

# Pironet NDH launch Product Information Management in the UK

Submitted by: PR Artistry Limited

Wednesday, 27 July 2005

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Press Release

26 July 2005

St Albans, UK

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Pirobase® PIM delivers sell and buy-side collaborative product information management for the retail and e-commerce market

Pironet NDH, one of Europe's fastest growing software companies in the field of digital content alignment, integration and distribution, today announce the launch of Pirobase PIM in the UK.

Product information is regarded as the newest corporate asset. The availability and quality of product information are key criteria for business success, particularly in retail, with ever-more information-hungry consumers interacting with retailers across multiple channels. Pirobase PIM enables organisations to synchronise and maintain product information across the entire content value chain, from suppliers and other trading partners, to provide media rich content direct to customers.

Pirobase PIM is of particular value to retail organisations and business-to-business sales operations with multiple sales channels such as paper based catalogues, e-Commerce, DVD and/or in-store digital solutions; all of which rely on up-to-date and synchronised product-related information. By providing a centrally-managed consistent single view of product information organisations can reduce costs across the extended supply chain and improve performance with the use of dynamic data, particularly in-store, including digital images. In addition Pirobase PIM supports initiatives such as RFID (Radio Frequency Identification) and GDS (Global Data Synchronisation).

James Pemberton of Pironet NDH in the UK said, "Pirobase PIM is used by many of our European customers, such as Siemens Medical Solutions. These customers have benefited from the ability to manage product

information centrally and yet make it available at any time to all those involved on both the sell and buy side of the supply chain process. Unlike other solutions Pirobase PIM delivers media rich content, including digital images, direct to customers. Product information processes that would have taken hours in the past can be done in minutes. We predict our initial market in the UK will be retail organisations with others following fast.”

Pirobase PIM is available immediately, for further information please contact Pironet NDH in the UK on 01727 899998 or visit [www.pironet-ndh.com/retail](http://www.pironet-ndh.com/retail)

#### About PIRONET NDH

The PIRONET NDH GROUP is one of Europe's most innovative and fastest growing providers of information and communication technology products and services in the varied fields of digital Content Creation, Alignment and Distribution. The company is headquartered in Cologne, Germany and has a number of European subsidiaries. PIRONET NDH offers a wide range of products and services which covers all processes in company-wide content value chains as well as those linking suppliers and customers. The extensive range of solutions provided by PIRONET NDH stems from years of experience working with content as one of the central corporate values, something which is reflected in the guiding principle of PIRONET NDH: "Care for content. From start to finish."

For more information please visit: [www.pironet-ndh.com/retail](http://www.pironet-ndh.com/retail)

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