

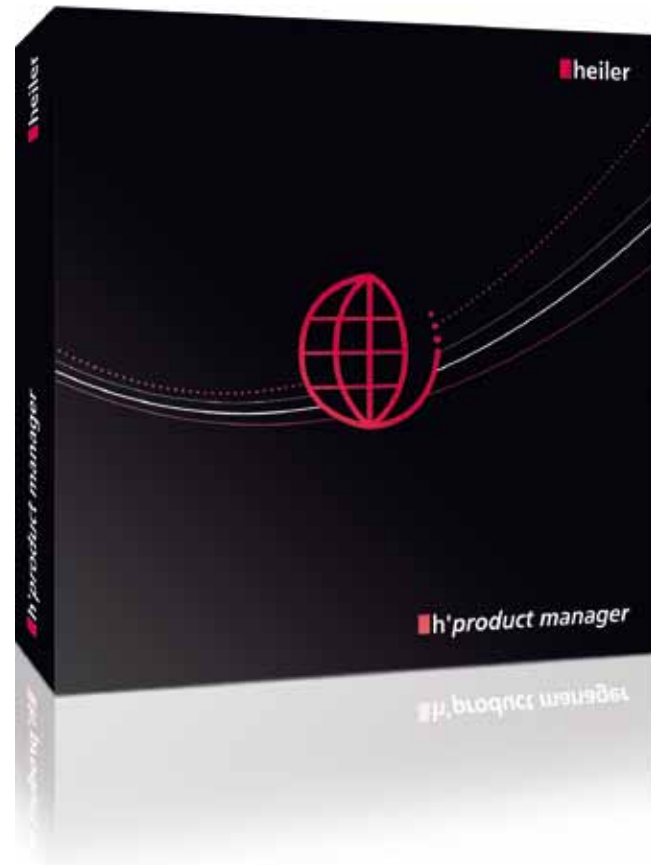
# ***h'product manager***

*Version 5.1 - English*



# HEILER PRODUCT MANAGER 5.1

» Heiler Product Manager is the leading software solution for Enterprise Product Information Management (PIM), Master Data Management (MDM) and product communication in trade and industry.



A flexible and user-friendly import function allows you to quickly and easily import supplier catalog data or data from other internal and external applications and add this data to your master catalog. There you can enrich the data with your own information using an easily customizable user interface. Using Heiler Product Manager, you can create and use your own material group systems alongside standard classification systems. Thanks to very flexible data modeling, you can modify data to suit the specific needs of your organization, even across languages and borders. Task management allows you to assign tasks to users and to monitor the processing of these tasks up to a defined point in time. With the data export function, you can create electronic catalogs and specific export formats. Media assets can be categorized and items, products and structure groups assigned.

Corporate Import Engine

Corporate Export Engine

Workflow-Kit

Versioning Engine

Web-Client

Heiler Product Manager Base Solution

h'product manager

Heiler Product Manager comprises the Base Solution and these optional modules

# THE BASIC PRODUCT

## MODULES INCLUDED

**Import:** Excel and CSV file exports are supported, and include graphical mapping of source and target structures. You can manipulate data during an import with functions like text concatenation or numerical value calculation.

**Merge:** Copy data from supplier catalogs into your central master catalog at qualified field level.

**Data maintenance:** Maintain item and product data in tables and forms. A rich text editor allows you to maintain text formatting.

**Structures and classification:** Manage standard and user-defined structure systems and feature groups lists; classify item and product data.

**Assortments:** Create and maintain explicit and dynamic assortments. With explicit assortments, you can select individual items to assign to the assortment. Dynamic assortments, meanwhile, are based on search or selection rules.

**Task management:** Define, assign and monitor user-specific tasks.

**Multimedia information:** Manage and categorize multimedia documents and assign items, products and structure groups.

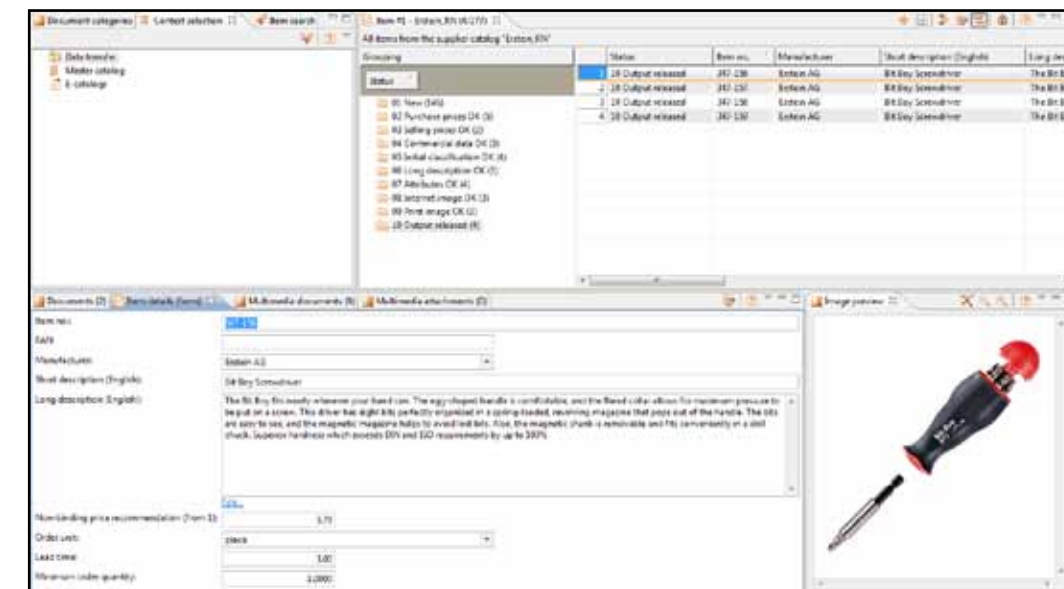
**Process overview:** Monitor all server-side operations.

**Export:** Export all item and product data, structure groups, references, etc. in configurable CSV format.

**Customers and suppliers:** Create and manage customer and supplier master data and supplier catalogs.

**Users and rights:** Create and manage users, user groups and rights and the assignments between these.

**Units:** Create and manage units of quantity. You can use several different systems of quantity measurement, e.g. Datanorm, ISO, UN/ECE, etc.



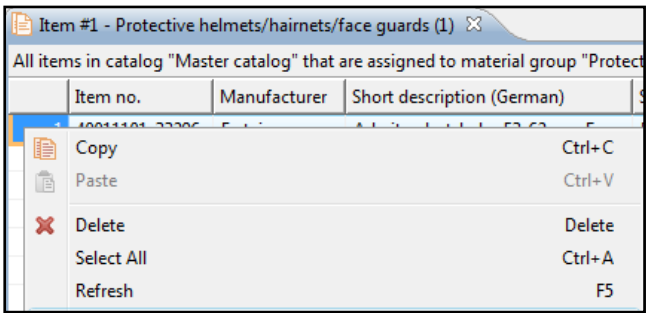
The figure above shows standard item maintenance in Heiler Product Manager. The grouping function creates transparency; specific catalogs can be accessed directly; while the form and image preview provide a multi-dimensional view of the product information in its entirety. Each view can easily be enlarged to full-screen view.

CORE FUNCTIONS

**Import:** Excel and CSV file exports are supported, and include graphical mapping of source and target structures. You can manipulate data during an import with functions like text concatenation or numerical value calculation.

**Merge function:** Copy data from supplier catalogs into your central master catalog at qualified field level.

**Create new objects:** Create new items, products, structure groups, customers, suppliers, catalogs, users and user groups. Clone existing items: The cloning option enables a noticeable increase in efficiency and enhanced data quality.



**Extensive search functions** help you find items, products and structure groups.

**Table layouts** can be defined and saved in Heiler Product Manager. Advanced functions for table sorting, filtering and grouping are also provided.

**Display options for table fields:** Field qualification is used to configure, show or hide fields in tables.

**Data maintenance:** Maintain item, product and structure data. An item's maintenance status indicates whether the data is up-to-date and complete.

**Graphic highlighting of fields with enumerations (lists of values):** All fields with enumerations are now indicated by a drop-down arrow. Even fields that are only linked with a suggestion list are now highlighted in this way.

Content unit	Minimum order quantity	Status
piece	1.0000	01 New

**Validation:** When you create new data records, a consolidated check now validates the complete record rather than just the individual fields. Errors are clearly displayed in the dialog box. The result: Perfect data quality.

**Price management:** Maintain prices, discounts, ordering information, scaled prices, price surcharges and validity periods.

**Classification:** Classify items and products by using drag & drop, performing imports and maintaining tables.

**Automatic classification** of items with classification mappings

**Multiple classification** of items and products using various structure systems

**Attributes:** Structure features can be maintained, created and inherited. Item attributes can be assigned to structure features.

**Exploit cross-selling opportunities for accessories and replacement parts** by creating item and product references.

**Use long descriptions** incorporating user-defined text features.

**Standard classification systems** like eCI@ss, ETIM, UNSPSC and ProfiCI@ss are supported by Heiler Product Manager.

**User-defined structure systems** are easily created and managed.

**Text features in structure groups:** Using Heiler Product Manager, you can use text features in structure group descriptions.

**Structure feature maintenance and inheritance:** Copy and maintain structures, substructures and structure preset values.

**Selective feature inheritance:** Previous versions of Heiler Product Manager supported the inheritance of the complete feature groups list of a structure group by its subordinate groups. With the new version, individual features can also be inherited.

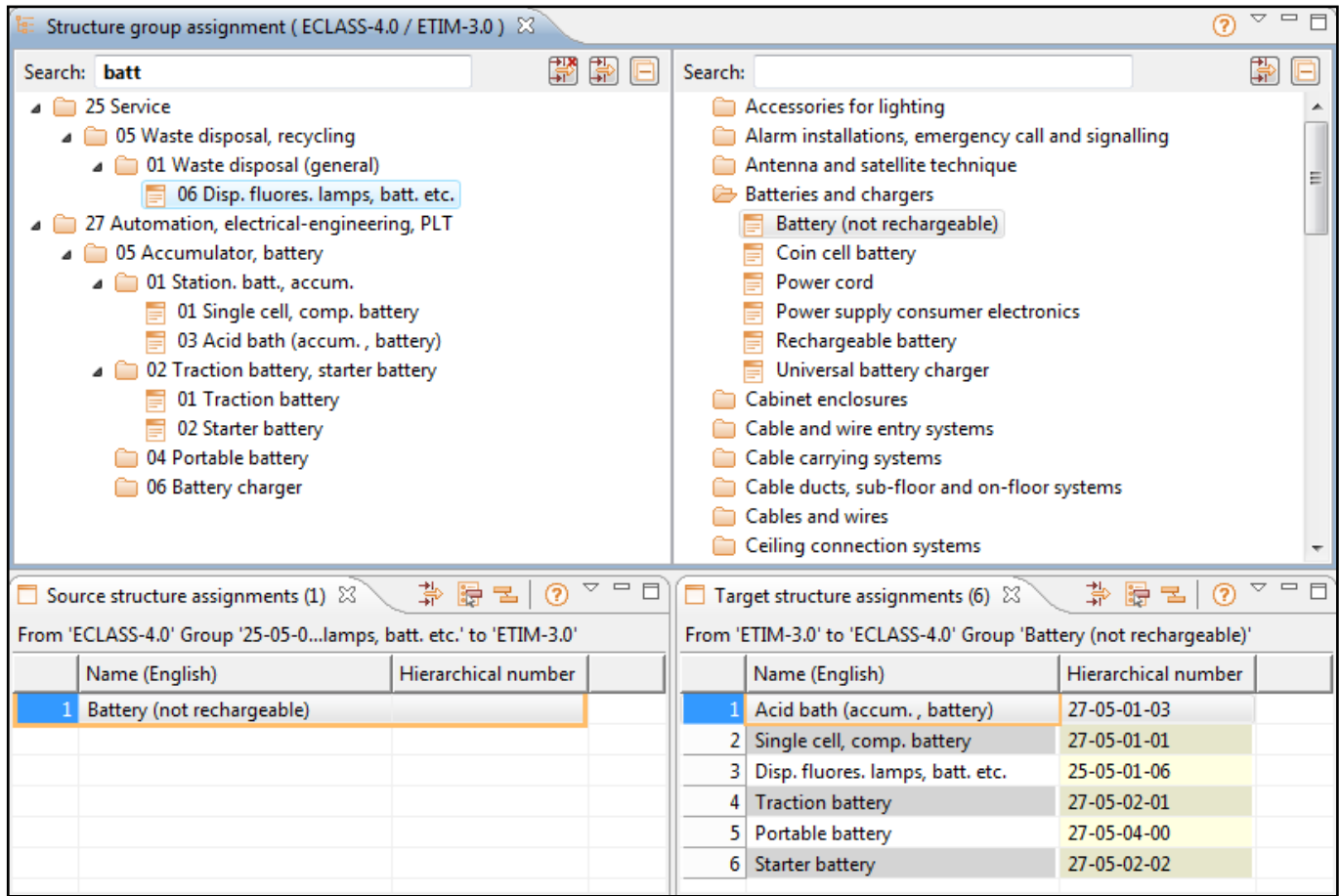
**Qualification of features at structure system level:** When a structure feature is added to a structure group, the qualifications are automatically passed on to that group.

**Defining a purpose** allows you to specify different availabilities for a feature, e.g., for various output channels (print or online).

**Add external data as multimedia information:** Add images, data sheets or technical drawings and assign these to items, products or structure groups in Heiler Product Manager.

**Manage multimedia information** like product images or data sheets in folders for fast finding of specific documents.

**Usage lists for multimedia documents:** When you delete a multimedia document, a usage list appears to indicate where it is used.



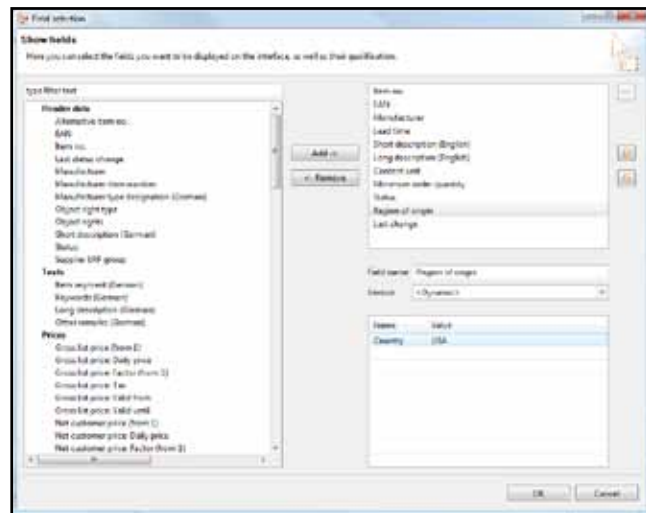
The new classification mapping function in Heiler Product Manager 5.1 will prove to be a particular benefit to companies that use different classification systems to structure their products. You can use drag & drop to simply link classification groups from two different classification groups and enable the automatic classification of items. The result: Fast processes and perfect data quality.



# CORPORATE IMPORT ENGINE

» The Corporate Import Engine supports the widest possible range of XML structures, as well as standard CSV and Microsoft Excel 2003 and 2007. It also allows you to import several relationally linked files in a single import. To enhance usability, the module offers the same user interface for mapping and importing all formats.

**New field selection dialog box:** Customized table layouts can be designed by adding and removing data fields (columns). The field selection dialog box is of key importance in this regard because it represents a central hub for layout changes. A filter text line, which also supports placeholders, makes it quick and easy to find fields and add them to your table layout. This is a particularly useful feature when working with large data models. All fields are assigned to corresponding groups, which can be expanded and collapsed. Detailed descriptions of the individual fields can be displayed as a tooltip.



**Assign tasks** to other users, e.g., in Purchasing, Product Management or Marketing.

**Export formats:** Item and product data can be exported as text or CSV files.

**Format templates for export:** Create and manage format templates for exporting text and CSV files.

**Export profiles** can be created and managed in Heiler Product Manager to simplify one-time or repeat exports.

**A process overview** allows you to monitor server-side operations, e.g., imports, exports, etc.

**Customer and supplier data:** Manage all of your customer and supplier data and supplier catalogs.

**User administration** for users and user groups with extensive rights management.

**Read and write permissions** can be defined right down to field level based on field permissions and qualified field permissions.

**Control access permission at object level:**

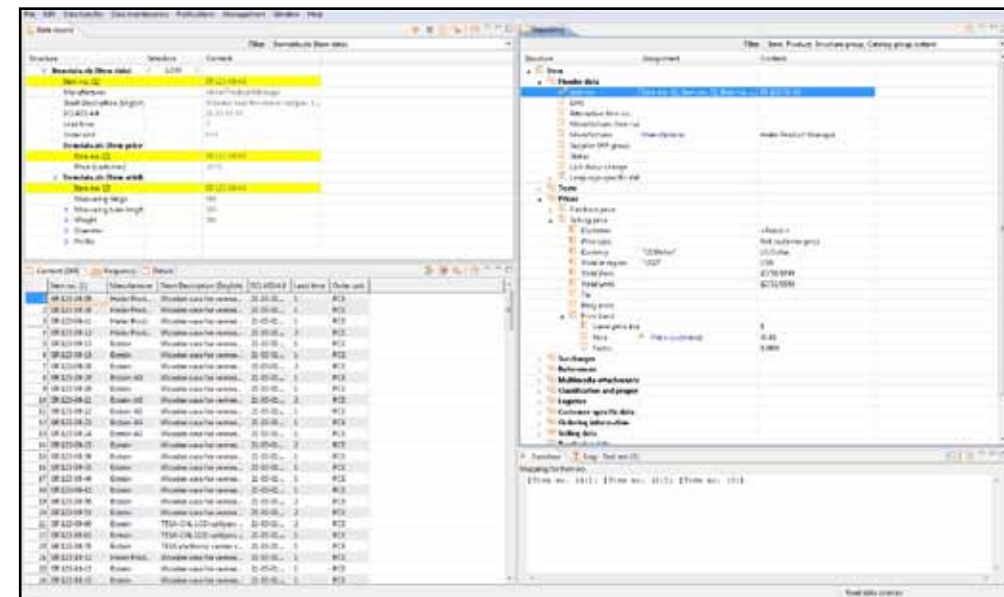
Assign specific access permissions to individual objects, such as items or structure groups. Inheritance logic enables efficient maintenance and management of this permission type.

**Personalize your interface:** Configure the views and perspectives displayed and create and save your own perspectives.

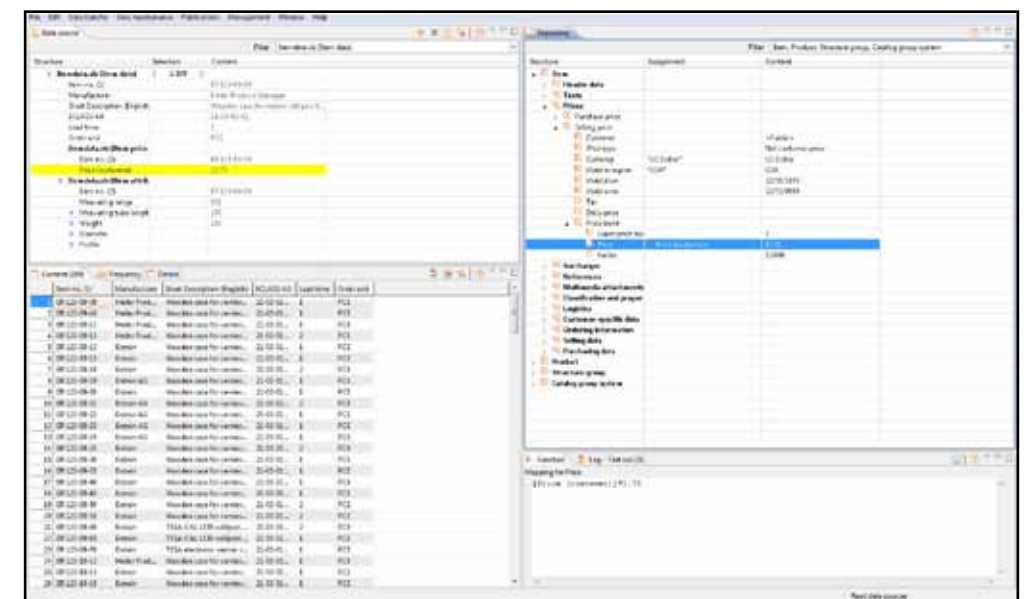
**Reference-based cross-selling and up-selling:** Creating a link between items and their accessories or replacement parts is the single most important thing you can do to generate more sales in e-commerce. In doing so, you will exploit the full potential of Internet-based cross-selling and up-selling.



"Customers who bought this product also bought...": Heiler Product Manager helps you establish the prerequisites for successful cross- and up-selling.



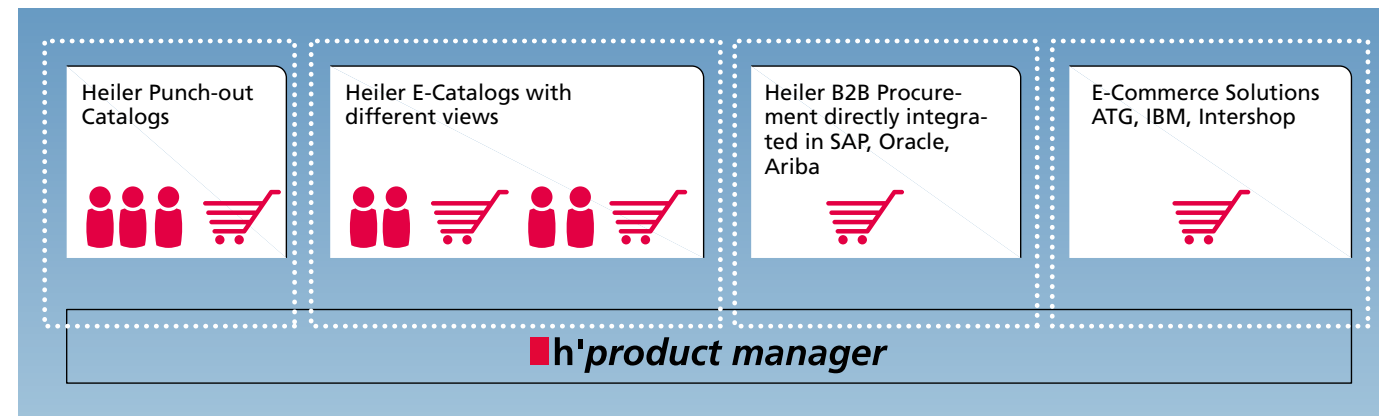
The functions in Heiler Product Manager provide you with a powerful set of tools for manipulating data during an import. These include an option to calculate purchase prices based on list prices in the source file by incorporating a discount into the function. Using conditions (IF queries), you can even apply a discount depending on the item's material group in the source file. Text functions like "Concatenation" or "Replace" provide additional options for data manipulation during an import. A key benefit of this is that you can eliminate the time-consuming step of preparing import files prior to an import.



In Heiler Product Manager, you can import several relationally linked source files in a single step. For example, multiple data sources can be loaded into the PIM system together in a single import step based on the item numbers in all of the files. This approach eliminates the need for multiple sequential imports and means that complex data structures can be imported using table-based import formats.

## CORPORATE EXPORT ENGINE

» Heiler Product Manager provides an ideal basis for multi-channel sales through online shops, electronic catalogs and procurement systems. The Corporate Export Engine in Heiler Product Manager enables table-based exports in CSV format plus exports of structured formats as XML and HTML. With the standard installation, you can store up to 5 export format templates. The Corporate Export Engine, meanwhile, allows you to define and store an unlimited number of export format templates.



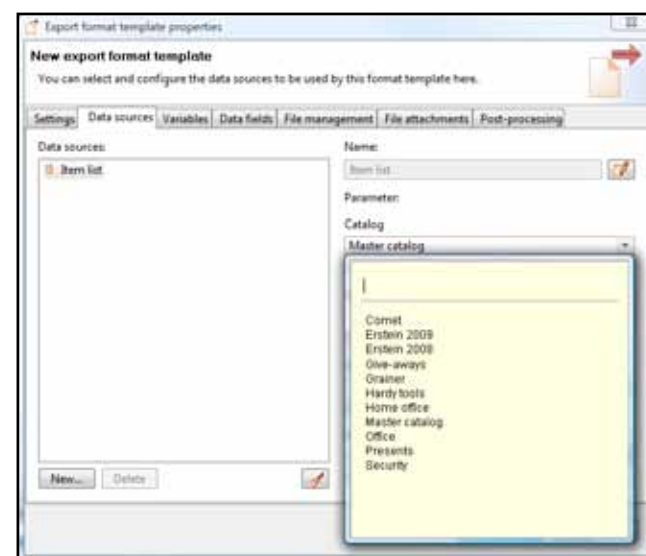
### CORE FUNCTIONS

**Leading e-commerce solutions:** In e-commerce, product information directly influences a potential customer's decision to buy or not to buy a product. Heiler Product Manager makes it easy to create and manage attributes, which in turn allows customers to compare products in your online shop.



**Export profiles:** An export profile is created once only prior to the export. Export format templates take account of all field rules, as well as area of validity, catalog structure, assortment, language, currency and individual criteria. The adapter checks the online/offline status of the items. Items that are already online in the shop are updated, while new items are published.

**Direct export of supplier catalogs** supports long-tail strategies and the sale of shadow assortments. In this way, PIM enables cross- and up-selling as well as higher margins with large assortments of niche items.



## WEB CLIENT

» The Web service framework integrated into Heiler Product Manager allows you to create your own Web services to meet your individual requirements. For example, you can create Web services to read, edit and release product data. You can order the Web client as an additional Heiler Product Manager service and configure it to suit your individual requirements. This also enables seamless integration into existing business applications such as ERP systems or portals.

This application is of particular benefit to large international enterprises operating in trade and industry. As part of the marketing process, product texts are formulated via the Internet in central Product Information Management (PIM) directly. Attributes are maintained and suitable product images are assigned. Workflow management informs all

employees, departments, subsidiaries or external partners who play a part in ensuring the highest-quality product information, e.g., Product Management, legal departments, translators or advertising agencies. A personalized interface displays each user's task list and the status of each task at a glance. In addition, all users are notified by e-mail of new tasks as they arise.

The screenshot shows the Heiler Product Manager Web Client interface. The top navigation bar includes 'Dashboard', 'Tasks', and 'Settings'. The main content area displays a task detail for 'Please review all translated languages'. The task is created on Feb 22 2010 3:41PM by Administrator, with a time expires on Feb 24 2010 8:47PM. The progress is 0%. The description is: 'All items in catalog "Master catalog" that are assigned to material group "Nicolas Rieussec Chronograph" (Montblanc)'. Below the task details, there is a table of assigned products:

Status	Item No.	Short Description
<input checked="" type="checkbox"/> Released	1260377911351	Nicolas Rieussec Chronograph
<input checked="" type="checkbox"/> Released	1260377911352	Nicolas Rieussec Chronograph

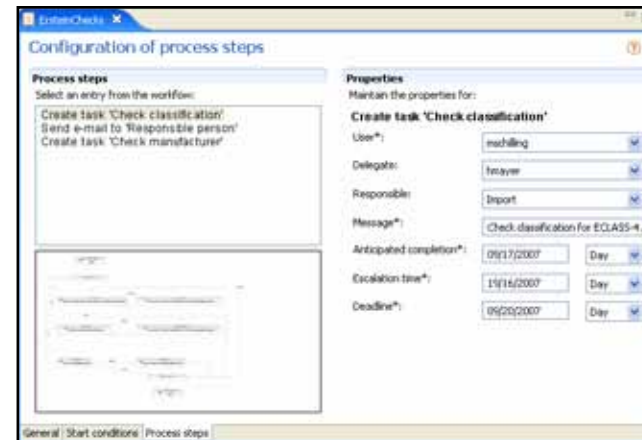
Below the table, there is a 'Delete' button. The bottom right corner of the screenshot shows a 'Translation Approval' dialog box with a progress bar and a 'View and check translations' button.

A typical example of a Web client solution: In Heiler Product Manager, task management also allows you to define and assign tasks to external partners such as lawyers or marketing agencies. Tasks permit direct access to item texts via the Web without a previous search. These texts can be checked, changed and ultimately released. In this way, Web services enable the provision of use-case-specific Web clients for maximum user productivity and collaborative Enterprise PIM.

# WORKFLOW KIT

» *The Workflow Kit safeguards processes and ensures high-quality product data. You can use the kit to define workflow processes and assign pre-defined start conditions.*

Workflow profiles allow you to define the parameters for executing the corresponding workflow processes. For example, you can define conditions and specify which user is to process a certain process step in a profile. An overview of current workflow processes displays all active and completed workflows. Active workflows can be stopped and restarted.



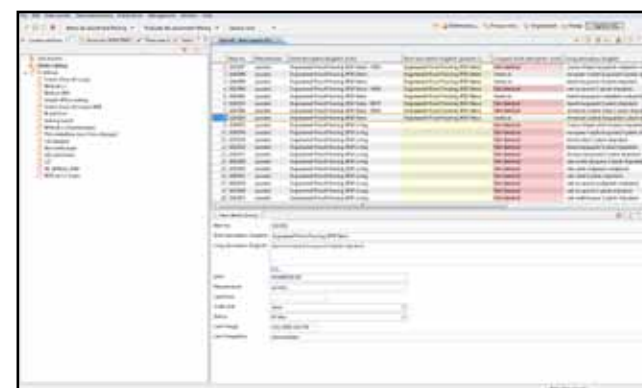
# VERSIONING ENGINE

» *You can create and save different versions of objects such as items, products or structure groups. Versioning is supported in the master catalog and supplier catalogs.*

All objects that are connected with the versioned object are also versioned, for example, a structure group, including all parent groups, media-asset mappings and references to other items and products. The Versioning Engine is completely "export safe". In other words, data maintenance can continue uninterrupted in the working version while the version for export or publication remains unaltered in the defined status.

A detailed comparison view comparing versions at object and field level indicates in detail the differences between versions. Versions can be closed at any stage so that they are 100% revision-proof. Open versions, meanwhile, can simply be updated from the working version.

A central version overview displays all available versions, together with their current status (open, closed).



A detailed comparison between two versions with differences highlighted in color

# SYSTEM REQUIREMENTS

## Database system

- Microsoft SQL Server 2005, x64 SP3 (Build 9.00.4035.00)
- Microsoft SQL Server 2008, x64 (Build 10.0.1600.22)
- Oracle Database Standard Edition 10g Rev. 2 (Windows: 10.2.0.3)
- Oracle 11g, x64 (patch level: 11.1.0.6.0)

## Application server

- Operating systems:
  - Windows Server 2003 x64 (R2)
  - Windows Server 2008 x64 (R2)
- Hardware:
  - Processor: Multi-processor or multi-core
  - RAM: min. 4 GB for HPM (= 6 GB physical memory)

## Rich clients

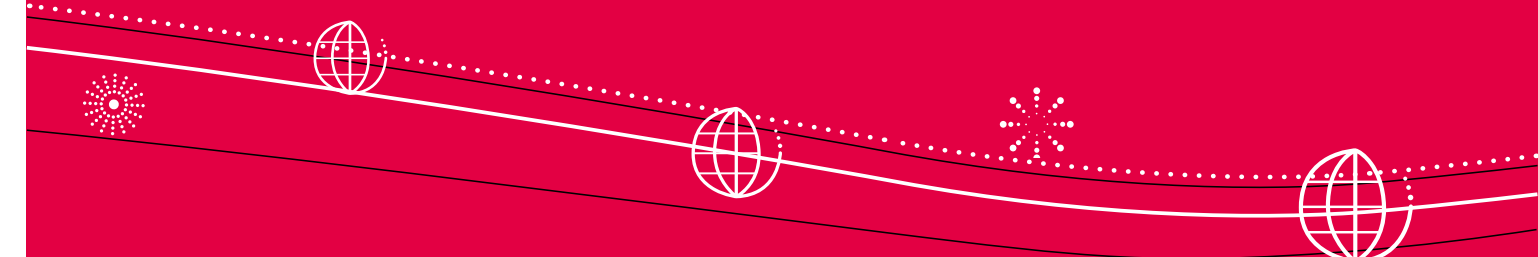
- Operating systems:
  - Windows XP x86 (SP2)
  - Windows Vista x86 (SP1)
- Hardware:
  - Processor: Multi-core
  - RAM: min. 1 GB for HPM client (= 2 GB physical memory)
  - Hard disk: approx. 2 GB for the installation

(Depending on the use of the virtual table/size of the import files, additional space may be required for buffered data)

## Requirements on your system

Please note that the memory and processor requirements specified above are recommendations based on average installations at customer sites. The Heiler sales or presales department will calculate specific figures for your individual system.

Heiler reserves the right to make changes to the system requirements based on the ongoing technical development of the product.



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