

eggheads Suite

Revolutionize your Product Communication, create grandiose Product Experience, and secure your competitive edge for the future – achieve all that and more with our software, eggheads Suite.

With our system, you pool and organize all product data and media (images, text, video, and audio files) in a central spot quickly and efficiently – then, you can enrich information and publish it into all marketing and sales channels, be it online shop, social media, or print outlets. eggheads Suite is a PIM software with PXM, MDM, and Publishing modules. Use it to automate processes, boost your efficiency, and provide your customers with a perfect product experience. With eggheads Suite, you pave your company's path to the future of Product Information.

First installation: 1997

Provider

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Reference customers

For 30 years, we've been empowering clients: apra norm, BEGO, Brumberg, CHRIST, Custom Chrome Europe, DELTA-V, DER Touristik, Einrichtungspartnerring VME, ESCHA Bauelemente, Fraefel, FRIATEC, FTI, G. Thalhofer, Golf Globe, Hafermann Reisen, INTER CHALET, Koziol, L'TUR, MEWA, Müller Licht, OBO Bettermann, OLIMAR, Otto Graf, reichelt elektronik, RIDI Leuchten, ruck Ventilatoren, SAKRET, Schafferer, Steiff, STEINEL Normalien, TUI, TÜV SÜD, Uponor, Wahl Agrar-Versand, WILO SE, Wikinger Reisen, etc.

Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Consumer-to-Consumer

Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

Products

- ✓ Advertising material, office equipment
- ✗ Large formats
- ✗ Newspapers, magazines
- ✗ Books, teaching aids
- ✓ Catalogues, price lists
- ✓ Technical documentation
- ✓ Mercandises, promotional items
- ✓ Packaging

Media channels (internal / external)

- ✓ ✓ Print
- ✓ ✓ Website, webshop
- ✗ ✓ Online, Mobile
- ✗ ✗ Out-of-Home
- ✓ ✓ E-paper
- ✓ ✓ Apps
- ✗ ✓ E-books
- ✓ ✓ Video/Audio
- ✗ ✓ E-mail
- ✓ ✓ Social media
- ✗ ✓ Messenger
- ✗ ✓ Office applications
- ✓ ✓ Search engines
- ✓ ✓ Online marketplaces

Additional informations on media channels

Multi-Linguality:

Support of Unicode UTF8, manage more than 30 languages for print and online.

Print:

Dynamic templates, logic for automatically adapting to space requirements, dynamic tables, and support for multi-dimensional pivot tables.

Website:

Tailor-made data records for use in various target systems (website, shop, eProcurement, App, ...) via export configurator.

Print Catalogs:

Including automatic generation of QR codes, URLs, etc.

Apps:

Web-based app for browsing and presenting content from eggheads Suite.

Digital Data Records:

Including standardized data classifications (e.g. eCl@ss, ETIM, UNSPSC, ProfiCl@ss).

Features

✓ Closed shop	✓ Database publishing	✓ Editorial system
✓ Open shop	✓ Online data check	✓ Translation management
✗ E-shop in-house development	✓ Correction workflow	✓ Marketing management
✓ E-shop standard system	✓ Technical workflow	✗ Media planning, media booking
✓ Printed file upload	✗ Commercial workflow	✗ Customer relationship management
✓ Print on demand	✓ Media asset management	✓ Cross-media management
✓ Individualisation	✓ Product information management	✗ Content marketing management
✓ Personalisation	✓ Web content management	✗ Communication
✓ Creation of publications	✗ Text database	

Modules

Product Information Management (PIM Basis)

User-generated object types and attributes

Hierarchical data model

Editor for managing products and product attributes, including data quality management

Links and references

Translation functions

Standalone applicable

Versioning

Archive content and attribute values

Compare versioned content

Reset content

Dynamic Text

Segment text

Prioritize text segments for individual export channels

Automatically adjust text based on space requirements of individual target channels

Imports and Exports

Import and export content and/or meta-data based on BMECat, "cmiData" (XML), DataNorm, xls

Individualizable ODS, CSV, and XML imports

Individualizable XML exports

Dynamic mapping between data model of the system and import/export target

Assortments, Classifications, Pivot Tables

Group up products in assortments

Exports for assortments

Import assortment settings and new products

Create multi-dimensional pivot tables

Product classification (including ETIM, eClass, ProfiClass, UNSPC, etc.)

Print and Publishing

Manual and automatic publishing page generation

Page generator tool

Interactive page editor

Template editor (with user-generated stylesheets)

Page preview

DTP editing

DTP server connectivity

DTP update plugin (e.g. for last-minute changes to data)

Media Asset Management

Manage media assets and text modules
Organize media in folders within a dedicated data model
Editor for managing attributes and meta-data
Media Preview
Language variants for media

Media Search, Duplicate Check, and Media Upload

Full-text search for media and attributes
Put together your own shopping carts
Download media and entire shopping carts
Web-based media upload with attribute editor
Validation, file type conversion, and naming of media
Automated duplicate check

Publication Planning

Plan structure and content of publishing processes
Interactive page preview and editor
Data model for organizing projects, publications, and subordinate objects
Automatic page generation based on Publication Planning
Time management tool

Data Supplier Portal

Define data model of forms (object types, attributes, etc.)
Data collection, validation, and editing
Automatic text generation and export into documents
Definable templates

More modules

Workflows, task management, test systems for training and testing

System basis

Frontend devices	Desktop PC, notebook, tablet PC, and smartphone
Frontend operating systems	Linux, Windows, Mac OS X
Frontend web browsers	Microsoft Edge, Mozilla Firefox, Google Chrome, among other conventional web browsers
Frontend technology	Desktop App (Eclipse RCP), Web App (Angular JS, HTML, JavaScript)
Server operation systems	Windows, Linux
Server technology	Java
Webserver	Apache Tomcat
PDF engine	PDFlib, InDesign Server, or QuarkXPress Server
Database system	MS SQL, Postgres, MongoDB
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Adobe InDesign, QuarkXPress
Order systems	SAP, MS Dynamics, ABAS, SAGE, among others
Databases	Connectivity to any database types via configurable interfaces, DAM systems (e.g. Canto Cumulus)
Other	Connectivity to any digital system, such as eCommerce tools, via configurable

interfaces (e.g. Magento, Spryker, etc.)

Licence models

Costs for system setup

Buying license

Rental license

Purchasable software license (standard), optionally leasing model or SaaS variant

✓ Licensed modules depending on user count, languages, and support service model

✓ Adaptive depending on required modules and license duration

eggheads GmbH

As a leading PIM and PXM provider from Germany, Bochum, we optimize your Product Information Management and boost your Product Communication to the next level. Our software is independent of any industry sectors. Thanks to the generic concept of our system, eggheads Suite, we can develop solutions which are tailor-made for your business. Always stay one step ahead of the competition.

Provider information

Founding year	1990
Total number of employees	81
Number of employees in Germany, Austria and Switzerland	D: 80 / CH: 1
Locations	Germany: eggheads GmbH Bochum Switzerland: eggheads swiss GmbH Opfikon (Zürich)
Industry specialisation	Sector-Independent
Certificates	Software Made in Germany, TOP 100 2019, TOP 100 2018, Innovation Price IT 2018, Innovation Price IT 2017, Category E-Commerce

Systems and services

eggheads Suite