

Product Experience Management powered by Noxum



Product Experience Management (PXM) powered by Noxum

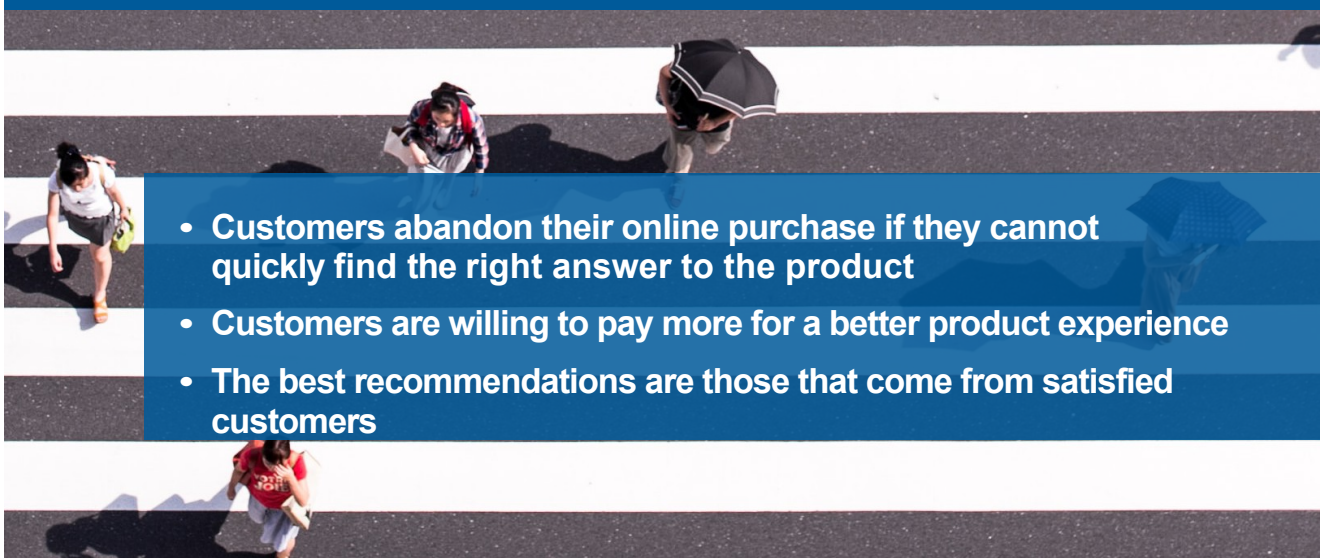
Content management and PIM in one system

**Transparency and process reliability for uniform product
information on all media and touchpoints**

Customers' expectations of their customer journey have changed fundamentally today. Customers expect a customized product experience across all media and touchpoints. The basis for this is consistent product information and convincing marketing content. The aim of product experience management is to present products to potential customers in a convincing way and make them tangible.

Product experience is one of the most important drivers of customer retention and loyalty. It can also help to increase customer satisfaction, reduce customer churn and promote positive word of mouth.

WHY PRODUCT EXPERIENCE MANAGEMENT IS IMPORTANT

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- An aerial photograph showing several people walking across a crosswalk on a city street. The scene is captured from a high angle, showing the white stripes of the crosswalk on the asphalt. One person is holding an umbrella, suggesting it might be raining or about to rain. The image is used as a background for the list of reasons why product experience management is important.
- Customers abandon their online purchase if they cannot quickly find the right answer to the product
 - Customers are willing to pay more for a better product experience
 - The best recommendations are those that come from satisfied customers

So how can a convincing customer experience be achieved? It succeeds when the entire purchasing process is structured from the customer's perspective, i.e. the customer given specific content and additional information at all touchpoints on their customer journey. As part of a PXM strategy, the uniformity of product information must be guaranteed on all distribution channels. The basis is formed by error-free and relevant product information and modern software that can individualize content and deliver it to different users. If the customer then quickly finds the right information about the product, they have a positive product experience and this increases the chances of a successful online purchase and recommendation.

Implementing the PXM strategy a major challenge for companies.

New markets, target groups and sources of revenue have been generated in recent years through eCommerce with individual mobile applications, online catalogs, social media and store and PoS systems.

"With an increasing number of channels to market, effective end-to-end management of product experiences has become a critical requirement for digital commerce businesses." Source: Gartner Research, "Scaling Digital Commerce Requires Product Content Life Cycle Optimization, Published: 18 May 2021"

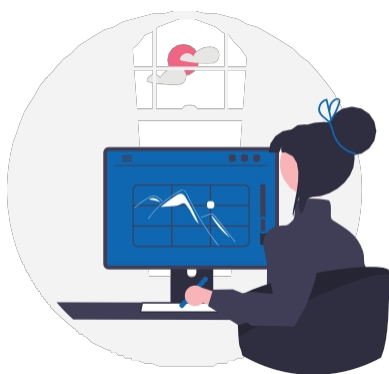
In addition, there is a significant increase in product information, whether due to deeper and broader product ranges or customer-, market- and country-specific characteristics.

This now presents all departments involved with the task of providing valid, individually prepared data records for each sales channel.

The distributed data and editing processes pose a major challenge here. This is because most product information is stored in a proprietary format, usually as static documents in many different departments, possibly in other systems, and is therefore unsuitable for process-reliable data exchange. The primary task of companies is now to relieve the burden on teams by using modern software systems. Then, for example, it will no longer be necessary to laboriously search for statuses and translated languages in Excel spreadsheets when translating, but can be visualized using simple system queries.

Here we come to the foundation for successful PXM.

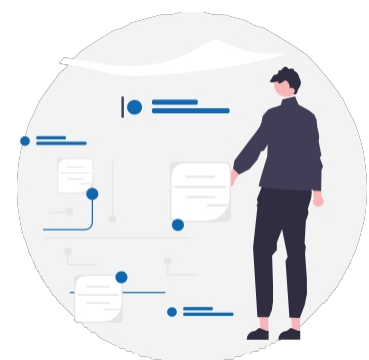
Product Experience Management (PXM) can only be implemented if you create a holistic foundation for your product data. It is important to provide the teams that prepare the content and incorporate PIM data into the processes with tools to visualize their jobs. This requires a system for managing content and product data that not only stores the data, but also provides it in a structured manner and enables the collaboration and visualization of processes, for example with Kanban boards. The system must store a large amount of data and media and then play out the right data at the right time. You can achieve this if you manage all your product data, product information, text modules and media assets in a central PIM system and can automatically play out the product data from the system in a qualitatively appealing, personalized and context-related manner via functioning interfaces.



Holistic foundation for your product data



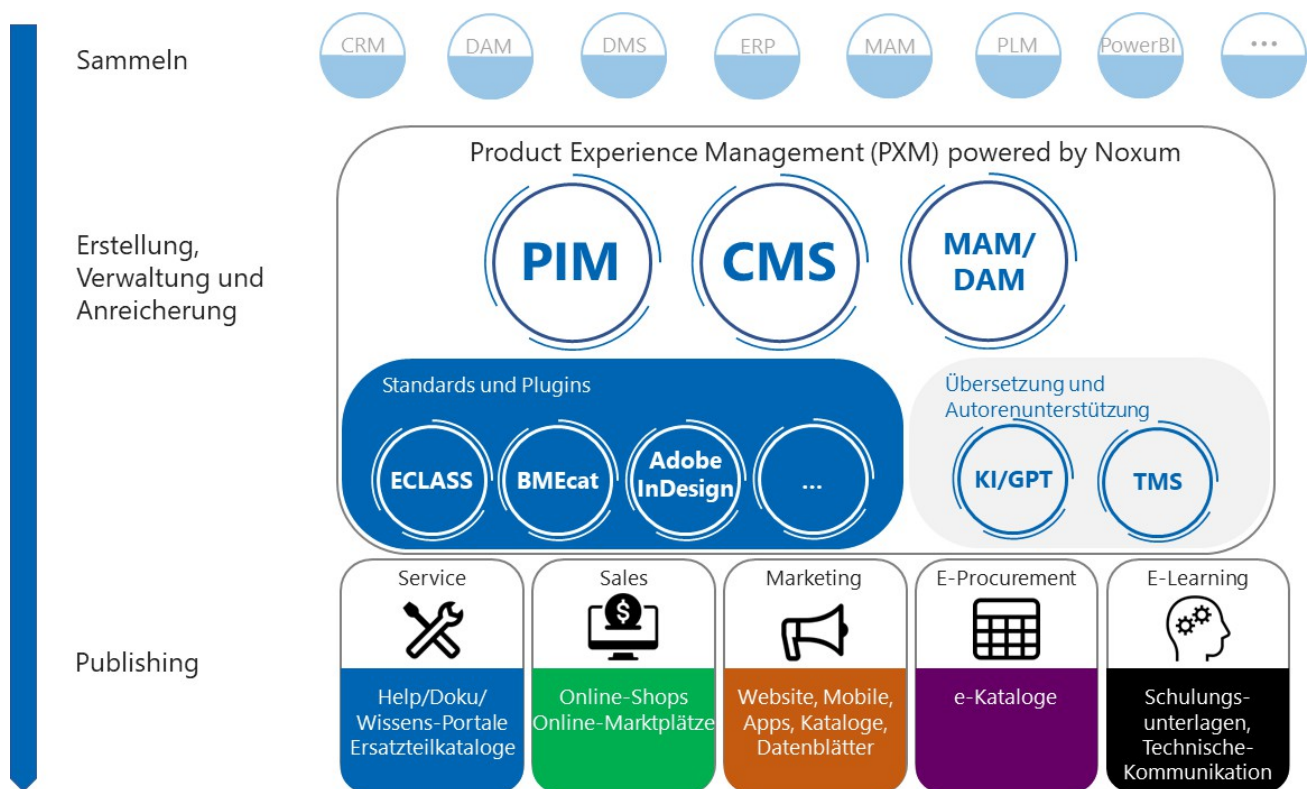
Tools for collaboration and visualization of processes



Play out product data personalized, context-related, automated

Product Experience Management (PXM) powered by Noxum: eCommerce, standardization, interfaces, localization such as translation and terminology with PIM and CMS

Noxum maps the core processes and tools for product experience management with its PIM and CMS modules in the integrated content management system. The big advantage: all product information only needs to be maintained once thanks to the integrated approach. Technical editors, marketing and eCommerce teams as well as product and catalog managers work with the same database. Data sources can also be bundled and the Noxum PXM serves as a content hub.



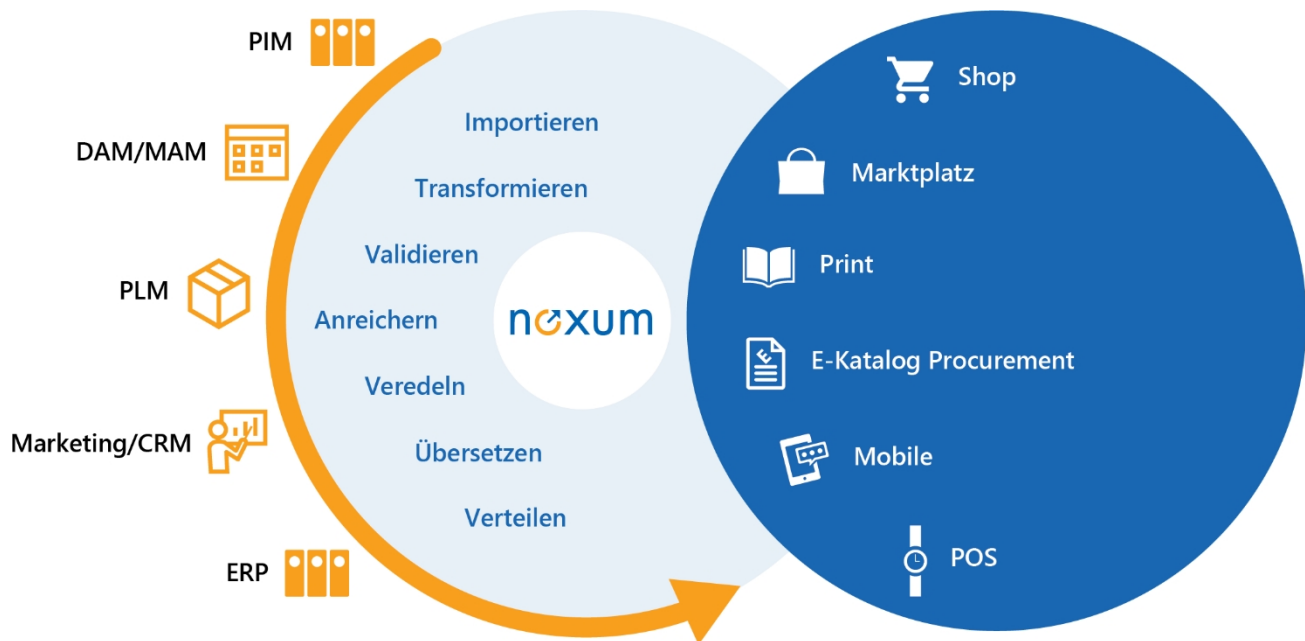
Product Experience Management (PXM) powered by Noxum

The PIM component is available for maintaining product data, features, feature values and product relationships via an intuitive interface. The CMS component handles editorial tasks such as workflow and version-supported editing, correction and release of structured and unstructured content.

For users who do not have a professional routine in the editing system, there are simpler entry masks and interfaces, e.. to their layout program Adobe InDesign and Office 365 - Excel. The content created is then available to all process participants for media-specific output.

Standards & Plugins

Current master data, graphics or parts lists can be imported from existing third-party systems via standardized interfaces and are consolidated for further use. Industry-dependent, standardized classification systems and exchange formats such as XML, ETIM, ECLASS, BMEcat, proficl@ss or UNSPSC are supported.



Processes, interfaces and connectors

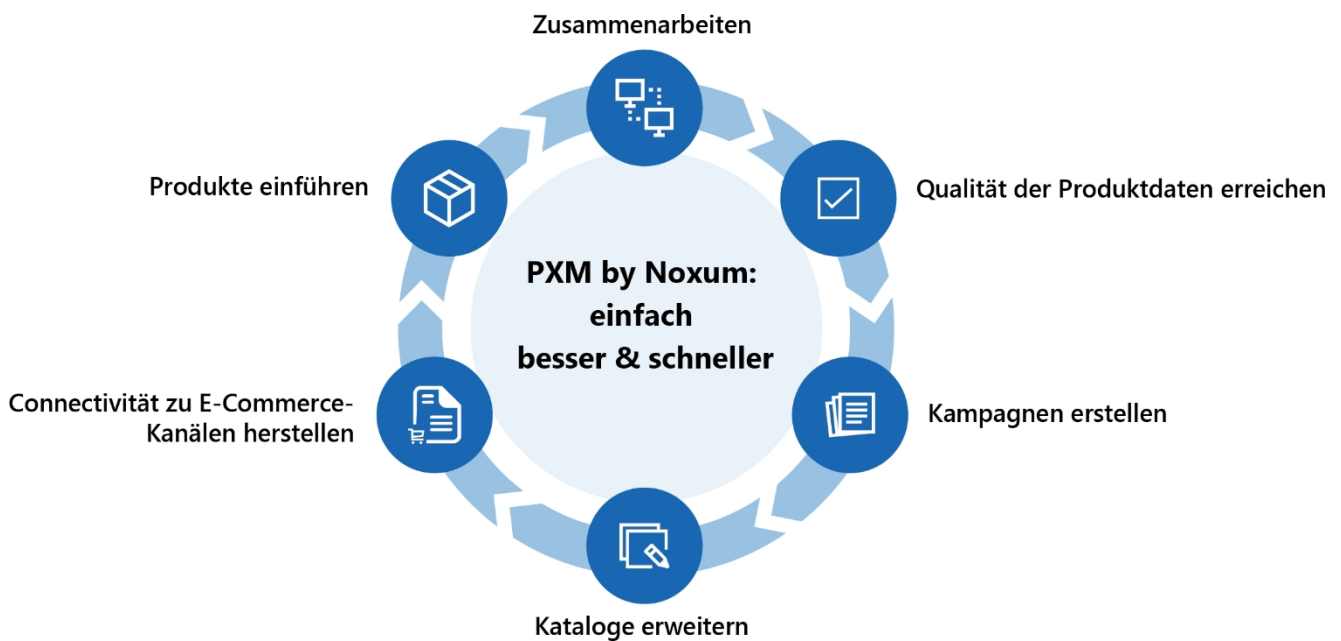
Globalization and product information

With PXM powered by Noxum, target markets benefit from a faster and higher-quality supply of publications in the right language. Both the professional translation and the language- and formatting-independent maintenance of feature properties and values can be realized with process reliability. Content can be edited in context without multiple translations. All translation-relevant content for a publication is automatically determined and transferred to professional translation memory systems such as SDL/Trados®, across® or Transit with the help of standardized interfaces and connectors. Authorized editors can also manually and cost-savingsly extract individual product features for translation. The interaction of both options creates an efficient translation process for product information.

Standardized interfaces enable the connection and integration of professional terminology systems such as acrolinx IQ™, crossTerm, Congree Authoring Server and Multi Term from SDL. The authoring tool from Noxum can be integrated directly into PXM and uses its database.

Printed and digital publications

With PXM powered by Noxum, all media and touchpoints can be supplied from a central data source: Taking into account the respective layout peculiarities and with the same quality of information. In addition, Noxum's PXM enables the media-optimized presentation of product information, including value-added functions such as specially prepared search results, product finders and product comparisons.



Ideal processes for omnichannel commerce and omnichannel publishing

Content Hub - central location for your content

- of product data, digital assets, files and more
- Mapping product relationships
- Flexible multichannel data modeling
- Integrated digital asset management
- Roles and authorizations to control access, display and editing rights
- Integrated workflows, e.g. Kanban boards
- Integrated Adobe InDesign connection
- Modern AI, language processing model GPT, DeepL
- Noxum - ISO 27001-certified

Memberships, Partnerships and references

Memberships - Selection

bayme - Bavarian Association of Metal and Electrical Companies
DERCOM Association of German Editorial and Content Management System Manufacturers e. V.
GPM German Association for Project Management e. V.
tekomp - Society for Technical Communication e. V.
VDMA - German Engineering Federation
ECLASS e.V. - Association for the development and dissemination of the ECLASS standard
KVD - Customer Service Association Germany e. V.
iiRDS Consortium

Partnerships

Across Systems GmbH
Acrolinx GmbH
Adobe Solutions Network
Antenna House, Inc.
Congree Language Technologies GmbH
University of Applied Sciences Würzburg-Schweinfurt
JustSystems Corporation
Microsoft Gold Certified Partner
Microsoft Azure Circle Partner
Omikron Data Quality GmbH - FactFinder
SDL - TRADOS GmbH
Webtrekk GmbH

References - Selection

AUDI AG	Automotive industry
BEGA Gantenbrink-Leuchten KG	Luminaire manufacturer
Bergmoser+ Höller Verlag AG	Publisher
Berker GmbH & Co KG	Building services and building automation
Bühler AG	Mechanical and plant engineering
Buhl Data Service GmbH	Software manufacturer
C. C. Buchner Verlag GmbH & Co. KG	Publisher
CheckMyBus GmbH	Long-distance bus line search engine
Cornelsen Experimenta GmbH	Publisher
Deutsche Börse AG	Financial market
Dr. Ing. h. c. F. Porsche AG	Automotive industry
dSPACE GmbH	Mechatronic controller systems
Finanz Informatik GmbH & Co KG	IT service provider
Fr. Sauter AG	Building services, building automation
Hueber Verlag GmbH & Co KG	Publisher
JURA Elektroapparate AG	Coffee machines, electrical and household appliances
Kinshofer GmbH	Gripping technology
KROHNE Messtechnik GmbH & Co KG	Measurement technology
KUKA Roboter GmbH	Industrial robots, welding systems
NürnbergMesse GmbH	Trade fair service provider
Pepperl+ Fuchs GmbH	Industrial sensors
Roto Frank AG	Components
Stiftung Warentest	Service institute
Stulz GmbH	Air conditioning
TRUMPF SE & Co KG	Manufacturing technology
TTS Tooltechnic Systems AG & Co KG - Festool	Tool manufacturer
UDG Ludwigsburg GmbH	Media agency
Walter de Gruyter GmbH	Scientific publisher
WIKA Alexander Wiegand SE & Co KG	Measurement technology
ZF Friedrichshafen AG	Drive and vehicle technology

Do you need more information?

You can obtain further brochures from us on the following topics

- Web systems/web portals,
- Mobile Solutions,
- Technical communication,
- PIM
- Content Delivery Platform

and request the Noxum Publishing Studio product brochure.

www.noxum.com/de/kontakt

Noxum - A passion for software

- Owner-managed company
- Founded in 1996
- We develop standardized software and individual customer solutions in the areas of content management, cross-media publishing, technical communication, product information management, content delivery, web systems/web portals, e-business and mobile web.
- Noxum solutions are used in over 30 countries.
- We are passionate about producing software that optimizes content management and editorial processes.
- We enable publication processes for all media.



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Noxum GmbH develops standardized software and individual solutions in the following areas

- | | |
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| ■ Web systems/web portals | ■ Cloud computing |
| ■ Technical communication | ■ Content Delivery |
| ■ E-Commerce | ■ MAM/DAM |
| ■ Cross Media Publishing | ■ Security |
| ■ Content Management Systems | |