for all sku's within your portfolio.

How ETIM-ready is your data?

To help you get to grips with your product data, to become ETIM-ready and for an e-Pim demonstration, please get in touch with:

Shaun Cranstone

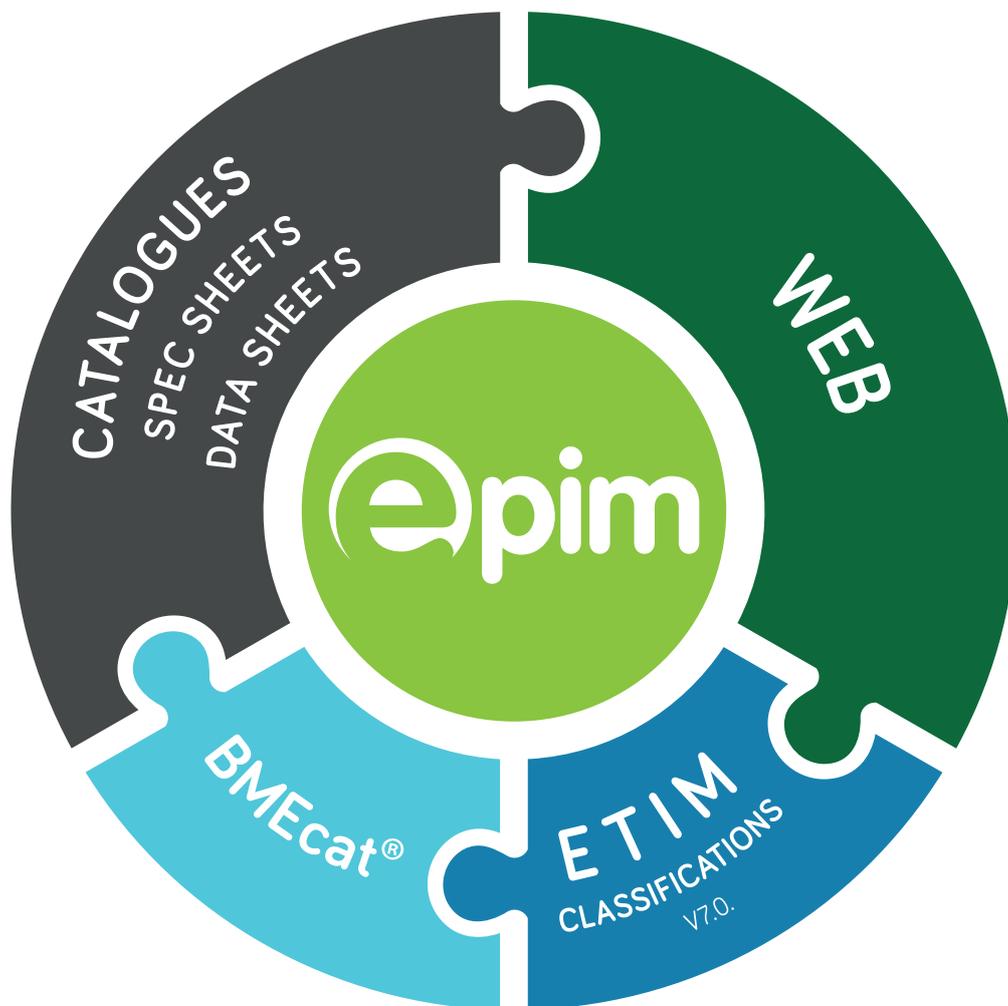
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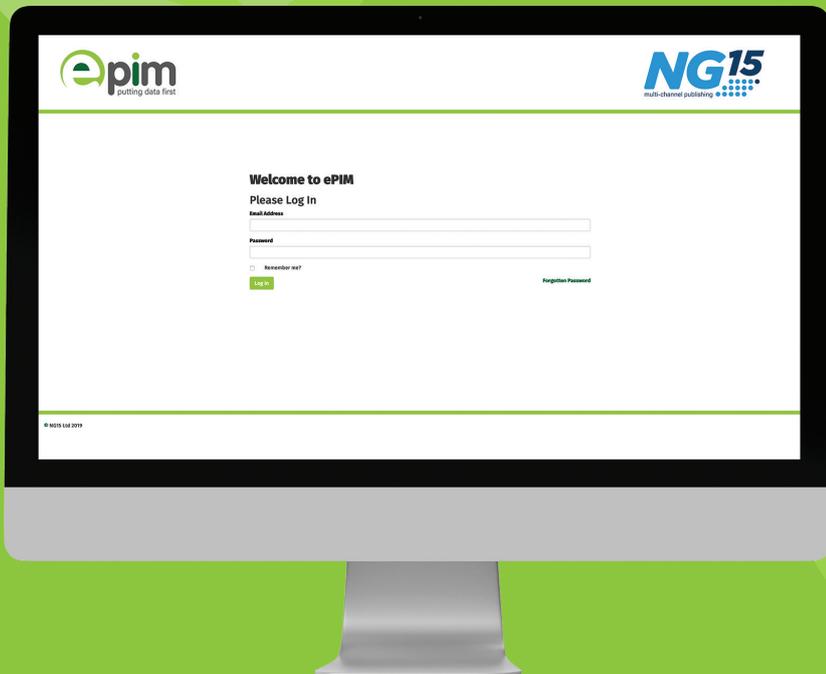
Well organised data ensures success . . .

ETIM Benefits

- Reduces the risk of errors in product data by limiting the input to one source which saves lots of time and money across the supply chain
- The model is multi-lingual, and translations are provided automatically for international markets
- Information can be sent either digitally (BMEcat®) or to catalogue and web using e-Pim tools
- Wholesalers can easily translate standardised data into sales-driven content
- Businesses receive better, more accurate product information
- Manufacturers and wholesalers are both better equipped to deal with new compliance and regulation data
- The supply chain as a whole becomes more agile and able to manage the shortened lifecycles of high-tech products
- The model is a reusable template, so it can be used for multiple purposes without having to duplicate content manually
- Standardisation of product information makes it easier to analyse products and publish reports with reliable statistics

e-Pim Benefits

- Time-to-market reduced by up to 50%
- Accurate and up-to-date content
- Major productivity and cost saving
- Information easily available across the business
- New promotional opportunities created
- Brand consistency across all channels
- Quick turnaround of new publications
- Publish in a number of different languages
- Online and Offline translation tools
- Digital asset management
- Supports ecommerce product management
- Anytime, anywhere file sharing (24/7 access)
- Multiple users (no limit)
- Automation of manual tasks
- e-Pim's flexible API connector will work with most ERP systems



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Give us a call today to discuss
the potential benefits to you and
your workflow and to arrange for
a FREE ETIM demonstration.

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