

Dynamicweb PIM

General introduction to Dynamicweb 9.12



Workshop agenda

- 1. Process and delivery methodology
- 2. PIM introduction
- 3. Clarifications and alignment of PIM related matters
- 4. Wrap up and next step



Workshop facilitator (s)



Your name

PIM consultant

Dynamicweb Software A/S



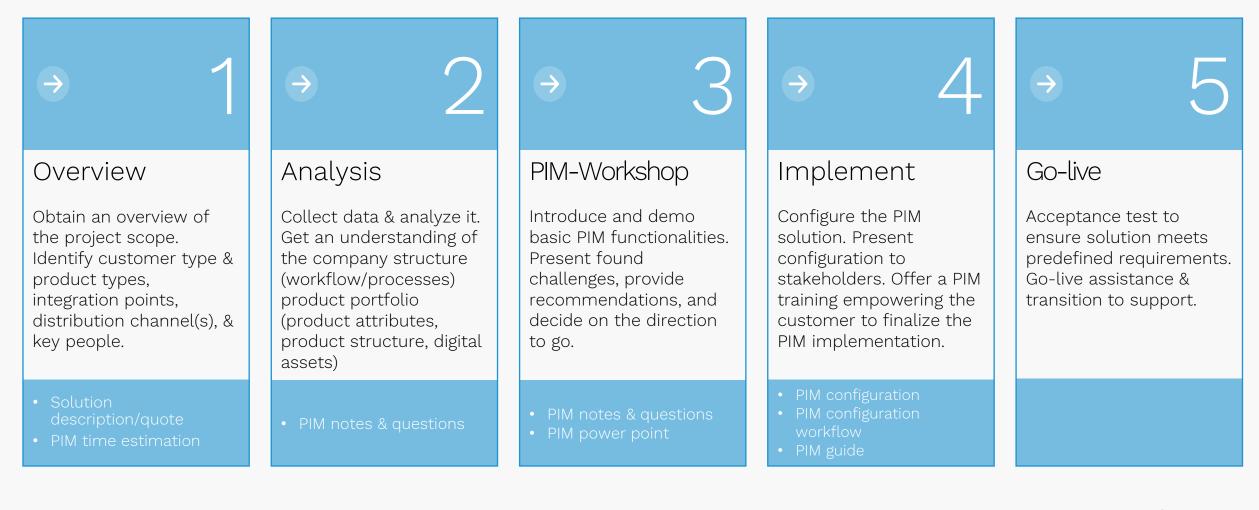
Workshop agenda

1. Process and delivery methodology



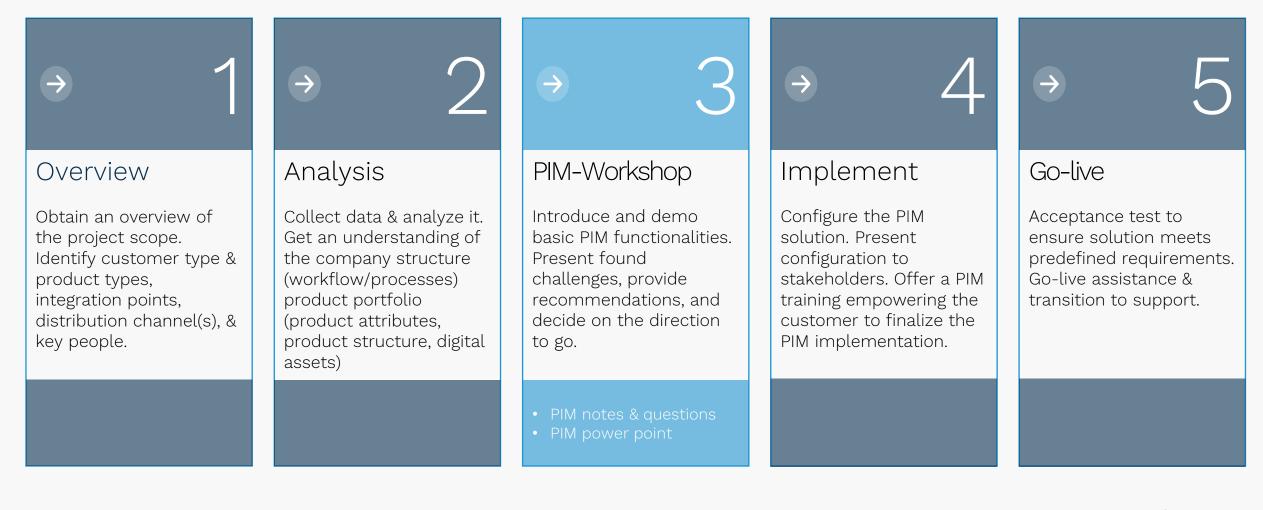
PIM Implementation Process





PIM Implementation Process



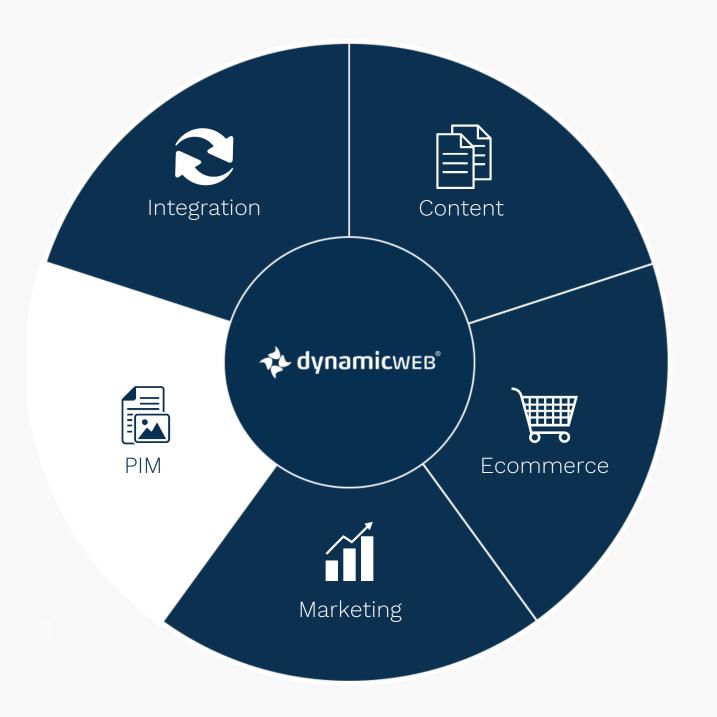




Workshop agenda

2. PIM introduction

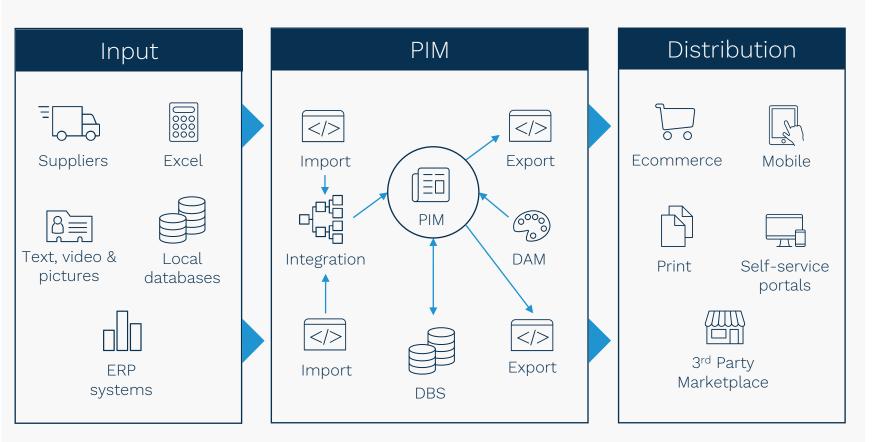




What is PIM?

- **PIM** Product information management
- **Product data** maintained and stored in one Cental place (Fully web based)
- Obtain control with the all in one platform

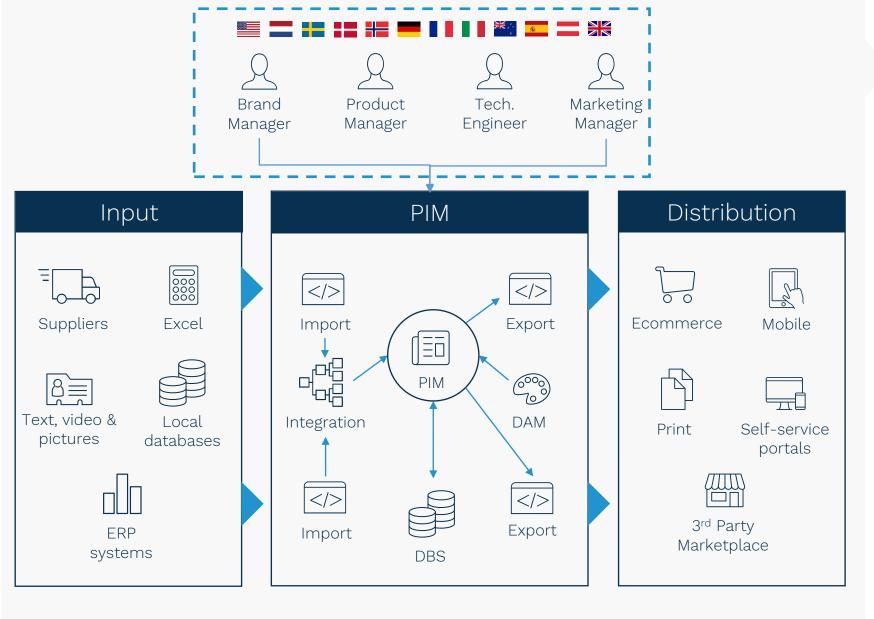




Manage product content & assets

• Input

- what goes in to Dynamic Web PIM
- PIM
 - Efficient Enrichment process in an easy, logical and structured way, various enrichment tools
 - Product overview and flexibility with queries, structure and workflow states, Dashboard widgets, permissions
- Distribution
 - Where should the product data in PIM go?
 - Possible to have multiple channel destinations in various formats (Json, XML, CSV)



Involved parties

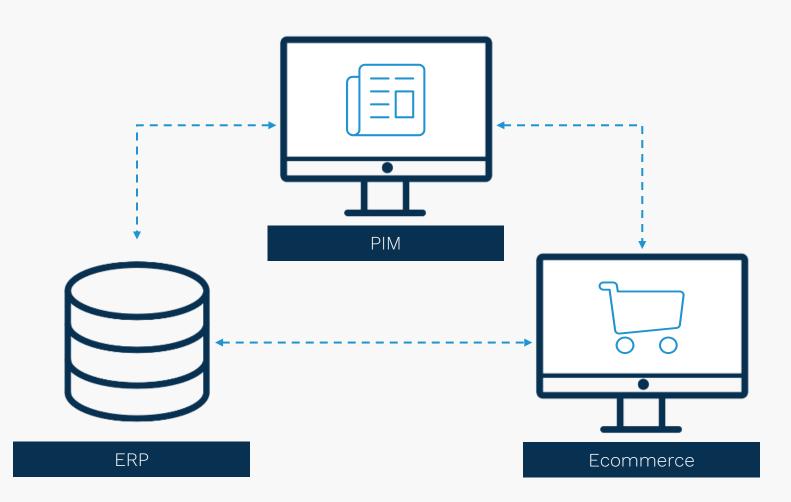
PIM stakeholders

• Who will be involved in the PIM project

• Roles and responsibilities

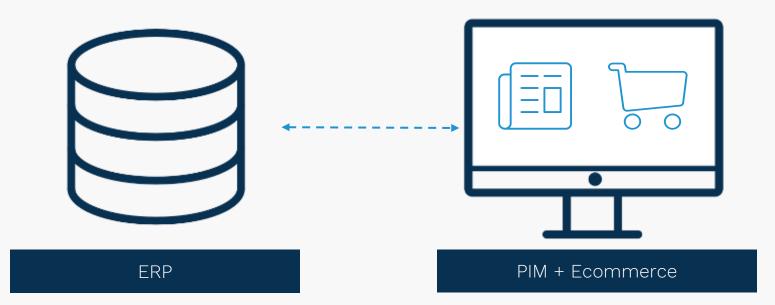
- Brand manager
- Product manager
- Technical engineer
- Marketing manager
- Crucial roles
 - Contact person?
 - Decision maker?





Typical PIM setup

- 3 separate applications and integrations between ERP, PIM and Ecommerce
- Means multiple systems that require separate handling and expertise, and typically more technical experience



Inexpensive implementation

- One digital platform = no integration work
- Easier to implement = cheaper
- Open framework for integration to external sources
- Standard Integration framework to Dynamics AX, NAV and D365



Dynamicweb PIM benefits

- Centralize in one platform
- Efficient data management
- Eliminate data errors on front page
- Flexibility customized overview
- Multiple channels
- Only one ERP integration

Overview & management

- General interface
- Dashboard overview
- User permissions



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C E-totem									
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General interface & overview

• Modules

- Home
- Content
- Files
- Users
- Ecommerce
- PIM
- Marketing
- Apps
- Monitoring



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Dashboard & notification alert

- Dashboard provides the user with chosen overview.
- High flexibility
- Dashboard setup are configurable for each specific user.
- Use colors to signal actions.
- Customized notification alert

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User permissions

- Possible to define which areas in DW that particular users should be able to see.
- Can define permission so that users only see and manage what is relevant for them.

Queries & Favorites

- My queries
- Shared queries
- Favorites



Dashboard Favorites My Queries Y Personal query-1	🖺 Save	Add to g Publish to Combine	o channels t Number products	Limited fiel	 List Thumbnails Multi-edit View mode 	 □ Visible fit ⁽²⁾ Bulk edit Import fr 		View languages	? Help
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▼ WF3 - Ready for Productmanager (Clothing)		5K	Scattante CFR Comp (#1 - WF)		10011	65 %	Fri, 09 Jan 2009 12:08	Mon, 03 Sep 2018 09:38	
WF5 - Ready for Marketing	· ·	ÓÓ	GTw Legato 2.0 Lady		10006	15 %	Fri, 09 Jan 2009 11:25	Mon, 03 Sep 2018 09:40	
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Search across with Queries

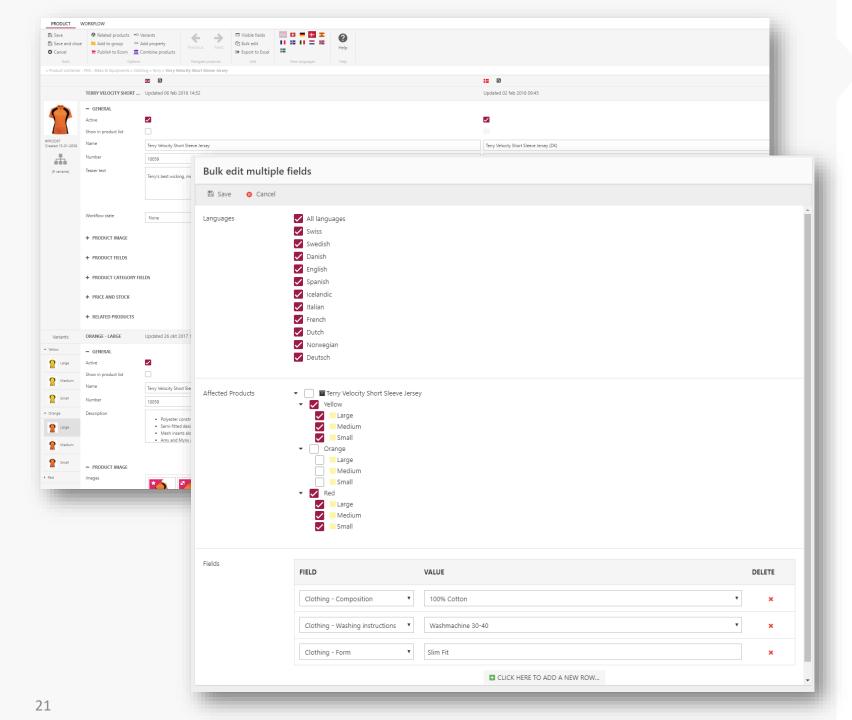
Queries

- Setting up expressions for retrieving products
- "Shared Queries" are available for all PIM users'
- "My queries" and "Favorites" are individual User queries
- Default "Visible fields" can be specified by Query
- Completeness rules & language can be specified by Query

Dynamicweb PIM enrichment tools

- Bulk edit
- Offline enrichment
- Product versioning
- Completeness rules

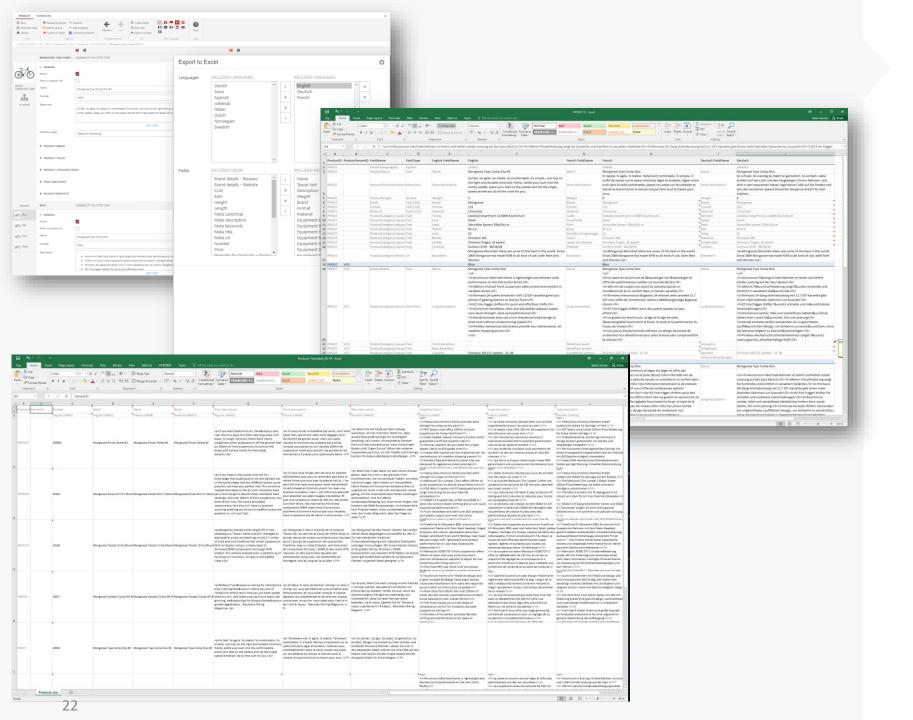




Bulk edit multiple update

- Select the language(s) the update should affect
- Select/deselect variants
- Select relevant attribute(s)
- Very useful tool:
 - Minimize enrichment & maintenance time
 - Can be used for pictures

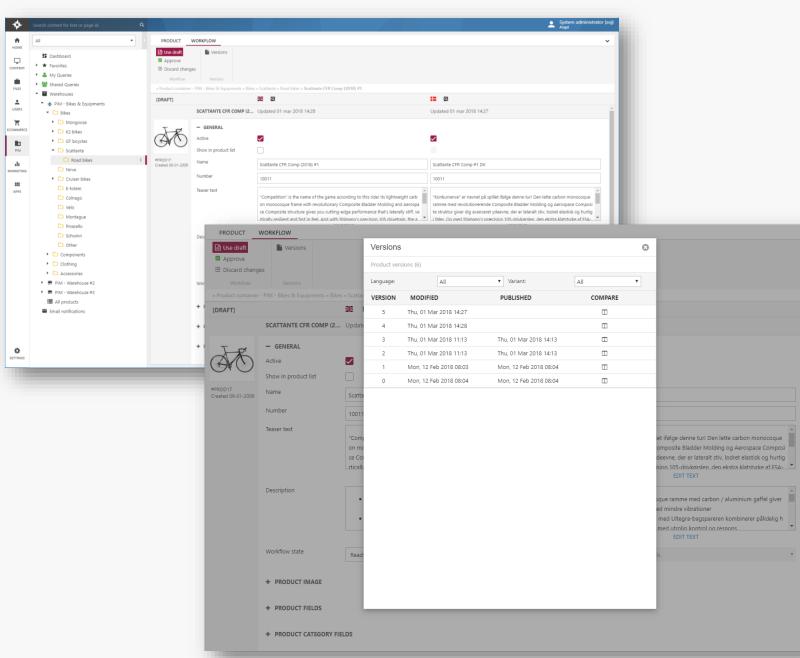
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Offline enrichment

- Export products, support both Multiple products or Single product
- Export Product information to Excel sheet, to make external Enrichment
- Possible to export an XML file to In-design and automatically enrich a catalogue if set up properly





Version overview

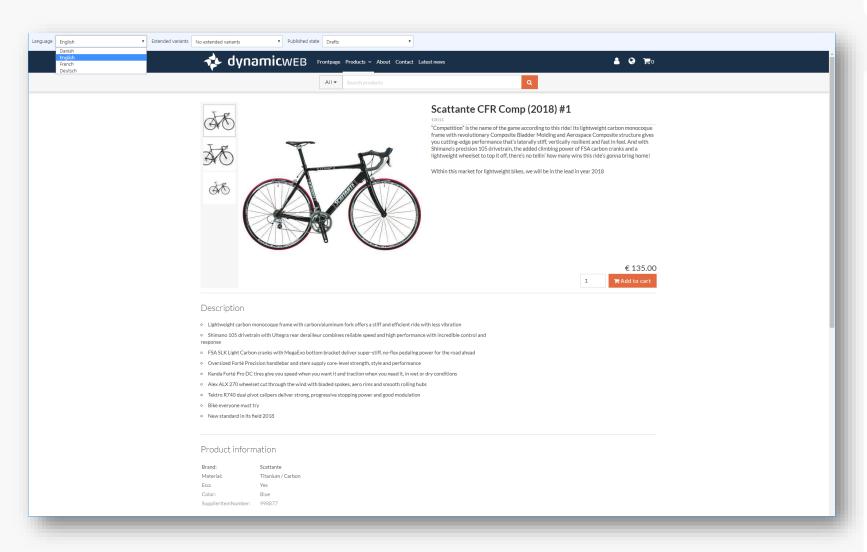
- Maintain and enrich products without influencing the published version of the product
- Keep track of changes and publishing dates
- Approving (publishing) a product automatically archives previously published versions

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Compare versions			
anguage English	Extended variants Versions 01-03-2018 14:28:57	T	
	Current version	Published version	Compare
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Description	Lightweight carbon monocoque frame with carbon/aluminum fork offers a stiff and efficient ride with less vibration Simano 105 divietrain with Ulargon rear detailleur combines reliable speed and high performance with incredible control and response FAA SIX Upt charbon cranks with MegaEve bottom bracket deliver super-tifft no-fare, pedaling power for the rad at wata. Overlaad Ford Procision hand/ebear and mans supp) correct west strength, type and performance it. Kanas Ford Pro DC tires give yous speed when you want it and traction when you need it. In wet or dry condition Alex ADX 20 handless catilities through the wind with bladed spoless areo rims and smooth rolling hubs Tarbor RAD dual priort aligners deliver strong, progressive stopping power and good modulation Bis everyone must prior aligners New standard in to field 2018	Lightweight carbon monocoque frame with carbon/aluminum fork offers a stiff and efficient ride with less vibration Simano 105 driversain with Ultegra rear derailleur combines reliable speed and high performance with incredible control and response FAS SIX Light Carbon cranks with MagaEio bottom bracket deliver super-stiff, no-flex pedaling power for the road ahead Oversized Forté Precision handlebar and stem supply core-level strength, style and performance Kend Sorn & Poo C tring style ous speed when you want it and traction when you meet it, in we to rdry conditions Alex ALX270 wheelset cut through the wind with bladed spokes, are rims and smooth rolling hubs Fattor R740 dual pivot calipent deliver strong, progressive stopping power and good modulation New standard in its field 2018	Lightweight carbon monocoque frame with carbon/aluminum fork offers a stiff and efficient ride with less withoution Intervetible control and response Status 2015 divitation with Utilegra rars detailleur combines reliable speed and high performance with Incretelible control and response Status 2015 divitation with Megabio bottom bracket deliver super-stiff, no-flex pedaling power for Her cold ahead Oversidad Fred Frediot Includes and status upply con-level strangth. High and performance Kends Ford Frediot Includes and status upply con-level strangth, High and performance resolution: Alex ALX To wheelest cut through the wind with bladed spokes, zero rims and smooth rolling hubs Teitro R740 dual pivot calleurs deliver strong progressive stopping power and good modulation Bite everyon mut try New standard in th field 2018
Feaser text	"Competition" is the name of the game according to this ride! Its lightweight carbon monocoque frame with revolutionary Composite Bladder Molding and Aerospace Composite structure gives you cutting-adge performance that's laterally stiff, vertically resilient and fast in feel. And with Shimano's precision 105 driversin, the added climbing power of FSA carbon cranks and a lightweight wheelset to top it off, there's no tellin how many wins this ride's gonna bring home!	"Competition" is the name of the game according to this ride! Its lightweight carbon monocoque frame with revolutionary Composite Bladder Molding and Aerospace Composite structure gives you cutting-edge performance that's laterally stift, vertically realient and fast in feel. And with Shimano's precision 105 drivetrain, the added climbing power of FS4 carbon cranks and a lightweight wheelset to top it off, there's no tellin' how many wins this ride's gonna bring home!	"Competition" is the name of the game according to this ride! Its lightweight carbon monocoque frame with revolutionary Composite Bladder Molding and Aerospace Composite structure gives you cutting-edge performance that's laterally stift, vertically realisent and fast in feel. And with Shimano's precision 105 driversin, the added clinbing power of 554 carbon carks and a lightweight wheelset to top it off, there's no tellin' how many wins this ride's gonna bring home!
	Within this market for lightweight bikes, we will be in the lead in year 2018	In the market for lightweight bikes, based on Carbon, we will be in the lead in year 2018	Within this market for lightweight bikes, we will be in the lead in year 2018

Powerful comparison tool

- Use comparison tool to keep track of changes with use of highlighting feature
- Switch between available languages, variants and/or previous versions



Functional preview window

- Proofing on draft content for optimized approval process
- Switch between Draft and Published version
- Select between available languages, variants and/or previous versions

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Completeness overview

- Visulize the completeness status, Color and percentage
- Indication with 5x Color. (Red, Orange, Yellow, Green & Grey)
- Listview, Completeness column can be selected and shown
- **ProductEdit** view, indication are placed in "left-panel"
- Publication window, indication are showing on individual Channels rules.

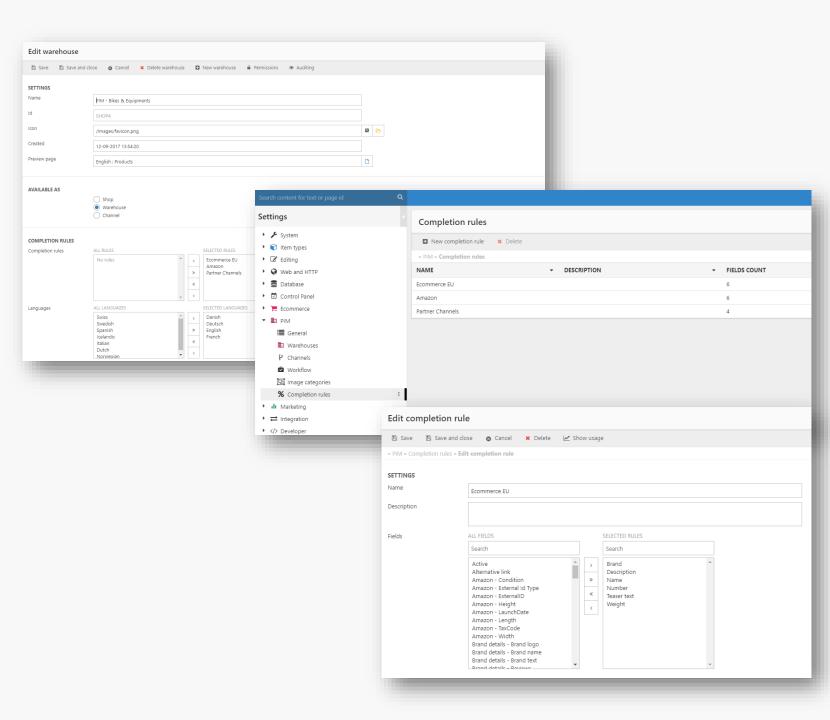
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-	10092	Terry Women's Butterfly Saddle	Terry	100 %		Tue, 08 Jan 201	9 08:15		*PROD106	Show in product list	\checkmark			\checkmark		
-	10093	Selle Italia Flite Gel Flow Saddle	Selle Italia	100 %		Mon, 10 Dec 20	18 09:39		Created 16-01-2009	Workflow state	Ready for Pu	blishing	۲	Ready for	Publishing	•
	10094	The Seat by Ergo - Lycra Gel Saddle	Ergo	80 %		Mon, 10 Dec 20	018 09:39		32 %	Name*	Bell Bellistic H	Helmet		Bell Bellisti	ic Helmet	
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0.0	10096	Mongoose Ritual Street (#2) UK	Mongoose	90 %	Grey	Fri, 11 Jan 2019	09:35			Teaser text			*			<u>^</u>
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1	10098	Performance Liberty City Cycling Cap	Performance	100 %		Mon, 10 Dec 20					untain, this to opin' like no	enours	- CHANNEL	- 010	7417 PATH	
đ	10005	Mongoose Crossway 450 Disc	Mongoose	80 %		Thu, 13 Dec 201					Looin Like no.	Mountain bikes	liker	Dikec/	28kas, Mountain bilas	
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Completeness window

- Shown status: for defined attributes and languages
- Variant selector: providing an overview of variant enrichment status
- All or Missing: show all attributes or only those with no enrichment





Completeness rules

- Completeness Rules are easily configured by selecting the attributes of relevance for a certain completion rule
- Multiple Rules can be defined and applied
- Rule groups can be attached to Shops, Warehouses, warehouse groups, Channels and Queries



Inheritance

- Use of inheritance rules
- Across groups, variants, & languages
- "Translate once Used by many". Benefit of using Listbox values in Product enrichment



Product main level

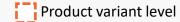
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N	Number	10096x	10096x	10096x	10096x
Te		arly weightess when you're off the ground! Add on 100mm of front suspension to cushion the drops and 3-piece cranks for that sweet barspin.	His du'il han ollo med fly, her er din tr. Nie alere ger denre cylal klart store spring med lethed den håde dromotsle am me føre næmn vægtar, dir du er udv af jorden (Tildig jå 100mm brighlænghang for at dæmpe obbarne og 3-delede vider til den sade spåt, og du har søk en tr., der kan tadle ak på jorden eller i Loten.	bewältigt sein harter, chromfarbener Rahmen fühlt sich fast schwerelos an, wenn Sie auf dem Boden sindt Fügen Sie auf 10 Omm der vorderen Suspendierung hinzu, um die Tropfen und 3-teilige Kurbein für diese süße Barspin abzufangen.	Si vou volue le bapdrine par avion, voici votre trajet. Non sublement cette moto dégage-t-elle facilitement de grands sau mais con cadro robuma en chromoly est presque anto polici lonque vous parts du sul Ajoutes 100mm de superiorin a t pour amortir les goutnes et les manivélies à 3 préces pour cette douce bane.
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-	= EQUIPMENT				
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	Back derailleur	Shimano Deore RD-M592 C	Shimano Deore RD-MS92	Shimano Deore RD-1//592	Shimano Deore RD-M592
Ca	Cassette	Shimano Acera CS-HG200-9 - 11-34T	Shimano Acera CS-HG200-9 - 11-34T	Shimano Acera CS-HG200-9 - 11-34T	Shimano Acera CS-HG200-9 - 11-34T
Cri	Erankset	Shimano Alixio FC-1/4000	Shimano Alivio FC-M4000	Shimano Alivio PC-M4000	Shimano Alivio FC-M4000
De	Deck	Kenda Slant 6 C	Kenda Slant 6	Kenda Slant ő	Kenda Slant ő
Fo	Fork	Suntour XCR-RL C	Suntour XCR-RL	Suntour XCR-RL	Suntour XCR-RL
Fra	Frame	Symapse BallisTec Carbon	Synapse Ballis Tec Carbon	Symapse BallisTec Carbon	Synapse BallisTec Carbon
Fro	Front derailleur	Shimano Acera FD-M3000	Shimano Acera FD-M3000	Shimano Acera FD-M3000	Shimano Acera FD-M3000
Ge	Sear	27 0	27	27	27

Single Product enrichment

• Single products:

- Only one product
- No variants
- All fields are grouped and presented at one level

Product main level

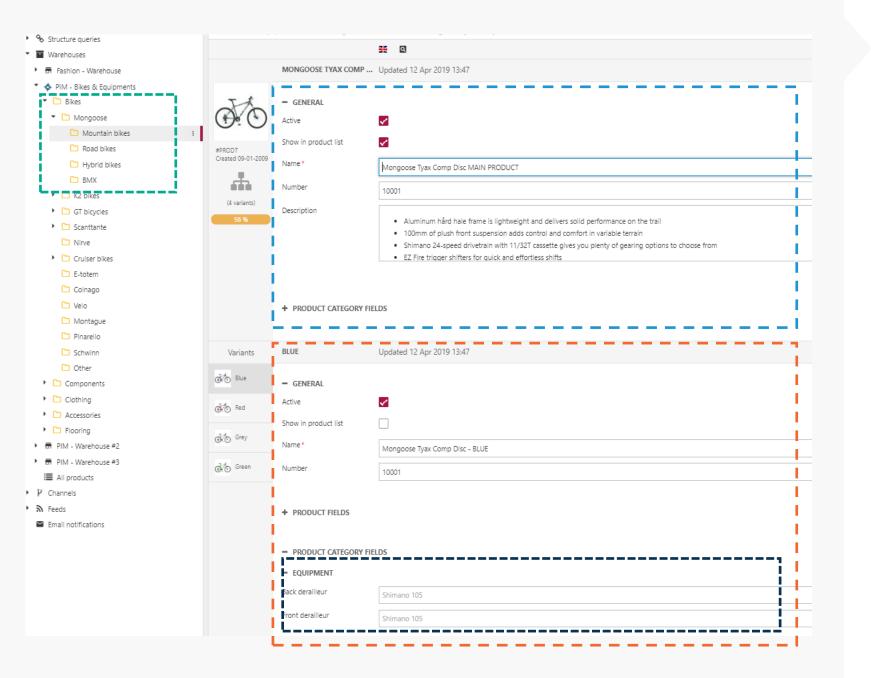


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Worldlow state	Ready for Marketing	Ready for Marketing	Ready for Marketing	Ready for Marketing
Name*	Mongoose Tyax Comp Disc #3	Mongoose Tyax Comp Disc	Mongoose Tyax Comp Disc #3	Mongoose Tyax Comp Disc #3
Number	10001	10001	10001	10001
Teaser text	So fast. So agile. So comfortable. So simple. Just hop on the light and durable chromoly frame, settle your tush in e comfy staddle, place your fleet on the pedals and let the single speed drivetrain do all the work for you.	to th Si hundy. Si agile, Si stabil. Si behapping. Si simplet. Bare hop pi den lette og slidstærke chromoly namme, sæt din tes ind i n komfortable sæde, læg dine fadder på pedalerne, og lad enkehterne dirkanster gære at for dig.	n, setzen Sie sich in den bequemen Sattel, stellen Sie ihre Füße auf die Pedale und lassen Sie den Single-Speed-Antrieb die namma Arhait für Sie aufaningen	Telement vite. Si aglie. Si table, ellement confortable. Si simple. Montes simplement sur le cadre chronoly léger et dutabl e installe-avoc confortablement dans la selle, placez voc pieds sur les pédales et laisset la transmission à vitesse unique fair e toct le travel pour vous.
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Fork	Schwalbe Spicer (700x25c) m		Schwalbe Spicer (700h25c) m	Schwalbe Spicer (700/25c) m
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Number	Mongoose Tyex Comp Disc	Mongoose Tyar Comp Disc	Mongcose Tyax Comp Disc	Mongoose Tyax Comp Disc
Description	10001	10001	10001	10001
Description	Aluminum haid hale frame is lightweight and delivers solid performance on the trail (Color 8ULB) 100mm of planh from superation adds control and confront in validate terrain 9 initions of anged diversity with 1014 contents gives you planty of geeing options to choose from 82 Fine stogger shifters for quick and effortiess shifts	Hourm of public non subjection add control and control in whether terrain Shiman 24-speed driversin with 11/32T casette gives you plenty of gearing options to choose from E Z Fire trigger shifters for quick and efforties shifts	Softmin Vector Votersaadmenging beek koncole und konnot in veisicen Geenoe Sinno 24-sch-Antrido mit 11 / 3217-Kassette bietet linene viele Übersetzungsoptionen zur Auswahl EZ Fire Trigger Schathebel Kir schmelle und mühetors Schathorgänge	Le cade en aluminum est légre et offre des performances solides sur les pisses La supervision avant en peludre de 100 mm ajoure du comolite et du contort en terrain variable La transmission Shimano à 24 vitesses avec une casente 11 / 327 vous offre de nombreuses options d'engrenage à c holisr
+ PRODUCT IMAGE	Đ	FTEAT EQNT 1	EU	
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Breaks	Shimano 105	C Shimano 105	Shimano 105	Shimano 105
External reviews		0	o	
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Product Variant enrichment

• Product variants:

- Complex variants
- Product information is different across variants.
- Two levels:
 - Main & variant level
- Level dependencies are controlled by the field settings.



Product value levels

Product container = combined products

Product Main level

Product Variant level

Group level

Values across language

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	 Order discounts Loyalty points Gift cards 	Images Teaser text		
	i Gift cards III Assortments IIII Rounding	Stock group Weight Volume		
	i≣ Auto-numbering	Units and stock		

Field Settings

These values are defined in the field settings under advanced configuration:

Variant inheritance:

Across all variants 🔽 = No inheritance from main level

Across all variants 🗌 = Inheritance from main level

Language inheritance:

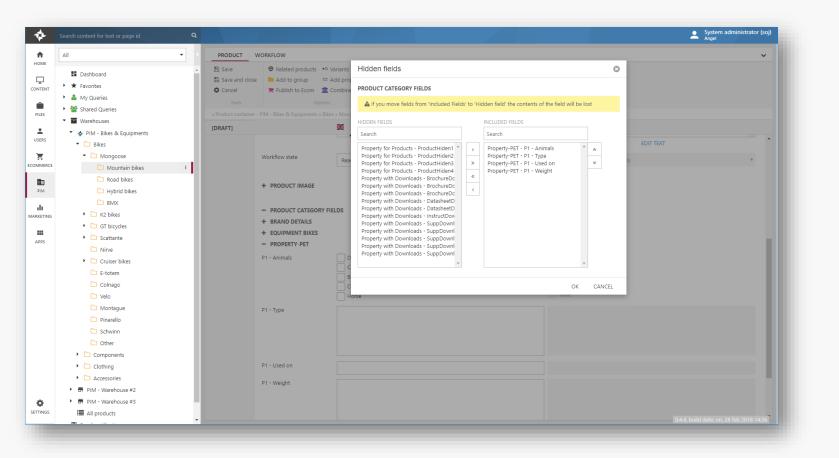
Across all Languages 🖌 = No inheritance on language level

Across all Languages \square = Inheritance on language level



Field types on products





Product fields

• Product fields are visible on all products regardless of the group structure

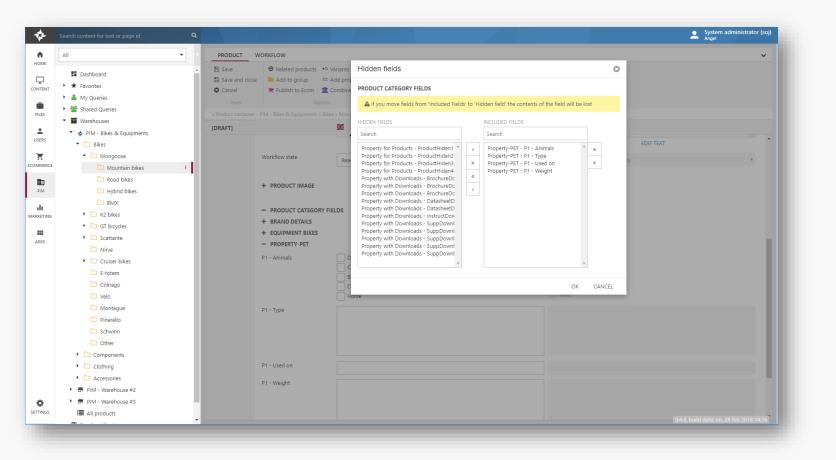


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			P1 - Weight						

Reference fields

• Reference fields are attributes that are not relevant for all products, but instead have relevance for one or more groups of products. High flexibility.

🚸 dynamicweb



Category fields

- Product category fields are category specific meaning that they are only visible to the products placed in the given category of products.
- If a given field is used in two product categories, it should be a reference field, not a category field.

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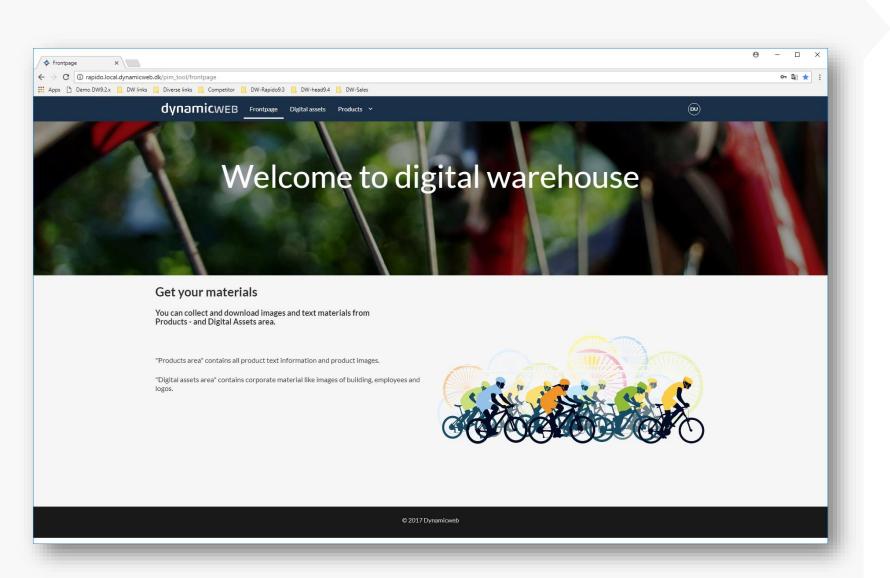
Property fields

- Use "Product Properties" to add attributes to Products
- Property fields are independent of the group structure and product type.
- Can be useful when retrieving data from other systems



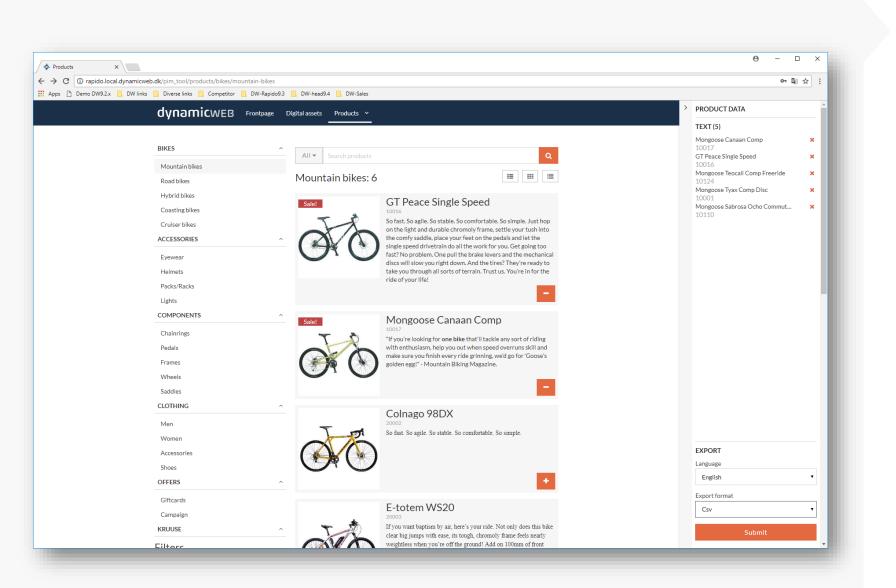
Digital warehouse PIM frontend





Welcome to Digital warehouse

- Dedicated Website, giving users access to download Product texts and Digital assets
- Download feature, with build-in image-convert/down-sampling, with embedded ICC-profile
- Extract Product text-content in various format (XML,JSON,CSV)



Collect & download Multiple products

- Collect multiple products to the Download panel
- Select language and the "Export format", you want the content to be downloaded in

Automatically structuring

- Product structured by attributes
- Navigation more flexible and dynamic
- Customized workflow overview



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MC

Automatically structuring

- Queries result can be split up automatically, be presented in a logical structured way
- Useful to get overview, based on product attributes



Visible fields group selectable

- Visible fields in selectable Display-Groups
- User friendly switch between content



Visible fields selectable groups

- Visible fields selectable by logical attribute-grouping
- User friendly for switching between different Product content
- Accessible from ProductEdit area and Queries definitions
- Can be used for grouping of attributes in the front-end.

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	Bikes D Mongoose	O.O	- GENERAL				✓									
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	NEW Subgroup SOJ1	#PROD107 Created 16-01-2009	Show in product list											~		II
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G	 GT bicycles 		Teaser text				A				Wenn Sie die Tauf	e in der Luft wünschen, hier	ist Ihre Fahrt. Nicht nur. 🔺	Si vous voulez le baptême par	r avion, voici vot	re manège. Non seuleme 🔔
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Workshop agenda

3. Clarifications and alignment of PIM related matters

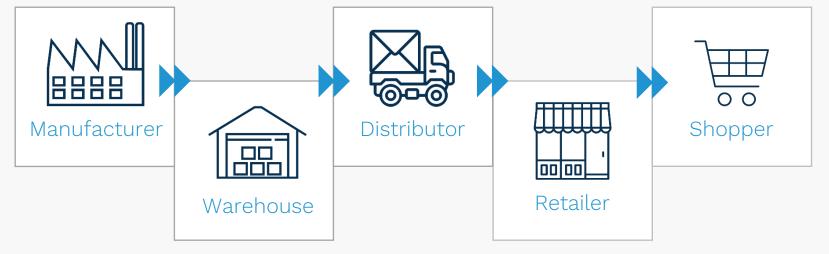


Organization type



Product information enrichment

Company types in supply chain



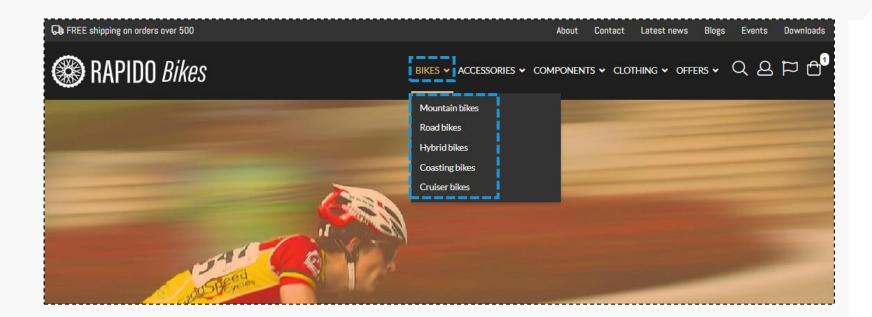
Pre-questions:

Organization type	ANSWER
How would you define your company (manufacturer, wholesaler, distributor, retailer)?	
Other relevant information?	



Showing of products in Front-end

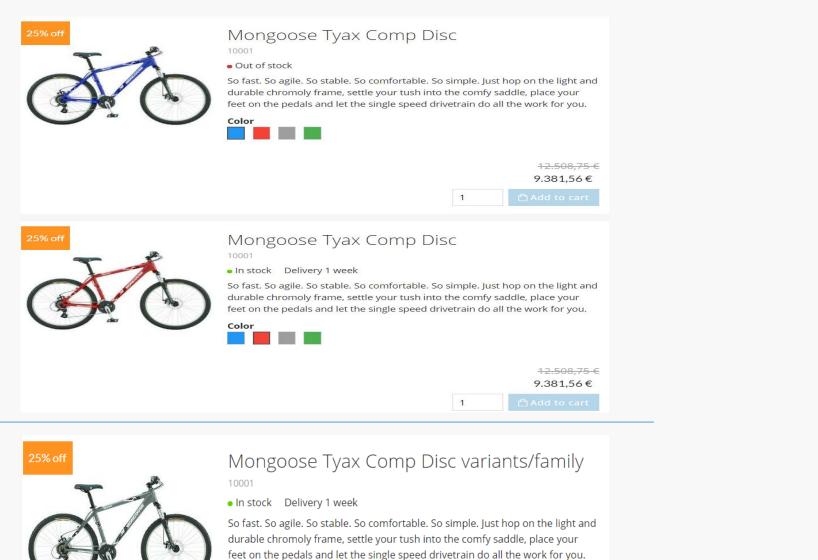




How to access your Products (front-end)

- Product groups:
 - Which product main groups/ subgroups do you expect to showcase?





12.508,75 € 9.381,56 €

1

51

Color

Please select variant!



How to access your

Products (front-end)

• Will all variants be shown or only the

• Product list view:

main product?

Warehouse Group Structure



• 1	PRODUCTS				
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🗀 Hybrid bikes					
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Components	#10125 20 Nov 2017 11:12	#10128 25 Sep 2017 12:59	20 Sep 2017 15:32	#10126 15 Sep 2017 15:09	#10138 06 Sep 2017 15:03
Clothing				ļ	
Accessories	T selle				
PIM - Warehouse #2		Th	7		
PIM - Warehouse #3		(2)			

Enrich optimized group structure Warehouse Group structure ...

- Group products into groups and optimize the enrichment process.
- PIM structure is not required to be identical to the front-end structure.

- DEMO PIM
 - Visualize current structure and suggestions for future structure in the backend.

Product workflow



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	All 🔹 :	PRODUCT V	VORKFLOW					
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	 Validation queries 	» Product container -	- Workflow » WF1 - Ready for Tech	inical detail (Bikes) » G	Iw Legato 2.0 Lady		Q	
	 Workflow XX 		GTW LEGATO 2.0 LADY	Updated 15 jan 2	018 11:01		Updated 15 jan 2018 11:01	
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NG	 WF5 - Ready for Marketing All Active All InActive 	#PROD12 Created 09-01-2009	Number Workflow state	10006 Ready for Enrich	te 🔻		10006 Ready for Enrich te 🔻	
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			Breaks	Shimano Ultegra			Shimano Ultegra	
			Cassette	Sunrace M90 (9-s	peed) - 11-32		Sunrace M90 (9-speed) - 11-32	
			Crankset	Cannondale Si - B	B30a - FSA klinger 52/36		Cannondale Si - BB30a - FSA klinger 52/	36
			Deck	Mavic Yksion Elite	WTS		Mavic Yksion Elite WTS	
			Fork	Synapse SAVE PLU	JS BallisTec Carbon		Synapse SAVE PLUS BallisTec Carbon	
			Frame	Synapse BallisTec	Carbon		Synapse BallisTec Carbon	
	()		Front derailleur	Shimano 105			Shimano 105	9.4.0, build date: to, 25 jan 2018 13:

Workflow

- Use workflows to ensure a consistent flow of maintaining products
- Workflows can be defined to match your needs
- Different workflows for different groups of products can be made
- Possible to setup email notifications on each workflow level.

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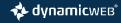
Your Workflow setup

- How is your current and future enrichment process?
- Will the future enrichment process be different from the one have today?

Pre-questions:

Workflow/Enrichment process	ANSWER
Go through the cycle, from product birth in ERP to it being published to customers.	
Does the workflow differ depending on product groups?	
Other relevant information?	

Languages



 Save Save and close Cancel 	 Related products Add to group Publish to Ecom 	Add property	Previous Next	 Visible fields Bulk edit Export to Excel 		Help	
Tools	Opti	ions	Navigate products	Edit	View languages	Help	
Product container -	PIM - Bikes & Equipments »	Bikes » Mongoose » Mount	ain bikes » Mongoose Car	aan Comp WF #4			
DRAFT]		* Q				٩	
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	+ EQUIPMENT BIKES – PROPERTY-PET						
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		Birds				Fugle	
		Cow Horse				Ko Heste	
	P1 - Type	Horse					
	рт-туре						
	P1 - Used on						
	P1 - Weight						

Language(s)

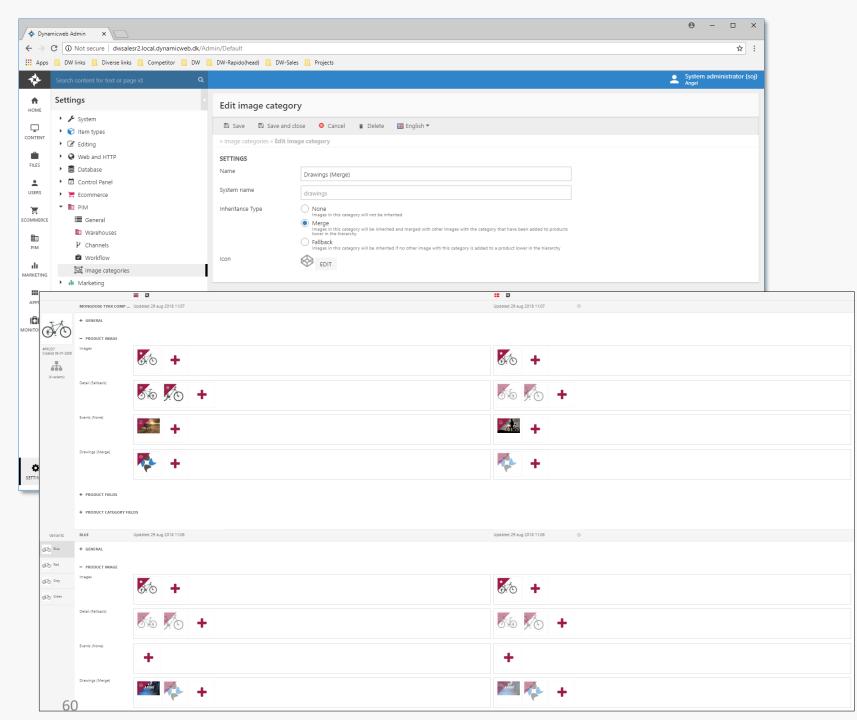
- Default language?
- Future internationalization plans?

Pre-questions:

Languages	ANSWER
Which languages should the solution support?	
Default language	

Product images extended control

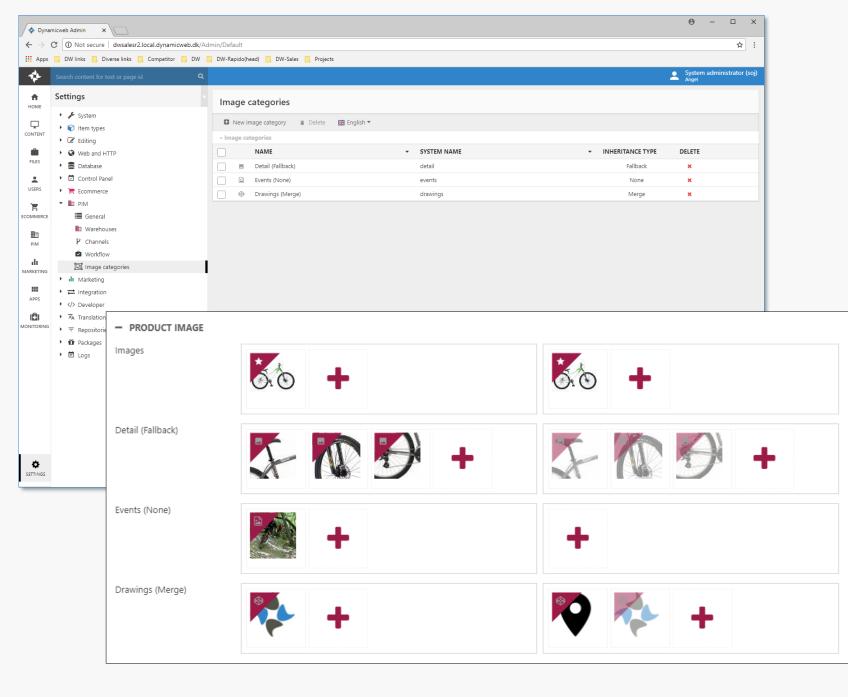




Inheritance rule product images

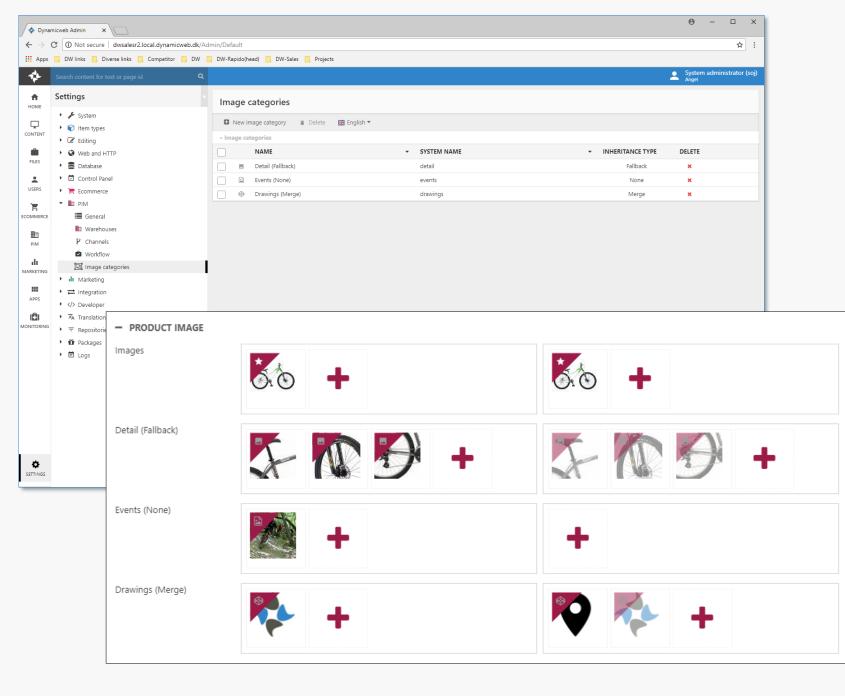
• Set Default image on the main Product and inherit the image to variants. Putting an image on the variant will overwrite the main product default image.

🔺 dynamicwев



Categorized product images

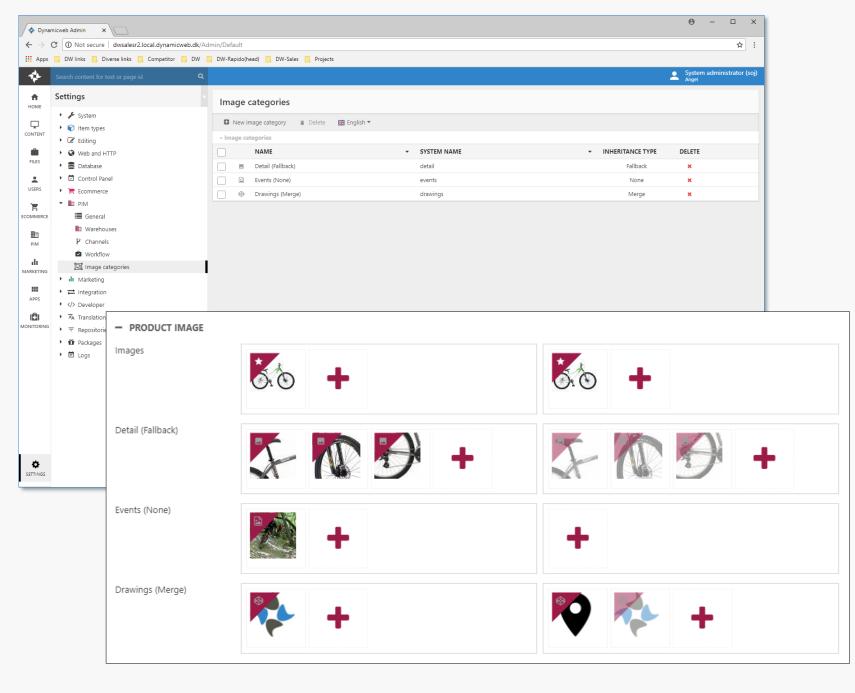
- Categorizing of Detail images, gives a better overview
- Individual inheritance rules defined on Image categories



Automated Product images

• Image pattern?

• Proper naming of image files



Your Product images

• Do you have or plan to have product catalogs?

Pre-questions:

Images/videos	ANSWER
Which quality and format are your images?	
Are videos relevant for the marketing of your products?	

Product information



• 1	PRODUCTS				
Dashboard Favorites My Queries	▲ B Save Add to group ■ Publish to Ecom Combine products as Tools Options	a family Q bike Q 1 None V 25 View settings	Asc 🔻 📰 Thumbnails 🖉	Visible fields III III III IIII IIII IIIIIIIIIIIIII	
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Hybrid bikes		0.0	~ ~	~ ~	-
BMX					
 K2 bikes 	GORE BIKE WEAR Hel	GT GTR Series Three R	GT GTR Type CX Road	GT Mach One Pro BM	GT Marathe
Road bikes	#10072	#10108	#10111	#10122	#10127
GT bicycles	11 Aug 2017 12:40	24 Sep 2017 22:21	24 Sep 2017 22:21	13 Sep 2017 10:04	06 Sep 2017 15
Mountain bikes					
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🗀 San Diego	#10106 20 Sep 2017 08:35	20 Sep 2017 08:35	#10105 20 Sep 2017 08:36	#10103 14 Nov 2017 12:35	#10104 20 Sep 2017 08
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C Other				0.75	
Components	#10125 20 Nov 2017 11:12	#10128 25 Sep 2017 12:59	#10120 20 Sep 2017 15:32	#10126 15 Sep 2017 15:09	#10138 06 Sep 2017 15
Clothing	EV HOVEVIT TETE			10 00p corr 1000	00 Sep 2017 13
Accessories	Truth				
PIM - Warehouse #2		-Fi	-		
PIM - Warehouse #3					

Your Products

Pre-questions:

Product information	ANSWER	l
How many products (SKUs) do you have?		N F
How many products should be maintained in PIM?		
How many products should be published to e- commerce?		
How are your products (SKUs) structured? Are they all independent or grouped in parts-		
list and or variants (like a t-shirt in different colors and sizes)?		l a l

Location of Product information	ANSWER
Where are your product descriptions located?	
Where are your product attributes located?	
Where are your product variant dimensions (if any) located?	
Where are your product images and videos (if any) located?	

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All Dashboard All All All All All All All Al			Add to group Publish to Ecom Combine products Coptions	▼ Asc ▼	List Image: Visible fields Image: Thumbnails Image: Visible fields Image: Multi-edit Image: Visible fields View mode Edit	cel	Help		•	
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							10 817 17			
	4F Dynafiber 1,02	mm OM3								
	4F Dynafiber 1,02	mm OM3			CLICK HERE TO	ADD A PRODUCT				

Combine products usages

- Combine multiple products into "Product container" as Variants or Family grouping
- Optimizing enrichment process of Product information
- Product relationships in "Dynamicweb PIM", rather than in your ERP system

🚸 dynamicweв°

🛞 RAPIDO Bikes

Description

Variants

2

Product

Out of stoc

Out of stock

Out of stock

Out of stock

Clothing

· Reflective trim enhances visibility at night

· Two rear pockets hold all the essentials

Terry Velocity Short Sleeve Jersey

Polyester construction transfers moisture away from your body
 Semi-fitted design loosely follows your every curve

Mesh inserts along the side and a 12" front zipper keep you cool and well ventilated
 Amy and Mynx applications achieve a 30+ UPF rating for protection during the day



Terry Velocity Short Sleeve
Jersey
10059
Terry's best wicking, most ventilated jersey with high visibility color blocking

Brand	Terry
Eco	No

BIKES ↓ ACCESSORIES ↓ COMPONENTS ↓ CLOTHING ↓ OFFERS ↓ Q & 🏳 🗗

Terry Velocity Short Sleeve

Jersey

Terry's best wicking, most ventilated jersey with high visibility color blocking!

Brand	Terry
Eco	No

variant!

12,50 €

1 Add to cart

Description Clothing

Color

Red

Yellow

Orange

Orange

Size

s

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М

· Polyester construction transfers moisture away from your body

12,50€

12.50€

12,50€

12,50€

- · Semi-fitted design loosely follows your every curve
- · Mesh inserts along the side and a 12" front zipper keep you cool and well ventilated
- Amy and Mynx applications achieve a 30+ UPF rating for protection during the day
- Reflective trim enhances visibility at night
- · Two rear pockets hold all the essentials

Variants vs Family

- Two combination options available
 - Product family
 - Product variants



🛞 RAPIDO Bikes

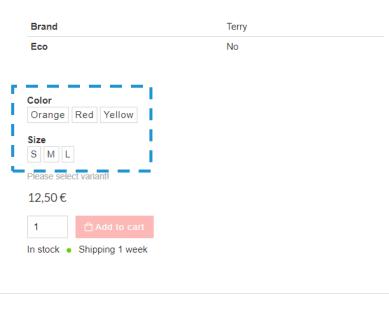




Terry Velocity Short Sleeve Jersey

10059

Terry's best wicking, most ventilated jersey with high visibility color blocking!



Product Variants

Description

Clothing

- Polyester construction transfers moisture away from your body
- Semi-fitted design loosely follows your every curve
- $\circ~$ Mesh inserts along the side and a 12" front zipper keep you cool and well ventilated
- $\circ~$ Amy and Mynx applications achieve a 30+ UPF rating for protection during the day
- Reflective trim enhances visibility at night
- Two rear pockets hold all the essentials



RAPIDO Bikes



Terry Velocity Short Sleeve

Jersey

10059

Terry's best wicking, most ventilated jersey with high visibility color blocking!

Brand Terry Eco No

Description Clothing

- · Polyester construction transfers moisture away from your body
- · Semi-fitted design loosely follows your every curve
- Mesh inserts along the side and a 12" front zipper keep you cool and well ventilated
- Amy and Mynx applications achieve a 30+ UPF rating for protection during the day
- · Reflective trim enhances visibility at night
- · Two rear pockets hold all the essentials

Variants

	Product	Color	Size			
1	Terry Velocity Short Sleeve Jersey • Out of stock	Red	S	12,50€	1	₽
1	Terry Velocity Short Sleeve Jersey • Out of stock	Yellow	М	12,50€	1	₽
1	Terry Velocity Short Sleeve Jersey • Out of stock	Orange	S	12,50€	1	Ô
	Terry Velocity Short Sleeve Jersey • Out of stock	Orange	М	12,50€	1	₿

Product Family

• Live demo the process of creating both product family and product variants



RAPIDO Bikes



Terry Velocity Short Sleeve Jersey

Terry

No

BIKES • ACCESSORIES • COMPONENTS • CLOTHING • OFFERS • Q & T

Terry's best wicking, most ventilated jersey with high visibility color blocking! Brand Eco Color Orange Red Yellow Size S M L Please select variant!





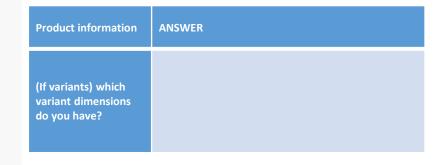
Description Clothing

- · Polyester construction transfers moisture away from your body
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- · Mesh inserts along the side and a 12" front zipper keep you cool and well ventilated
- Amy and Mynx applications achieve a 30+ UPF rating for protection during the day
- · Reflective trim enhances visibility at night
- · Two rear pockets hold all the essentials

Identify Variant Dimensions

- Potential variant dimensions:
 - Color
 - Size •
 - Material
 - Others? •

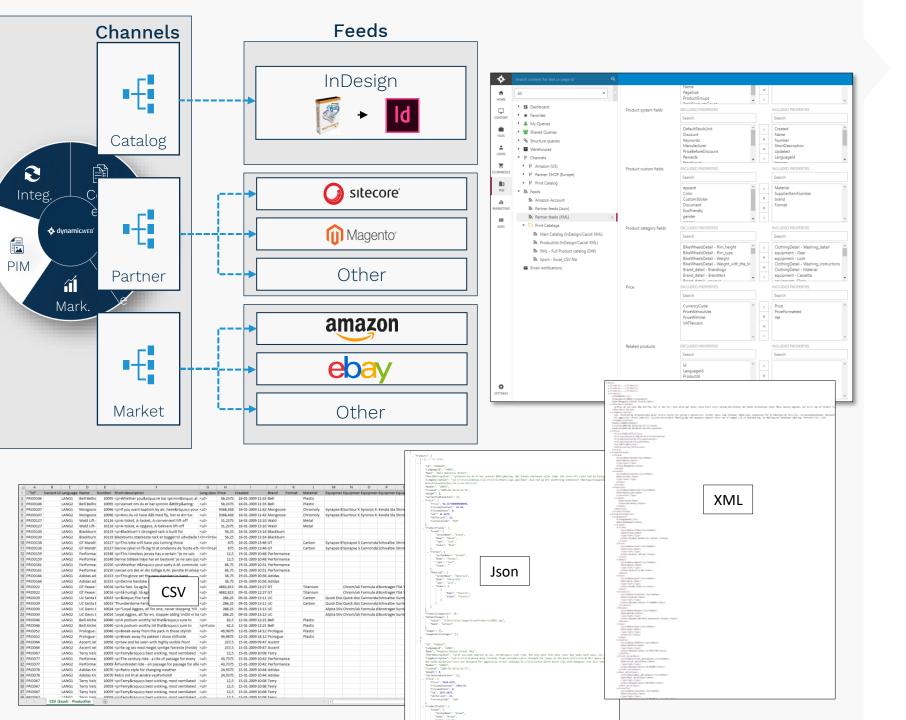
Pre-question:





Data distribution & Channels

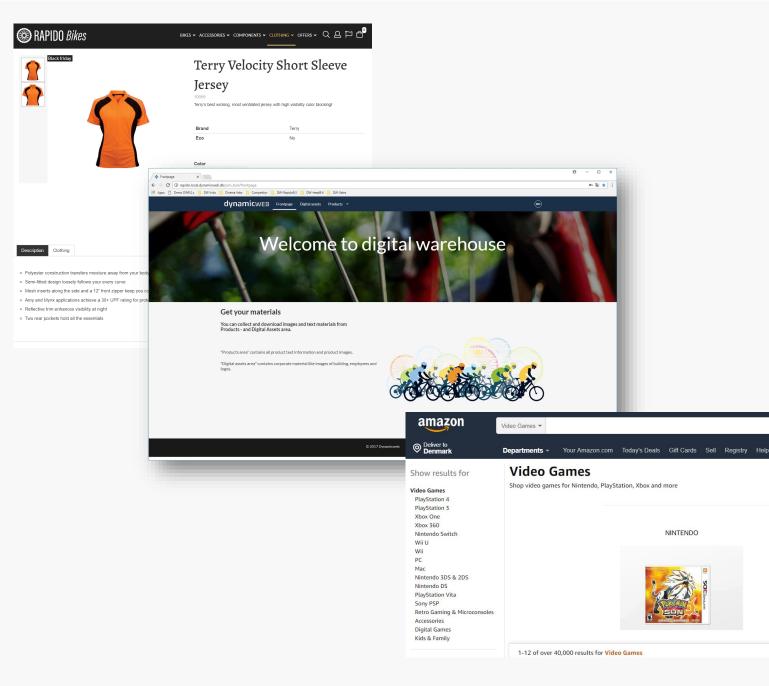




Data distribution

- Maintain and organize products for data distribution, focusing on channel requirements
- Completeness rules can be specified on Channels.
- Intuitive and flexible Feeds
- Various standardized Providers. Allowing you to distribute data in different formats.

🔹 dynamicweb



Channels

• Any channel specific requirements/challenges to be aware of?

Pre-question:

Channels/product distribution	ANSWER
Which channels (E.g. E-commerce, product catalog, partners, Amazon etc.) will you be distributing your products to/on?	



Integration/ERP



	А	В	C	D	E F	G	Н	1	J	К
1	Article nurr 🔻	Article name	• Pattern	🝸 EAN number 🝸	Price (Bas 🕆 Brand 🛛 🔹	Composition	* Form	• Model •	Washing instructions	▼ Color ▼
2	10148011	Achievement Classic Sleeveless Jersey	DESSIN159	558410148011	12,5 Achievement	100% Nylon	Regular f	it Ultra breathable hypermesh	Machine wash	Green
3	10149011	Schein Adaption IC Sleeveless Jersey	DESSIN160	558410149011	31,24 Schein	93% Polyester, 7% Spandex	Skinny fi	t ar Slim-cut	Hand wash	Blue
4	10150011	Achievement Elite Short	DESSIN161	558410150011	68,75 Achievement	93% Polyester, 7% Spandex	Slim	Smooth stretch fabric shorts	Machine wash	Black
5	10151011	Dassler Padded Cycling Brief	DESSIN162	558410151011	24,99 Dassler		Skinny fi	t paSmooth stretch fabric shorts	Hand wash	Grey
6	10155011	Dassler Women ClimaWarm Jersey	DESSIN166	558410155011	75 Dassler	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degress	Black
7	10156011	Achievement Women's Vista Jersey	DESSIN167	558410156011	25 Achievement	93% Polyester, 7% Spandex	Slim	Slim-long sleeves	Machine wash	Pink
8	10157011	Diamond Yoku Women Optik Jacket	DESSIN168	558410157011	74,99 Diamond	100% Nylon	Regular f	ìt	Machine wash	Blue
9	10158011	Diamond Yoku Women Symphony Jacket	DESSIN169	558410158011	124,99 Diamond	100% Nylon	Regular f	it Super-lightweight design long	Washing machine 30-40 degrees	Blue
10	10059011	Gilliam Accelleration Short Sleeve Jersey - Blue / Small	DESSIN67	558410059011	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
11	10059012	Gilliam Accelleration Short Sleeve Jersey - Blue / Medium	DESSIN67	558410059012	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
12	10059013	Gilliam Accelleration Short Sleeve Jersey - Blue / Large	DESSIN67	558410059013	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
13	10059014	Gilliam Accelleration Short Sleeve Jersey - Red / Small	DESSIN67	558410059014	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
14	10059015	Gilliam Accelleration Short Sleeve Jersey - Red / Medium	DESSIN67	558410059015	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
15	10059016	Gilliam Accelleration Short Sleeve Jersey - Red / Large	DESSIN67	558410059016	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
16	10059017	Gilliam Accelleration Short Sleeve Jersey - Green / Small	DESSIN67	558410059017	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degress	Green
17	10059018	Gilliam Accelleration Short Sleeve Jersey - Green / Medium	DESSIN67	558410059018	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
18	10059019	Gilliam Accelleration Short Sleeve Jersey - Green / Large	DESSIN67	558410059019	12,5 Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
19	10060028	Mortarvalley Freeweight Jersey - XXS	DESSIN68	558410060028	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
20	10060021	Mortarvalley Freeweight Jersey - XS	DESSIN68	558410060021	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
21	10060022	Mortarvalley Freeweight Jersey - S	DESSIN68	558410060022	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
22	10060023	Mortarvalley Freeweight Jersey - M	DESSIN68	558410060023	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
23	10060024	Mortarvalley Freeweight Jersey - L	DESSIN68	558410060024	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
24	10060025	Mortarvalley Freeweight Jersey - XL	DESSIN68	558410060025	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
25	10060026	Mortarvalley Freeweight Jersey - XXL	DESSIN68	558410060026	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
26	10060027	Mortarvalley Freeweight Jersey - XXXL	DESSIN68	558410060027	62,49 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular f	it regular-long sleeves	Washing machine 30-40 degrees	Black
27	10061031	Mortarvalley Lee Foul Weather Tight - Blue	DESSIN69	558410061031	124,99 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Blue
28	10061032	Mortarvalley Lee Foul Weather Tight - Red	DESSIN69	558410061032	124,99 Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Red

Data from your ERP System

Pre-question:

Integration/ERP	ANSWER
Describe your IT- landscape and the IT- systems that shall integrate with the new solution?	
Who is your ERP contact person?	
Which data sources is part of the project integration scope?	
Products often require additional information when presented online compared to the information in an ERP- system. In what system (ERP, Dynamicweb, other) do you plan to work with product- enrichments?	

A	В	С	D	E	F	G	Н	I.	J	К
Article nun	🔺 Article name	 Pattern 	EAN number	Price (Bas 🔻	Brand	Composition	• Form •	Model	Washing instructions	 Color
101480	11 Achievement Classic Sleeveless Jersey	DESSIN159	558410148011	12,5	Achievement	100% Nylon	Regular fit	Ultra breathable hypermesh	Machine wash	Green
101490	11 Schein Adaption IC Sleeveless Jersey	DESSIN160	558410149011	31,24	Schein	93% Polyester, 7% Spandex	Skinny fit a	r Slim-cut	Hand wash	Blue
101500	11 Achievement Elite Short	DESSIN161	558410150011	68,75	Achievement	93% Polyester, 7% Spandex	Slim	Smooth stretch fabric shorts	Machine wash	Black
101510	11 Dassler Padded Cycling Brief	DESSIN162	558410151011	24,99	Dassler		Skinny fit p	Smooth stretch fabric shorts	Hand wash	Grey
101550	11 Dassler Women ClimaWarm Jersey	DESSIN166	558410155011	75	Dassler	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degress	Black
101560	11 Achievement Women's Vista Jersey	DESSIN167	558410156011	25	Achievement	93% Polyester, 7% Spandex	Slim	Slim-long sleeves	Machine wash	Pink
101570	11 Diamond Yoku Women Optik Jacket	DESSIN168	558410157011	74,99	Diamond	100% Nylon	Regular fit		Machine wash	Blue
101580	11 Diamond Yoku Women Symphony Jacket	DESSIN169	558410158011	124,99	Diamond	100% Nylon	Regular fit	Super-lightweight design long	Washing machine 30-40 degrees	Blue
100590	11 Gilliam Accelleration Short Sleeve Jersey - Blue / Small	DESSIN67	558410059011	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
1 100590	12 Gilliam Accelleration Short Sleeve Jersey - Blue / Medium	DESSIN67	558410059012	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
2 100590	13 Gilliam Accelleration Short Sleeve Jersey - Blue / Large	DESSIN67	558410059013	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
3 100590	14 Gilliam Accelleration Short Sleeve Jersey - Red / Small	DESSIN67	558410059014	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
4 100590	15 Gilliam Accelleration Short Sleeve Jersey - Red / Medium	DESSIN67	558410059015	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
5 100590	16 Gilliam Accelleration Short Sleeve Jersey - Red / Large	DESSIN67	558410059016	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
5 100590	17 Gilliam Accelleration Short Sleeve Jersey - Green / Small	DESSIN67	558410059017	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degress	Green
7 100590	18 Gilliam Accelleration Short Sleeve Jersey - Green / Medium	DESSIN67	558410059018	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
3 100590	19 Gilliam Accelleration Short Sleeve Jersey - Green / Large	DESSIN67	558410059019	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
9 100600	128 Mortarvalley Freeweight Jersey - XXS	DESSIN68	558410060028	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
100600	21 Mortarvalley Freeweight Jersey - XS	DESSIN68	558410060021	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
1 100600	22 Mortarvalley Freeweight Jersey - S	DESSIN68	558410060022	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
2 100600	23 Mortarvalley Freeweight Jersey - M	DESSIN68	558410060023	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
3 100600	24 Mortarvalley Freeweight Jersey - L	DESSIN68	558410060024	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
4 100600	25 Mortarvalley Freeweight Jersey - XL	DESSIN68	558410060025	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
5 100600	126 Mortarvalley Freeweight Jersey - XXL	DESSIN68	558410060026	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
5 100600	127 Mortarvalley Freeweight Jersey - XXXL	DESSIN68	558410060027	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
7 100610	31 Mortarvalley Lee Foul Weather Tight - Blue	DESSIN69	558410061031	124,99	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Blue
3 100610	32 Mortarvalley Lee Foul Weather Tight - Red	DESSIN69	558410061032	124,99	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Red

Data enrichment & maintenance

• Fields maintained in ERP

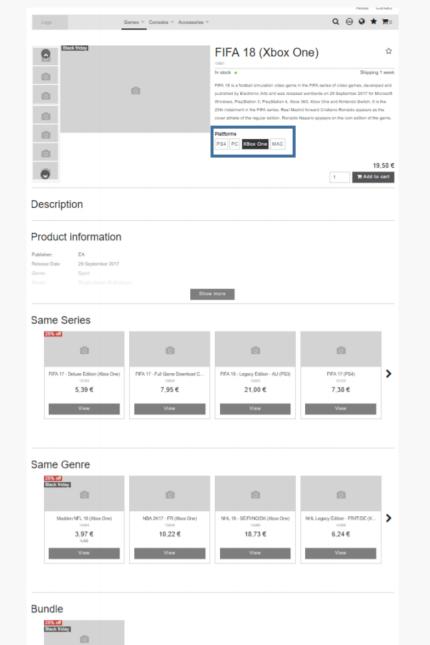
- Product number
- Product name
- Price
- Stock

• Other fields?

- X
- X
- X
- X

Solution description





FIFA 18 (Xbox One) + Microsoft X. 123468 21,12 €

Solution Description

• Go through the PIM relevant parts of the already defined solution description to ensure you are on the same page.





Workshop agenda

4. Wrap up & next step



Thank you for Your attention

