EPiServer adds Product Information Management to improve cross channel e-commerce Experience

Submitted by: Wildfire

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Partnership with inRiver integrates powerful new PIM solution with leading ecommerce platform for improved business results

London, 31st May 2012: EPiServer (http://www.episerver.com/), an innovator in multichannel digital marketing and e-commerce software, today announced the availability of inRiver PIM for EPiServer Commerce. Working with inRiver, a leader in product information management (PIM), EPiServer Commerce customers will now have access to a powerful PIM solution. The solution gives more control over product content and processes, effectively manages product assortments and cross channel assets, and drives consistent multi-channel commerce that generates business results.

In a multi-channel e-commerce environment, retailers must manage an ever increasing and changing product range across a number of different channels and for different periods of time. The PIM solution allows EPiServer Commerce users to take full control of product content and assets and seamlessly share them across all channels, both online and offline. This delivers faster time to market, operational efficiencies, while raising quality and improving consistency.

"Product management can be a real headache for online marketers and merchandisers with complex product assortments that are sold through multiple channels in multiple markets" said Bob Egner, vice president of product management at EPiServer. "With different members of the marketing team often duplicating product content and media assets for use in marketing campaigns or in-store channels, organisations want to improve consistency and gain control of their processes. This new PIM offering will provide our customers with control over the product content and the processes of managing it."

The PIM solution will give EPiServer customers a range of benefits, including the ability to:
• Use a drag-and-drop interface to categorise and build relationships between products for complete control over related product recommendations
• Create and maintain product assortments for multiple channels
• Use workflow and version control to ensure product content is controlled
• Use integrated Adobe InDesign to efficiently produce printed material with the same content
• Manage single assets that are automatically optimised for specific channels
• Automate translation using integrated external translation process

For further information on inRiver PIM for EPiServer Commerce, please visit: www.episerver.com/PIM

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Notes to Editors

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About EPiServer:
EPiServer is the leading supplier of solutions that enable true Web engagement and drive business results for end customers. 4,700 customers worldwide use EPiServer's technology platform that combines content, community, commerce, and communications with a configurable metrics dashboard. EPiServer CMS is the foundation for more than 20,000 websites and is used by more than 130,000 web editors daily. The EPiServer platform is delivered through an extensive network of over 590 partner companies in 30 countries.

EPiServer combines the stability and support of a commercial product with EPiServer World, a thriving developer community of more than 14,000 developers. EPiServer is a Microsoft Gold Certified Partner with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia and the United Kingdom. EPiServer is controlled by the IK2007 Fund. IK Investment Partners is a European private equity firm with Nordic roots, managing €5.7 billion in fund commitments.

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