TruPIM

Product Information Management Software

OVERVIEW

TruPIM is an affordable PIM (Product Information Management) tool for small and mid-sized businesses looking to supercharge their content and commerce operations. TruPIM is the first of its kind – ready for use within minutes! Powered by Akeneo PIM community edition, it is an essential digital commerce tool for real-time product updates, efficient multichannel publishing, better SEO, and enhanced on-site search and merchandising.

BENEFITS

- Consolidate product content – Import product information from multiple sources like ERP, DAM, Excel, BigCommerce, Shopify, local database, cloud storage, and more into PIM hassle-free.

- Manage everything from one platform – Organize and control product content easily within TruPIM and create personalized and discoverable products for each customer segment.

- Distribute everything to a variety of channels – Publish content tailored to multiple channels fast with our automated integrations, and accelerate product data delivery to customers with just a few clicks.

- BigCommerce and Shopify store owners can migrate their catalog into TruPIM next day and automate store updates.

KEY FEATURES

- **Attribute management** – Create and manage attribute type & product across taxonomies, workspaces, and catalogs.

- **Catalog management** – Create and manage catalogs specific to markets, channels, or customers. Set-up catalog specific data models (setup, bundle, price, retire products).

- **Digital asset management** – Manage product images, videos, and products sheets via bulk uploads (URL and files)

- **Data synchronization** – Publish product data to BigCommerce, Shopify, and other ecommerce platforms

- **Content readiness & quality insights** – Obtain audit reports of product readiness prior to publishing

- **Taxonomy & categorization management** – Manage taxonomy hierarchies, bulk assign, change, delete multiple categories and families at one time

- **Content globalization and localization** – Manage multi-language and region-specific product data

COST

	STARTER	BASIC	PRO	PRO
	Save $50/mo for first 3 months	Save $50/mo for first 3 months	Save $50/mo for first 3 months	Save $50/mo for first 3 months
Price	**$299**/month	**$349** /month	**$399**/month	**$449** /month
SKUs	✓ 3000 SKUs	✓ 5000 SKUs	✓ 10000 SKUs	✓ 25000 SKUs
Users	✓ 2 Users	✓ 3 Users	✓ 5 Users	✓ 10 Users
Languages	✓ 2 Languages	✓ 3 Languages	✓ 5 Languages	✓ 10 Languages
Channels	✓ Unlimited Channels	✓ Unlimited Channels	✓ Unlimited Channels	✓ Unlimited Channels
Product Sheets	✓ Product Sheets	✓ Product Sheets	✓ Product Sheets	✓ Product Sheets
DAM	✓ Digital Asset Management	✓ Digital Asset Management	✓ Digital Asset Management	✓ Digital Asset Management
Roles	✓ Custom User Roles	✓ Custom User Roles	✓ Custom User Roles	✓ Custom User Roles
Support	✓ Email Support	✓ Email Support	✓ Email Support	✓ Email Support
API	✗ API Access	✗ API Access	✓ API Access	✓ API Access
Onboarding	✗ Onboarding Assistance	✗ Onboarding Assistance	✓ Onboarding Assistance	✓ Onboarding Assistance

Add-Ons: TruPIM Connectors for BigCommerce & Shopify (discounted pricing from $99/mo.-$199/mo.)
Optional: Quick Start Implementation Service Packs (for setup and launch)

BIGCOMMERCE PRODUCTS & SERVICES SUITE

Are you looking to elevate your tech stack? The following apps/tools will provide BigCommerce merchants ways to elevate it:

- ✓ <u>BigCommerce Multi-Storefront (MSF) Migration solution</u> helps store owners simplify and automate the migration of one or more BigCommerce stores into a Multi-Storefront (MSF).

- ✓ <u>BigCommerce V2-V3 Product Migration App</u> helps store owners update their stores from BigCommerce V2 to V3 in an automated fashion.

- ✓ <u>BigCommerce to TruPIM Catalog Migration Tool</u> helps BigCommerce store owners transfer their product data into TruPIM so they can improve and scale eCommerce product data management efforts.

- ✓ <u>Ecommerce Services</u> evaluate your commerce site and provide recommendations on how to further modernize your stores to sell more, faster. This may include BigCommerce store setup, BigCommerce development, theme customization, BigCommerce headless implementation, custom integrations (payment gateway, shipping tools, CRM, pricing tools etc.), plugin configurations, PIM /MDM/DAM implementations, product taxonomy and attribute schema definitions, product data and digital asset collection and cleansing, categorization, enrichment, normalization, on-boarding into digital platforms, migration and/or other services.