

Product Desk

Product Information Management Tool and
Integration Hub

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Product Desk is a user-friendly PIM built to make importing, editing and syncing your product data into BigCommerce a breeze. It was built with the automotive industry in mind and is optimized for consuming ACES and PIES. It's out-of-the-box connection to BigCommerce allows you to move at a pace your team is comfortable with since there is no waiting on a third party to schedule any customizations. Product Desk comes with a robust Wiki that makes utilizing it easy for your everyday business user. No developer needed to start syncing your products into BigCommerce!

Ideal Automotive Industry Users

 MANUFACTURERS

 DISTRIBUTORS

 RESELLERS

 BRANDS

About Strabo Partners

Strabo Partners is a full service digital transformation agency. With products and services in eCommerce, ERP, and warehouse management Strabo Partners is an end-to-end solution provider. The Strabo team focuses on making implementations seamless and business focused. As a technology partner or agency, Strabo is here to help. From the presales cycle to post go-live support, your business has a solution architect you can trust and talk to about your business needs.

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Key Features

Direct Connection

Through Product Desk's Channels area, you can set up a Sync to BigCommerce within minutes with just your Store Hash and Access Token.

Robust Event Logging

See your sync events within Product Desk's event logging section and quickly rectify any issues that may arise. Is your product missing a required field of BigCommerce? The event log will tell you what's missing and which product needs the update!

Consume PIES Data

Transforming PIES into useable data has never been easier! Product Desk comes with an out-of-the-box PIES template that maps in the basic PIES data that can be further edited to fit your EXACT needs.

Manual or Auto-Sync Options

Keep your BigCommerce Store up to date by having the real-time sync toggled on or sync your product information on your own terms by doing it manually. Syncs can be set to only push specific brands, products, categories or some other combination that you control based off a curated group or attribute.



Create Fitment from ACES or Custom Data

Product Desk was built with the automotive aftermarket user in mind. With a built-in template to consume ACES files, ready on day one to make your fitment searchable by your customer. Load your VCdb, import the ACES file and set your search criteria to whatever combination of fields makes sense for your products. For a lot of people, that is some combinations of Year, Make, Model, Submodel, and Engine, but with Product Desk the possibilities are endless. Product Desk also provides the ability for users to load their own vehicle master and create manual fitment based off whatever criteria they set.

YMM Search for your Site

Product Desk allows users to create their own Search Fitment definition that will transform their fitment into Year, Make, Model combinations that can contain as many or few search criteria as they need and then use this to power their fitment search on the website.

Digital Asset Friendly

Product Desk stores your JPGs, PNGs, URIs, PDFs and more! These can be assigned to Brands, Groups or directly to Products and then synced directly into BigCommerce.