

EBOOK

HOW TO INTEGRATE A PIM WITH MAGENTO

MAGENTO VERSION 2

EVERYTHING YOU NEED TO KNOW BEFORE,
DURING, AND AFTER IMPLEMENTATION.



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Why choose Magento?

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How to structure your
catalog

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5.

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The last step: adding
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SALES LAYER: A COMMITMENT TO THE FUTURE OF ECOMMERCE

Your goal is to design and expand an online strategy through different channels and marketplaces that reach distributors, sellers, and digital consumers on multiple markets. Our mission is to provide you with agile tools and add more and more services that automate and enrich your daily work and your catalog. This ebook reveals the advantages of integrating a PIM with the Magento platform to manage your online store without errors or complications.

If you would like to discover other materials related to the management and quality of product and catalog content, visit Sales Layer's [resource center](#), or request a [personalized session](#) with our team.

Have more to tell us? Write us at info@saleslayer.com

WHY CHOOSE MAGENTO?

1.

Today, Magento is a leading ecommerce platform amongst businesses of a medium/large size. Almost a quarter of a million shops use Magento, which wins over users because of its fame, the advantages of its **open source** platform, and its high level of **customization**.

Additionally, as all **CMS (content management systems)**, Magento allows you to complement its use with other solutions and technological extensions for ecommerce: from online sales to the integration of inventory management and product information.

Since 2018, Magento has belonged to the **Adobe** group, which strengthens its technological backing and gives it a brand image that attracts a big portfolio of clients known for greatness. Large worldwide brands like Ford, Coca-Cola, Nespresso, and Jaguar use Magento to host their websites and online shops.

The majority of Magento's users are in the United States, followed by the United Kingdom and Germany; however, the platform offers its service and support anywhere in the world (according to data from Builtwith as of June 2020).

MAGENTO'S MARKET IN NUMBERS

1,4%

OF THE CMS MARKET

12%

OF ALL THE INTERNET'S
ONLINE SHOPS

5000

DAILY DOWNLOADS

+1150

TECHNOLOGICAL
PARTNERS

+250.000

SELLERS IN ALL THE
WORLD

+315.000

DEVELOPERS

3rd

OPEN-SOURCE
TECHNOLOGY IN
THE WORLD AFTER
WORDPRESS AND DRUPAL

3rd

ECOMMERCE PLATFORM
IN THE WORLD AFTER
WOOCOMMERCE AND
SHOPIFY

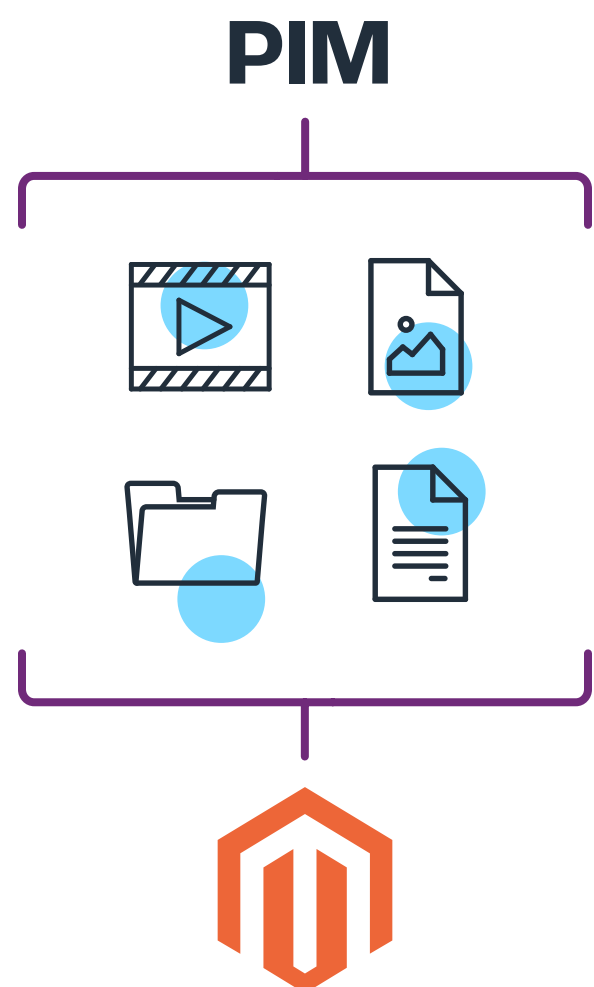
Another plus of the platform is **Magento Marketplace**, which includes more than 1,000 free extensions and other plugins, as well as paid templates categorized by industry (from the restaurant industry to fashion) which add more extra functions to the management and design of online shops and digital catalogs.

Some of these extensions are backed and monitored directly by the Magento team, but there are more than 315,000 developers who are working to cover the different needs of the ecommerce experience: finances and accounting, marketing, customer service, payment gateways, security certificates, warehouse and shipping logistics, analytics, SEO, etc.

WHY USE A PIM?

With the thousands of integrations and connectors that you can add to your Magento platform, one of the most important and popular ones for sellers is **PIM technology (Product Information Management)**.

A PIM solution speeds up and automates managerial tasks and updating for catalogs by means of a central database stored **in the cloud**. But that success also depends, largely, on the integration process between the PIM solution and the ecommerce platform going smoothly.



If you have your product data and catalog duly updated in the PIM system and the system is connected in real time to Magento, you'll open the door to great **advantages**:



Efficient organization between warehouses and the different sales channels



Representatives and customers with access to updated catalog information



A better shopping experience



An increase in sales



Customer trust and loyalty

And, above all, convenience: Once the connector to exchange information directly between the PIM and Magento has been configured, you'll only have to touch the information in the PIM system and it will be sent to Magento without you having to lift a finger.

PRELIMINARY CONSIDERATIONS

2.

Before connecting a PIM solution to Magento, it is advisable to enlist a professional with a **senior profile** and experience in using the Magento platform and its most recent versions.

This individual is key for the success of your integration and daily maintenance, as he/she will be in charge of managing the server and syncing information between the PIM solution and Magento.

Said professional must be well-versed on technology to install libraries and make calls to the PIM system. He/she will help to avoid mistakes and an accumulation of tasks amongst the team members with less technical knowledge.

Another aspect that should be kept in mind is that a PIM system is a multi-channel tool that does not depend only on Magento.

Choosing the best data structure by only taking into account the ecommerce platform is one of the most common mistakes of this phase. Therefore, it is recommendable to bear in mind **other determining factors**:

- If more channels are going to be added to the PIM, such as mobile apps, intranets, or InDesign catalog management
- The company's business logic
- The internal workflows

Lastly, another important factor is the integration time. While it is becoming more simple to add extensions to ecommerce platforms, always plan for about a month for implementation and tests between the PIM system and Magento to be undertaken successfully.

MINIMUM TIME RECOMMENDED FOR THE IMPLEMENTATION OF A PIM SYSTEM WITH MAGENTO

1 week

CONFIGURATION

2-3 weeks

TESTS

HOW TO STRUCTURE YOUR CATALOG

3.

If the PIM system and extension combination is good, it is not necessary to structure the catalog in any special way. It would suffice to just follow the business rules for your company.

The detail that would be a good idea to keep in mind is the way in which **products and product variations** are structured. That is to say, if they are structured as simple products or as configurable products.

In any case, the catalog structure should always be **organized and simple** so that this helps the end user to be able to find the products easily on the online shop.

Added to that is the fact that product information should be as detailed as possible, as this will be key to helping sales.

Lastly, in terms of **formats**, to manage products with individual stock, Magento's simple/configurable product system will have to be used, in which the configurable product (also called the parent product) will have the general information (like the description, SKU, or state) while the simple product (also called the child product) will contain information on prices and amounts. The relationship between both will be determined by attributes like, for example, "Color" or "Size."

DIFFERENCES BETWEEN VERSIONS: IS MAGENTO 2 BETTER?

4.

When Magento announced the launch of the second version of its platform in 2015, many sellers wondered if it would bring with it more advantages or a complex migration process.

Magento's version 2 was good news: it is more user friendly, faster, and more suited for emerging technologies, purchase functions, and extensions.

The main difference between Magento 1 and 2 is, therefore, **increased performance**.

Magento is a very heavy ecommerce system; thus, if you don't have good servers, it can lag. If you are experiencing these problems, it is recommendable to migrate to Magento 2, as that version is a little more agile than the previous one.

Additionally, with Sales Layer you can do so easily because **our latest version of the plugin in the PIM system is adaptable to Magento 2** and has increased data sync performance.

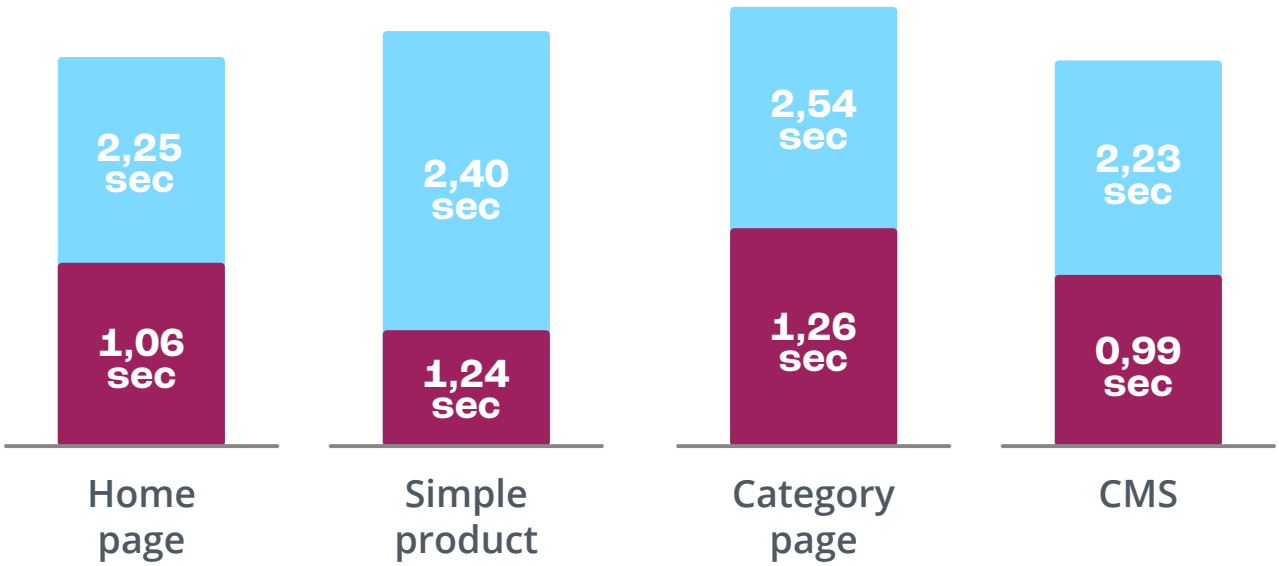
Another important difference is the administration and management **interface** for the product formats. Also, the **extension file structure** varies notably. In the second version, extensions can be found in the same folder, which makes programming quicker and more simple, while in the first version of Magento, extensions were installed by means of Magento Connect Manager.

This simplifies the process and, as in any adaptation to a new system, to migrate your catalog from version 1 to version 2, the best thing to do is to **test** this option. In theory, migration should not cause problems because it is compatible with all extensions, but it's always good to be ready for small technical glitches.

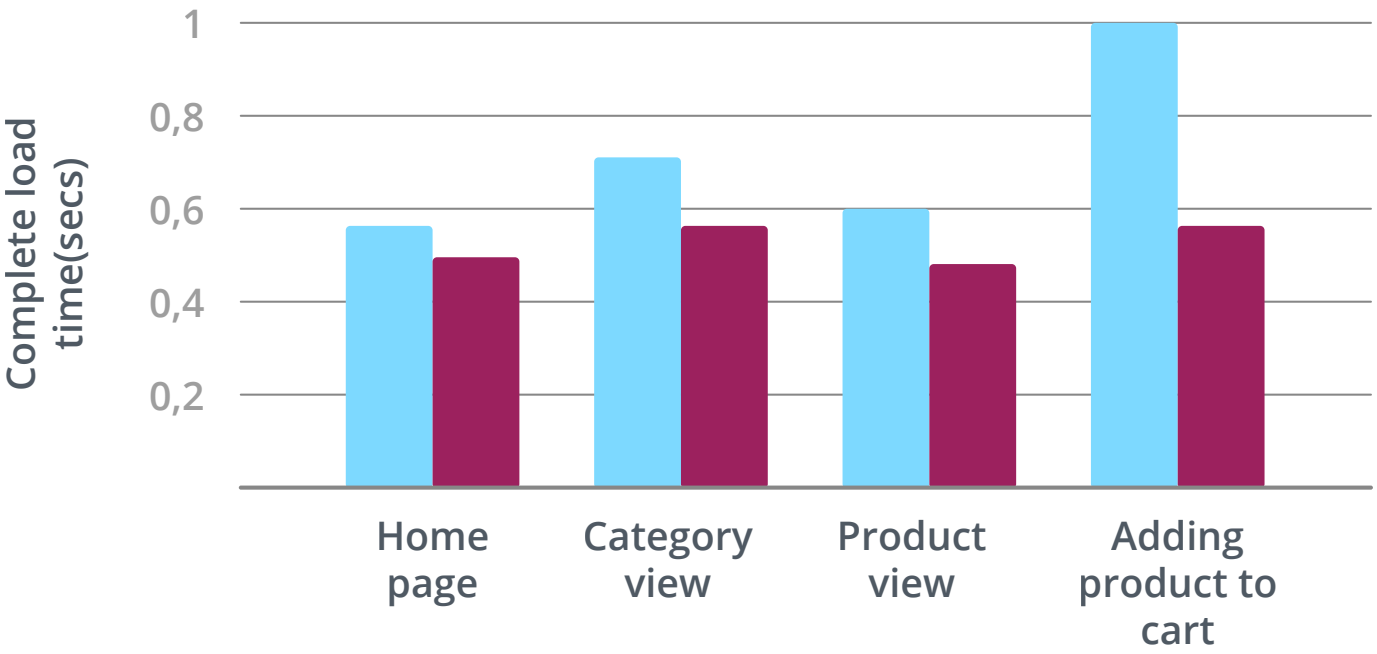
MAGENTO 1 vs MAGENTO 2

The latest Magento offers the best performance for managing your online store's activity

50% faster page load



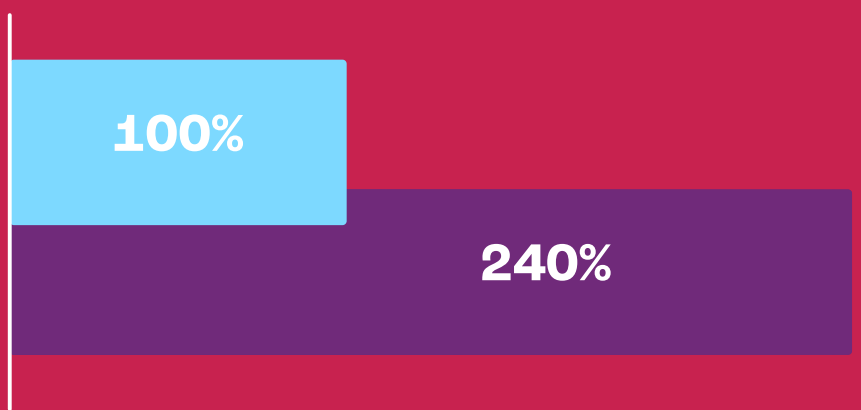
52% faster add to cart feature



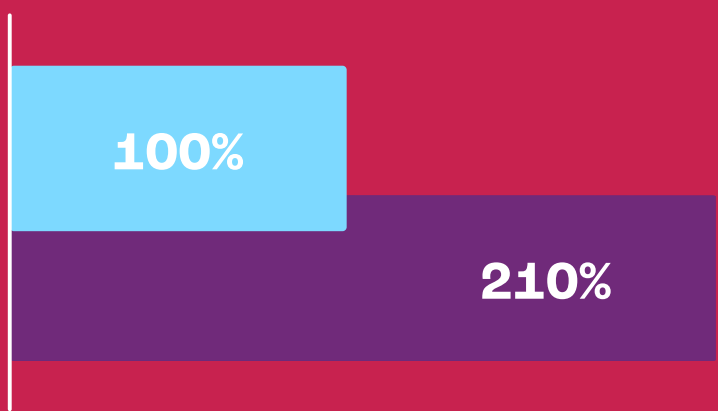
38% faster checkout process



150% more page views per hour



117% more orders per hour



STEPS FOR INTEGRATING A PIM SYSTEM WITH MAGENTO

5.

When you connect your product information stored in the PIM system to Magento, it is important to follow a series of steps to ensure that there are no errors in the process.

Before integration between the PIM system and Magento, take into consideration:

- Other external plugins.
- The creation of attributes/fields in the products and variants in Magento.
- The installation of cron jobs.
- The configuration of the connector in the PIM system and in Magento.

In addition, it will be necessary to keep the **three most delicate points** of integration between a PIM system and Magento under control:

- Simple products (with their basic product information).
- Configurable products (variants of a single product that can be seen on the same page).
- Marketing materials (catalogs that include images and videos online).

Bellow, we list the ten essential points for effective integration without surprises that can slow down the process:

- 1.** Import the category and product information in the PIM system.
- 2.** Create a Magento test installation.
- 3.** Ensure that the same fields in the PIM system's database exist in Magento.
- 4.** Create the PIM connection channel and call the fields in the same way in the PIM and Magento.
- 5.** Install the extension.
- 6.** Perform initial tests with a few products and little information.
- 7.** Verify that all data is correctly synchronized. Especially images and custom attributes, which are usually the most problematic.
- 8.** If the results are positive, add more products progressively until all the catalog has been included.
- 9.** Keep a test period of at least 15 days, constantly changing the values in fields to put integration to the test.
- 10.** Go to final production.

FREQUENTLY ASKED QUESTIONS

6.

There are some pitfalls that can arise when integrating a PIM system and Magento. Being aware of them will help to prevent them and, especially, to be prepared to solve them as effectively and quickly as possible.

These problems are usually due to the fact that the team has not yet gotten all the exact knowledge on the installation process, or to a specific challenge in the company, connector, or catalog.



LACK OF EXPERIENCE

Many sellers who decide to use Magento don't have a person with enough knowledge in charge of managing the server and installation. This ends up bringing about many problems in terms of how to implement and make the PIM system's connector work, or how to find and manage information in Magento.

Thus, we insist on the importance of having a **professional who is well versed with Magento**.

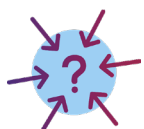


LONG SYNC TIMES

This usually happens with **very large catalogs** due to Magento's nature.

While one category may take just a few seconds to synchronize, a product may need between 5 and 12 seconds depending on the amount of information that it includes (basic information, attributes, and images).

If we are speaking of updating hundreds and hundreds of products with dozens of different categories, it is easy to do the math and figure out that you'll need a lot more time.



LACK OF CENTRALIZATION

This is a common problem before having a PIM solution. Many manufacturers and sellers do not use a **single, centralized version of their data** for all clients that would make access and problem solving easier.

Once all the catalog information is brought together in the PIM solution, questions and doubts will be much less frequent. All the channels – Magento included – will be fed by the same source.



CONNECTOR CONGURATION

The PIM plugin needs **cron jobs** to be installed to tackle syncing. Many times, these cron jobs are not operational in users' installations, bringing about problems.

Additionally, there can be **conflicts between plugins**. For example, if the user has more plugins tackling catalog management, this can make the information not sync correctly.

**ONCE EVERYTHING
IS SET UP**

**IT'S THIS EASY TO ADD
PRODUCTS TO MAGENTO
WITH SALES LAYER!**

7.

Steps to follow:

1.

Import the products in the PIM system from, for example, Excel spreadsheets.
2.

Prepare the Magento connector and link each product field with its corresponding field in Magento.
3.

Install the connector in Magento. Add the private key and start sync to transfer all the products to Magento.
4.

You can add other Excel spreadsheets and product modifications by block. Synchronization between the PIM solution and Magento ensures that all the changes are sent quickly and correctly.

CATEGORIES → CONNECTOR → PRODUCT DATA → PRODUCT LISTS

If you are ready to try it for yourself, discover our [exclusive connector for Magento](#), ask for [a guided demo](#) with a specialist to assess your needs, or [try the Sales Layer PIM solution](#) free for 30 days.

SAVE TIME,
DO MASS UPDATES, AND OFFER
COMPLETE INFORMATION ON
YOUR WEBSITE!

