

# Portal4Industry

Beyond eCommerce and PIM - Digitise the B2B sales process  
eShop, PIM and Customer Portal specifically geared towards industry and technical retail

Our Portal4Industry EPM combines eShop, PIM and Customer Portal in an all-in-one solution. As the customer journey increasingly shifts towards the digital world, new challenges surrounding customer communication are becoming more crucial.

Functional overview of the Portal4Industry EPM and description of the modules

Lead Generator | SEO and SEA

Web Shop | Customer Portal | Guided Selling

eCatalogue | CMS | Office on the Fly

PIM (Product Information Management) | Import & Export

Support / Hosting / Operation

Basic configuration: Dashboards | Installed Base | Documents and media

eCommerce: Equipment Selling | Parts Selling

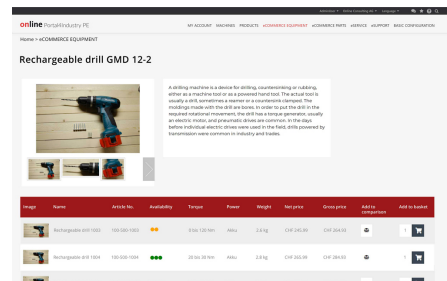
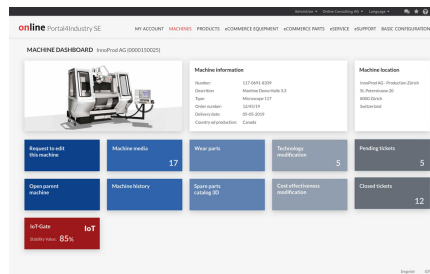
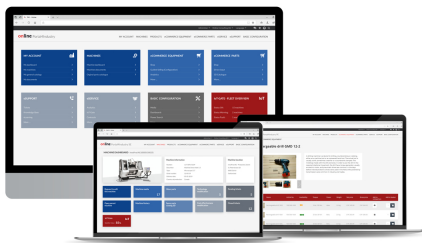
eSupport: Ticketing | Knowledge Management | eLearning | Live Video

eService: Analytics | Integration-Gate | IoT2Business | Contracts |

Projects

First installation: 2008

## Picture gallery



## Reference customers

Bernina International AG, KOMAX Group, KraussMaffei HighPerformance AG, Oerlikon Metco, Oerlikon Barmag, Oerlikon Neumag, Saurer Schlafhorst, SCHMOLZ + BICKENBACH AG, Spühl GmbH, Thermoplan AG, Inficon AG, Kubo Tech AG, Wesco AG, Südo Gruppe (with 4 different clients), ISO-CENTER AG, Jakob Müller AG

## 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

## 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

### Digital sale of B2B products in the webshop

Our standard product Portal4Industry EPM contains more than just a digital ordering option. With the diverse functions of this solution, you achieve that your customers consult your webshop with interest.

Standalone applicable

### From Webshop to Self Service Portal

A simple web shop alone is of little use. Your customers only visit it when they want to place an order. Therefore, offer your customers a better service. Our webshop already includes some portal functions as standard.

Standalone applicable

### Guided Selling - configuration and filtering of your products

Today, customers want to inform themselves about products. Support them with the Guided Selling module. This offers filter functions and can be expanded into a configurator. This allows your customers to obtain information on their own.

Standalone applicable

### eCatalog - product data always up-to-date on the website

The eCatalogue has the same structure as the webshop, but does not include a shopping cart or payment and address functionalities. It serves as a silent salesperson and as a digital information platform for your customers.

Standalone applicable

### CMS / website for clients with focus on the products

With our standard CMS templates, you get a construction kit for building the rest of your websites. Integrate your imprint, contact details, etc. directly into the eShop or eCatalogue.

### Office on the fly - PDF and Word dynamically generated with data from the ERP / PIM

Changes to product data mean a great deal of administrative effort. The Office on the fly function simplifies this process significantly. Use it to maintain the changes in the ERP or PIM and the PDFs on your page are updated automatically.

Standalone applicable

### Product Information Management (PIM) - refining and providing data

The master data entered in the ERP often does not contain all the desired information. Therefore, save images and marketing texts in different languages directly in the PIM and supplement the products with hierarchical structures.

### Import/export solution - distribute information in a targeted manner

Benefit from our experience in integrating third-party solutions into our system. We have already produced over 70 catalogues in the print sector.

## System basis

Frontend devices

Any device

Frontend operating systems	Windows, MAC, Android, iOS etc.
Frontend web browsers	Google Chrome, Firefox, Microsoft Edge, Internet Explorer
Frontend technology	SPA realized using React (v16.8) Bootstrap (v3)
Server operation systems	Windows Server 2019 or Cloud (ex. Microsoft Azure)
Server technology	
Webserver	
PDF engine	
Database system	
Operating	On provider server or On customer server

## Interfaces

Pre-press and printing	Print & Publishing Solutions (PRIINT:SUITE)
Order systems	Over 25 different ERP-Systems like SAP, Microsoft Dynamics, proAlpha, Abacus)
Databases	Analytics (z.B. Google Analytics, Microsoft Power BI)
Other	Various CRM systems (e.g., Salesforce, Microsoft Dynamics 365) Electronic spare parts catalogues (e.g., Docware PARTS-PUBLISHER, CATALOGcreator, door2parts) Digital Asset Management / Media Asset Management (CELUM) Print & Publishing Solutions

## Licence models

Costs for system setup	Depending on the type and number of modules, both rental and purchase models possible
Buying license	✓ Depending on the type and number of modules
Rental license	✓ Depending on the type and number of modules

# Online Consulting AG

We digitalise your processes with sustainable value. Thanks to our best practices, you will benefit from more efficient processes as well as higher sales and customer retention. This applies to processes related to client communication, product marketing or improving your after sales business.

## Provider information

Founding year	1995
Total number of employees	60
Number of employees in Germany, Austria and Switzerland	45
Locations	Wil (CH - Headquarter) Böblingen (DE) Wroclaw (PL)
Industry specialisation	Industry (machine builders, device producers) Trade (B2B)
Certificates	Microsoft Gold Partner European SharePoint Conference as «Best SharePoint Tool»

## Systems and services

Portal4Industry