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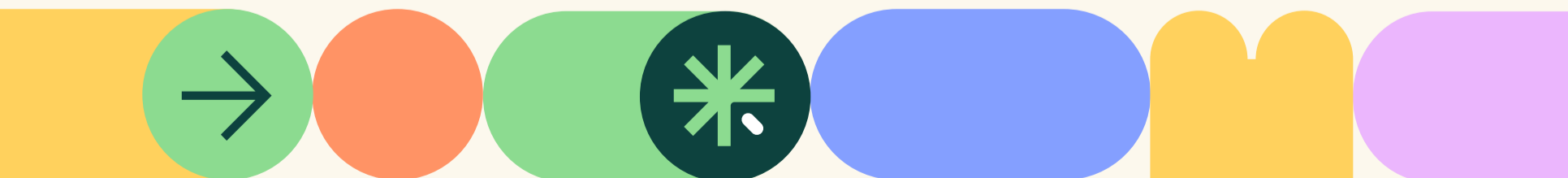
PIM Buyers Guide





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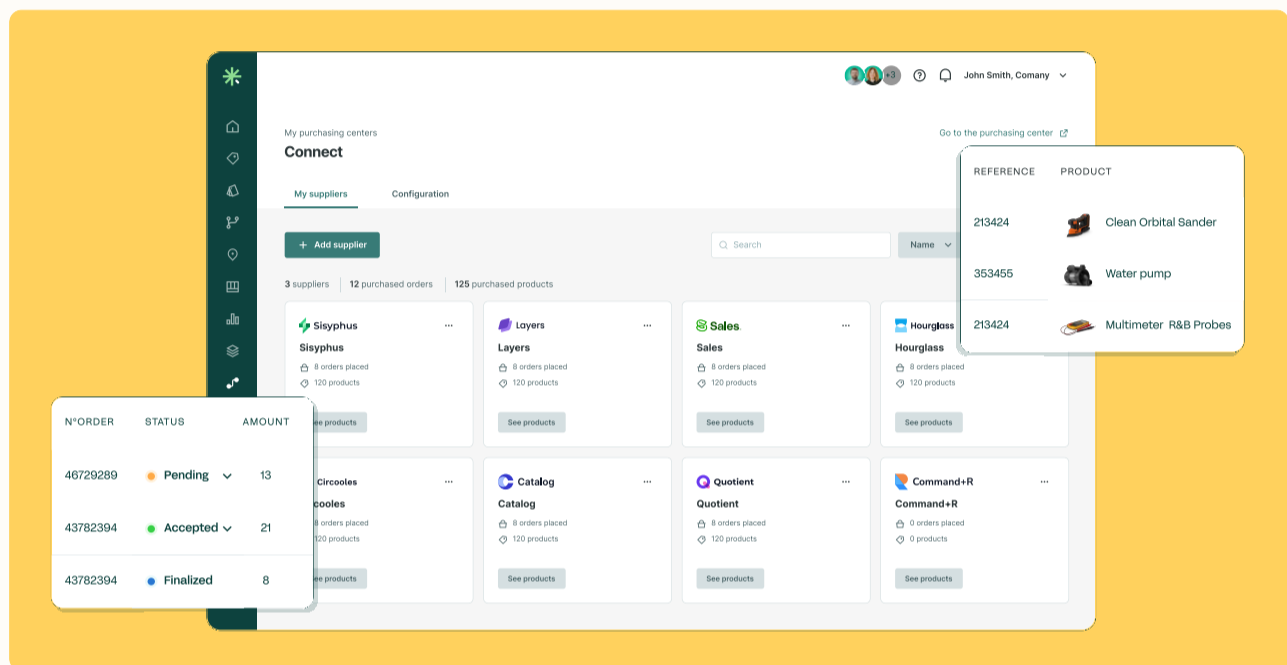
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What is PIM?

A PIM is a platform used to store, manage, optimize, and automate all product data across your organization and selling channels. Product Information Management (PIM) helps manufacturers and suppliers to save time on processes, ensure transparency across departments and provide a superior product experience for buyers with accurate, enriched product data.



Common features of PIM



Centralized Product Information

Collate product data from multiple sources, lighten your MarTech stack, and manage data, workflows, and digital assets for a single source of truth across your teams and supply chain.



Analytic Tools

Spot inconsistencies and errors in your product information with regular quality reports on product data, and full tracking history of changes and edits.



Product Data Syndication

Share product information across all your selling channels and to your buyer's procurement platforms, ensuring accurate, consistent data at all touchpoints.

How PIM differs from OMS, and how they both help with Inventory Management

The common goal of both systems is to improve multichannel selling related processes, but they differ in some ways:

■ PIM (Product Information Management)

Single source of truth, centralizes product information.

■ OMS (Order Management System)

Single source of logistics data, centralizes orders of products.

■ How does OMS help with inventory management?

Centralizes inventory across multiple channels through a single platform. Auto stock sync that automatically updates stock level when an order comes through, helps to avoid orders for no-longer existing products or out of stock.

■ How does PIM help with inventory management?

- If PIM is complemented with OMS, it helps mainly with product listing. It is one of the common features of an OMS (you can upload your product inventory to sales channels through the platform), but PIM helps by having centralized, accurate, complete and up-to-date product information to launch products quicker across sales channels.
- Seamless workflow to handle stocks, orders and shipping: it's necessary that product listing is error-free and up-to-date with multichannel selling strategy to ensure consistency across channels.
- Adapt information of inventory depending on the market. For example, is the product available in the US? Does the pricing differ among markets? Are all the products produced and sold in all the markets?
- Every product manufactured in a warehouse has a detailed and accurate label with relevant product information.
- You can reduce product returns and avoid stock-related issues, as accurate and complete product information helps.
- Single source of truth across the entire supply chain: a single platform that everybody can access, and companies are able to distribute unified error-free information across their supply chain and sales channels.







Do I Need a PIM?

Have you come across any of these pain points?

1 Decentralized product information	2 Errors introduced through manual process	3 Time expended on repetitive task
4 Siloed data	5 Catalog creation (printed/digital)	6 Long product launch time
7 Standardizing multi-language content	8 Poor client purchasing experience	9 Collecting content from suppliers

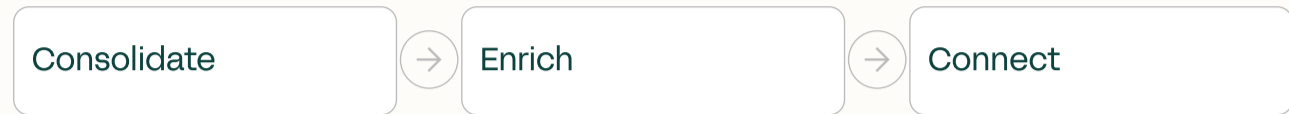
A PIM system becomes an indispensable tool when you are looking for these wins to ease your common pains:

-  **Slow and difficult data management processes** are automated to help you get your products to market 4x quicker
-  **Scattered and unorganized product data** is centralized to ensure consistency and accuracy
-  **Industry standards and regulatory requirements** are met by implementing product analytic tools for a full data quality audit
-  **Gaps and errors within your product data** are easily identified, corrected in bulk, and automated across all channels.



How Can Sales Layer Transform My Business?

The product information management cycle



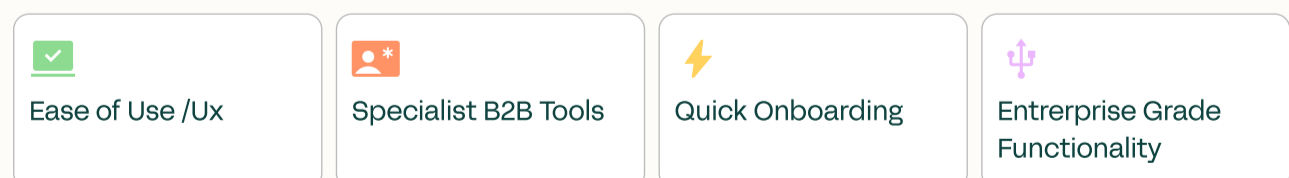
What makes Sales Layer the global-leading PIM?

Sales Layer purpose has always been to develop solutions that could improve and streamline B2B and B2C product data management processes without adding extra technical struggles to users. Sales Layer technology pursues a higher quality of product data but above all of daily life and work for teams from all backgrounds.

That's the reason why the constant evolution of Sales Layer features has revolved around intuitive, enhanced functionalities that serve the main key areas of PIM: consolidate, enrich and connect product data and assets from a single, reliable and cost-effective hub.

Since the beginning the team at Sales Layer has been very involved in the development of new technologies that could better serve the needs of manufacturers, brands, distributors and sellers that constantly battle an ever-changing commercial marketplace.

- An easy-to-use platform, for even the most complex of product catalogs
- The #1 PIM worldwide for customer satisfaction according to G2
- The quickest PIM to implement - onboard in under 6 weeks
- Plug-and-play connectors to ecommerce channels and marketplaces
- Catalogs digitized in hours and time-to-market 4x quicker
- Award-winning support at every stage of the journey - no technical knowledge required



Consolidate Features

Product Data Management

The majority of PIM platforms available in the market demand substantial initial investments that tend to grow over time. In contrast, Sales Layer provides a thoroughly tested and proven enterprise PIM solution, offered at a customized and competitive price, allowing you to derive immediate benefits from its implementation.

Centralize the uploading and management of product data from various sources into a single, streamlined location for all your stakeholders. At your disposal is a single hub where you effortlessly can handle product information and assets, and improve their level of completeness.

With Sales Layer, you are free from enduring IT costs associated with platform maintenance, as the platform allows you to maintain and modify it independently with minimal technical involvement.

Sales Layer's PIM includes ready-to-use features anyone can get familiar with in less than 2 hours, no technical knowledge needed, so you can quickly start working with the basic principles of PIM for superior product data management across all your catalogs, channels and supply chain.



“While traditional PIM systems focus specifically on solving data management problems, Sales Layer is designed to help retailers and manufacturers improve their commerce experiences across the customer journey. Sales Layer is a PIM provider built for the ecommerce era, with a dedication to ease of use, scalability and collaboration.”



Jordan Jewell
FORMER LEAD DIGITAL COMMERCE ANALYST AT IDC

Sales Layer's PIM offers all core content management and enrichment features that other systems in the market lack:

Data modeling

Our PIM ensures that changes can be made by the user in the platform frontend, with no need for placing complex and slow processes with lots of verification steps.

Import mapping

Sales Layer offers the convenience of creating mappings each time, eliminating the need to modify the original data. Moreover, the platform has the advantage of automatically remembering these mappings, setting its import mapping capabilities apart from other systems.

Advanced filtering & searching

Sales Layer's search bar empowers users to perform both simple and complex searches and filters. Additionally, the platform provides the flexibility to compare fields side by side in different languages.

Grid mode & List view

The PIM includes the "Edit mode", that resembles an Excel interface, offering a familiar and straightforward layout that includes intuitive "drag and drop" functionality, as well as easy "copy paste" options.

Image linking pattern

Sales Layer's linking pattern is designed with user-friendliness in mind, resulting in a much simpler and more supported execution process. For example, you can automatically link products to the images that are named with the SKU number

Copy paste Excel import

Easily import your Excel sheets and product data to establish a product database for your teams to rely on as a single source of truth. This is ideal for users familiar with working in Excel, as the interface is very similar and imports are as simple as a drag and drop.

AVNET[®] EMBEDDED

"Sales Layer was a critical tool in scaling our business. The ease and speed of use, combined with the excellent customer service, helped us to evolve. Our team can now import more than 200 products in one minute, a task that took 7 hours before PIM."



Alex Wood
DIRECTOR OF GLOBAL MARKETING AT AVNET EMBEDDED

DAM (Digital Asset Management)

Product Data Management

Effectively managing digital assets is a vital task that complements product data management, but many systems lack integrated DAM capabilities. This often necessitates combining multiple systems, resulting in doubled efforts, increased costs, and a higher probability of errors.

Sales Layer includes robust DAM features to efficiently store and manage your digital assets, including product images. Furthermore, the PIM facilitates image organization through taxonomy, enabling you to apply naming conventions and effortlessly set up the entire image library with automation.

With Sales Layer's integrated DAM, you can perform a wide range of tasks without the need to leave the PIM hub:

- Image resizing: Sales Layer makes it much simpler, with the option of product view and even via channel.
- Easily upload images from Dropbox or any FTP server in a unified location.
- Simultaneously import image URLs and intuitively link them to the corresponding products.
- Organize images with tags and folders for efficient categorization.
- Set keywords to facilitate repository organization.
- Add additional image sizes as needed, with automatic resizing functionality.
- The Linking Pattern feature automatically organizes and relates all uploaded images.
- Download multiple images from various products in a single click, receiving them as a conveniently prepared ZIP file ready to be shared with others.



“The main advantage of Sales Layer is undoubtedly its speed, and how easy it is to update the data for our more than 5,000 variants and 17,000 images. We can now include products 10 times faster than was possible with the previous software.”



Manu Santana
HEAD OF MARKETING AT EMUCA

Enrich Features

Quality Score

On average and in some key industries like building materials, 92% of products within a catalog do not include complete and accurate information. At the same time, 90% of B2B customers value the importance of quality product data, so there are some market needs that companies are not meeting and that result in loss of customers and revenue.

Detecting errors or gaps in your product data is a key task that becomes effortless through our quality report feature, which also grants you access to a comprehensive tracking history of data changes.

Sales Layer Quality Score assigns a score to each product in your PIM hub, based on its level of data completeness. This visually appealing and convenient approach allows for quick verification of:

- Automatic data enrichment
- Visibility of product, variant & category information with dashboards
- Quality reporting on completeness of data by attribute or by channel
- Ability to review data completeness without the configuration of attributes to support
- Dashboard with full details of total consumption
- Amount of added SKUs
- Files uploaded
- Users created
- Number of channels set up
- Visualization of needed translations
- Activity log history for each user
- Field validations: error detection

YSABEL MORA

“We needed to get fast to the market with locatable products and complete and correct data that includes all the product keywords performance, descriptions, images, tags, translation, pricing by markets... Since working with Sales Layer we have exceeded our annual sales growth target by **353%**.”



Maria Selma
ECOMMERCE MANAGER AT YSABEL MORA

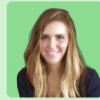
Workflows

When it comes to Hierarchy management and Permissions setup, Sales Layer's "User permissions" setup stands out for its user-friendly nature and ease of navigation and comprehension.

Sales Layer's "Sequential Workflow" with dependencies maintains its user-friendly approach, offering a simpler and more straightforward setup process to collaborative and multi-channel product data management. With Sales Layer, you have the ability to define specific rules that guide each user in accurately entering data into one or more fields, ensuring compliance with the designated requirements.

TEKA

"It has been key for us to optimize resources for all teams and countries. Now, thanks to Sales Layer's workflows, we standardize all information and automate as much as possible, and we were able to launch 90 websites in one year."



Maria Llanes
DIGITAL MARKETING EXECUTIVE AT TEKA

AI Product Descriptions Generator

Enhancing product information descriptions through the power of artificial intelligence is seamlessly integrated into your PIM hub, eliminating the need to navigate away from it.

With this cutting-edge functionality, Sales Layer can automatically generate or supplement product description texts based on the information the system identifies about the product, requiring from you just a simple click of a button.

The built-in AI system goes beyond text enrichment, extending its capabilities to language translations. When working with multi-language description fields, the enrichment option seamlessly integrates into the translation editing mode, enabling efficient enhancement for each of the different languages without any hassle.

GRUPO INTERTORRENT

"With the creation of descriptions by artificial intelligence, we have not only been able to create these descriptions at a low cost, but also edit in bulk, which is one of the features that we use daily."



Sergio F.
CEO AT GRUPO INTERTORRENT

Connect & Syndicate Features

Product Data Syndication

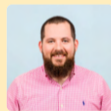
One of the main goals for any B2B and B2C company with a multi-channel strategy in place (or in mind) is being able to easily syndicate product data to any type of channel, including technical data, images, attributes, visibility status and descriptions.

Sales Layer empowers you to exhibit enriched product data, ensuring consistent brand representation throughout your multi-channel marketing approach. This capability is facilitated by a robust array of connectors that enable you to link your catalogs to established marketplaces, apps, and procurement platforms, while also providing the opportunity to explore new channels:

- Syndication of product data in standard format via CSV or via syndication URL, with our CSV connector.
- Native support for the main CMS and marketplaces in the market.
- Premium Integrations via API or plugin with BigCommerce, Shopify, Magento, Prestashop, WooCommerce and Amazon Feed.
- B2B tools like price list generation, instant B2B catalogs, technical PDFs or mobile apps.

*mr.
wonderful**

“I can't recall a time before Sales Layer's PIM. The things you used to do in a day are now ready while you make yourself a cup of coffee — just click a button and get everything ready.”



Oriol Galdón
DATA ANALYST, AT MR. WONDERFUL



The PIM Landscape

The types of PIM in the market

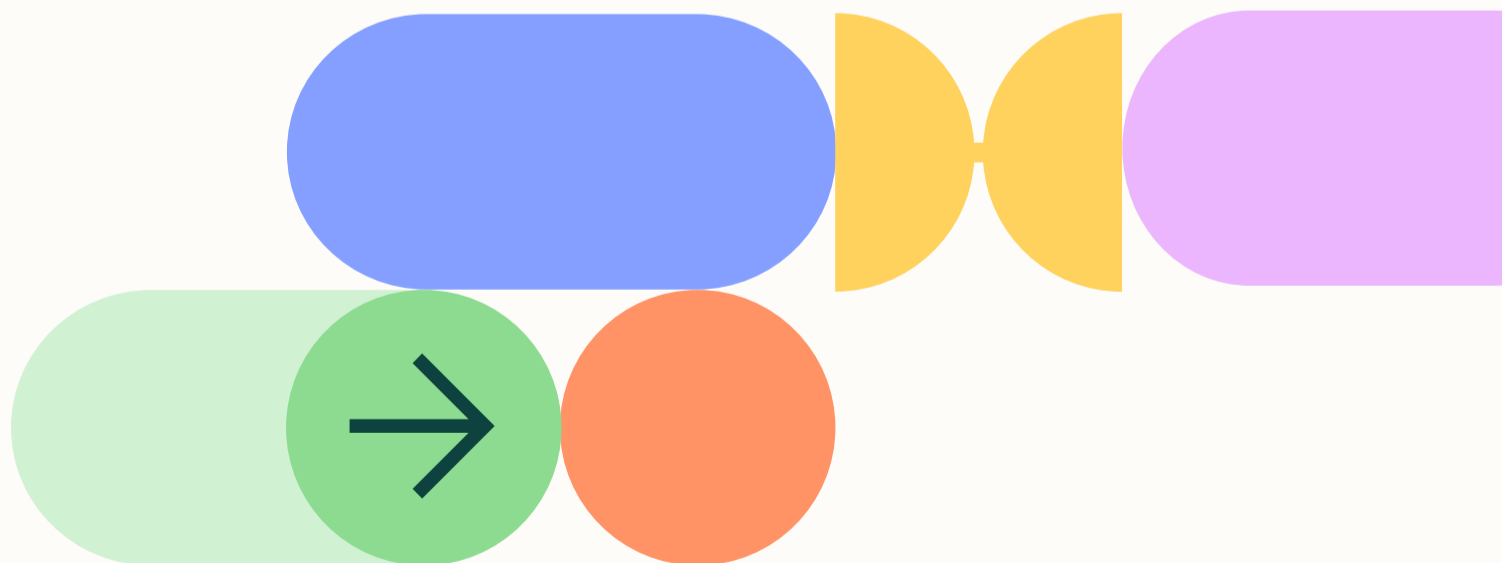
	Sales Layer	Feature-heavy platform for B2C retailers	Legacy on-premise solution	Low cost SMB solution
Cost	Scalable pricing with different options, giving companies the possibility to grow their business.	Higher initial license price tag, and long partner-lead implementation cycle with much higher costs. Hidden features that incur more costly annual subscriptions.	Higher initial license price tag, and long partner-lead implementation cycle with much higher costs. Extra features inside the platform that incur more costly annual subscriptions.	Initial cost is low as it is a product database. Integration of channels can be very costly, involving third parts and extra resources.
Feature summary: Gaps that are lacking in competitors' offering	Wide range of features and connectors offered inside the platform without the need of involving third parties.	More features but the necessity to involve third parties make the process more time-consuming and it is difficult to manage everything internally. Little flexibility to manage complex B2B data"	Every extra part comes with an extra cost in development with partners after the initial implementation.	More limited capabilities around workflows, complex data management, user management, dashboards and complex integrations.
Free trial	Sales Layer offers a free proof of concept to help you easily showcase the benefits of PIM to your stakeholders. Users can experience a free trial of Sales Layer using their own data to better understand how the platform can specifically benefit their company. Many users love this option as it provides first hand experience of Sales Layer and how easy it is to use.	14 days free trial with limited features and without a proof of concept, and if so, uploading data with a partner, elevating the total costs.	No access to a demo platform. The solution is too complex and there is no supportive support center to start from zero by yourself. This does not support the sale process since guidance is needed to understand the possibilities. It is a tool to build from, not to start from.	Free trial and proof of concept.
Ease of use	"The Easiest PIM to Use in the World" Voted by G2 users as "the easiest PIM to use in the world", Sales Layer provides a user-friendly platform for viewing, managing and syndicating your data.	Complex system, UI/UX	Complex system, UI/UX.	The User Interface isn't the simplest to navigate with products & attributes for example separated Searching & filtering functionality is limited. There is no simple way to filter by families, categories etc
Implementation time/ complexity	The quickest onboarding in the industry. Marketing teams can use Sales Layer without the need for technical expertise and can fully implement the tool within 6 weeks. With our intuitive platform, the complex data received from product teams can be imported and formatted appropriately without any errors, duplications or confusion between departments.	Long-term implementation time with third parties involved in the process.	Long-term implementation time with third parties involved in the process. 6 months to 24 months.	Quick implementation as offers less functionalities.
Ideal user	Manufacturers and retailers (B2B and B2C businesses) that are looking for a user-friendly platform that can help them to enrich, consolidate and syndicate their data internally.	Large enterprises that can invest during a long-term implementation process a lot of resources such as in partners and third parties.	Enterprises that can invest during a long-term implementation process a lot of resources such as in partners and third parties.	SMB online brands and retailers that look for a repository of product data for 1 or 2 users, simple data structures and more basic integrations.



Case Studies

Improvements resulting from the use of Sales Layer observed in our customers:

- Catalogs ready in 2 weeks instead of 6 months.
- 400x work acceleration: importing 200+ products in just 1 minute.
- 99,5% time saved in repetitive tasks.
- 80% improvement in productivity.
- Product data updates, changes and exports ready to share in under 5 minutes.
- 1 hour of work in Sales Layer equals 5 hours of manual work in Excel.
- Annual sales growth goal exceeded by 353%.
- Annual sales conversion goal exceeded by 71%.
- 40% more business growth.
- 100% accurate product data, everywhere.
- 100% compliance with industry product information regulations.
- Ability to learn to use the PIM in less than 2 hours.



How Sales Layer Helps

Industry Analysts Recognition: Forrester, Gartner and IDC

Over the years, Sales Layer has been continuously recognized as one of the predominant PIM vendors in the market.

Forrester

Sales Layer has been included in the [Forrester PIM Landscape for 2023](#).

In the report, Forrester expounds upon the anticipated advantages of a product information management system and examines potential vendors.

Sales Layer, a pioneer for AI integration

MAIN TREND	PRIMARY CHALLENGE	TOP DISRUPTOR
Businesses want to gain competitive advantage by listing and selling more products on the digital shelves.	Achieving maximum business impact requires change management to become a focus area of implementations.	AI capabilities now support ingestion and enrichment to further impact business performance.

PIM Market Maturity and Key Dynamics – "The Product Information Management Landscape, Q2 2023" July 12th, 2023, Forrester

According to Chuck Gahun, PIM Analyst at Forrester, AI functionalities have the potential to significantly decrease the time required to bring a product to market and enhance overall operational effectiveness. These capabilities lend support to the processes of data intake and enhancement, thereby exerting a more profound influence on business performance.

With the growing acceptance of expansive language models, providers of Product Information Management (PIM) systems are incorporating AI techniques to minimize the necessity for suppliers to manually structure product information. This involves tasks such as tagging, categorizing, and precisely aligning data fields with the targeted data model framework. Additionally, a number of vendors offer generative capacities, either inherently or through third-party add-ons, enabling the automated creation of engaging content for product descriptions, SEO keywords, and product attributes on a large scale. Consequently, this leads to reduced product development timelines and heightened operational efficiencies.

Sales Layer emerges as a frontrunner in the realm of AI capabilities and AI/ML strategic direction. This distinction is notably propelled by the prospect of enhancing product information narratives through the integration of artificial intelligence, facilitated by our ChatGPT integration. This unique feature empowers Sales Layer to generate and supplement textual content for product descriptions, drawing insights from the system's comprehension of the product's attributes.


The integrated AI system not only facilitates text enrichment but also facilitates translation efforts. Consequently, when businesses operate within a multilingual description framework, the enrichment choice becomes accessible within the translation editing mode specific to each language.

This capability, in conjunction with the AI/ML strategic direction that encompasses significant advancements like an augmented AI-powered Digital Asset Management (DAM) system, positions Sales Layer as an outstanding contender in the competitive PIM Market.

Sales Layer, a leading PIM preference

In the same report, the company is designated as a prominent PIM of choice for the Construction and Engineering, Industrial Products, as well as Utilities sectors in both North America and EMEA regions.

When delving into the extended use cases of Product Information Management, Sales Layer emerges on Forrester's radar as the optimal PIM solution for tackling scenarios wherein medium and large enterprises are focused on optimizing their Cost of Goods Sold (COGS) and effectively sharing their product data across diverse channels, all within the framework of global regulatory compliance.

USE CASE	OBJETIVE	TOP DIFFERENTIATORS	VENDOR	COMPLY WITH REGULATIONS
Comply with regulations, including sustainability	Better manage cost of goods sold and syndication reach by complying with international regulations.	<ul style="list-style-type: none"> Information lifecycle management and governance Extensible and hierarchy-based data model Supplier onboarding portal 	Sales Layer	

"The Product Information Management Landscape, Q2 2023", July 12th 2023, Forrester

Gartner

Sales Layer has also featured in the latest [PIM Market Guide](#) released by Gartner

<p>SALES LAYER</p> <p>Profile: Sales Layer is a PIM platform designed to help the product marketing teams in brands, manufacturers and retailers with their B2B, B2C or D2C requirements. It is a cloud-native application, multitenant SaaS on AWS with a low-code/no-code platform. Sales Layer has office in Spain, the U.K. and the U.S., as well as a partner network to support customers globally. Sales Layer received \$25 million in funding in May 2022.</p> <p>Sales Layer PIM provides core PIM capabilities to allow organizations to centralize their product catalogs, enrich their data, deliver improved product experiences, and create personalized instant catalogs. The solution provides inbuilt analytics, connectors and DAM functionality, plus a supplier to onboard product information. The Sales Layer Instant Catalogs support the ability to create online orders for specific buyers.</p> <p>Gartner, Inc G00737318</p>
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Authored by Helen Grimster, the PIM analyst at Gartner, this Market Guide has been crafted to assist enterprises in assessing the advantages and options available within the product information management market. The report highlights Sales Layer as one of the most prominent PIM vendors in the industry. Gartner recognizes Sales Layer as a top-tier PIM provider in both the European and North American markets.

Included within the report is a comprehensive exploration of the fundamental as well as supplementary capabilities of PIM. Notably, Sales Layer is singled out by Gartner for its coverage of essential PIM core capabilities, including Workflow/business process management, Data modeling, and Digital asset management (DAM)/media to name a few.

In relation to the Supportive Capabilities of PIM, Gartner accentuates Sales Layer's adeptness in seamlessly incorporating supplier data, facilitating product data syndication, and managing product variants. Sales Layer also distinguishes itself through its proficiency in automating the generation of documents with print-worthy quality, in addition to its advanced AI/ML capabilities.

Table 1: Core PIM Capabilities

Sales Layer	Vendor
●	Workflow
●	Importing
●	Modeling
●	Data Quality
●	Hierarchy management
●	Performance
●	D&A Stewardship
●	DAM
●	Rich Product Content Authoring
●	Multichannel Publishing
●	User Experience (UX)**

Table 2: Supportive PIM Capabilities

Sales Layer	Vendor
●	Supplier
	Advanced DAM / Enhanced Content
●	PDS
●	Print
	Price Management
●	AI / ML
	NLG
	DSA
●	Conversational Commerce
●	Behavioral Analytics



Finally, Sales Layer has also featured in the latest [IDC MarketScape report](#) :
“Worldwide Product Information Management Applications for Commerce 2021 Vendor Assessment”.



The report underscores the vital role of PIM within the complete customer journey, provides insights for buyers of PIM technology, and showcases the most notable players in the market. Within the realm of PIM applications for commerce, Sales Layer IDC has earned placement in the Major Players category of the 2021 IDC MarketScape.

The IDC MarketScape highlights the user-friendly nature of the Sales Layer PIM, its exceptional customer support, and its marketing strategy that empowers professionals with the desired flexibility.

Strengths

■ Ease of use:

Customers and partner organizations we interviewed rated Sales Layer above average for its ease of use/user interface. One implementation partner commented, "I think this is the best thing in Sales Layer. You do not need to train users a lot, they just understand it, it is super easy."

■ Customer support:

Customers we interviewed rated Sales Layer best in class for its customer support satisfaction. One customer commented, "The Sales Layer team are very supportive, easy going, and responsive. I have never waited more than an hour for a customer service response."

■ Marketing focus:

Sales Layer is a PIM built for marketers and line-of-business users in general. As a result, the application is very streamlined and is designed for business user agility.

An accentuation of Sales Layer's technology is also evident in their [IDC Technology Spotlight](#) report titled "Unlocking Digital Commerce Potential with a Modern PIM System in the Cloud". In this report, Sales Layer shines as a PIM solution tailored for the ecommerce landscape, prioritizing user-friendliness, scalability, and collaborative capabilities.



What you get with Sales Layer

User-friendly UI

Sales Layer has recently undergone a complete interface revamp and launch, driven by the identification of user needs and requests. This continuous evolution ensures that our UI remains up-to-date and consistently improves based on real-world usage by actual companies like yours.

With Sales Layer, you gain access to a user-friendly and fully customizable interface, empowering you to effortlessly set up and modify your data model. Correcting errors and converting data fields from one data type to another becomes a breeze with just a single click, saving you valuable time and effort.

Enjoy the freedom to create and organize the headers of your Pages/Forms according to your preferences with Sales Layer. The interface is easily adaptable, allowing you to present data the way you desire when you commence your work and make future updates. The platform's flexibility extends to customizing the size and appearance of fields, granting you the ability to move them around and achieve the desired visual layout. Sales Layer puts you in complete control of how you organize and personalize your data presentation.

With its easy-to-utilize and navigable UI, Sales Layer streamlines the creation of attributions, searching/filtering, and data management processes.



“The interface is so user-friendly that with a two or three-hour training you can already start adding fields and pictures, manage catalogs, or create product sheets, with zero issues”



Joan Montava
MARKETING SHOPPER AT TITAN (AKZONOBEL)

Onboarding

With Sales Layer, you can enjoy the swiftest and most effortless onboarding process available in the market, typically completed within an average of 6 weeks, in contrast to the months required by other systems.

This translates to reduced implementation costs and a more affordable SaaS license price, along with accelerated project development and fulfillment of your PIM requirements.

Furthermore, Sales Layer provides a demo environment, granting full access to the platform. You can freely test and experiment with the features while also benefiting from access to our support center, which houses comprehensive guides to help users fully leverage all the functionalities of the PIM independently.

ETRONIX.

“Sales Layer feels new, fresh and innovative. It was easy to get started with a free trial account and no need for meetings and writing specifications. I had it up and running within a couple of days.”



Par G
MARKETING MANAGER AT ETRONIX

Staging environment

With no extra cost, we include a **Staging environment** for our clients, where you can test anything without any risk before the definitive production stage. This is an incredibly valuable offer that allows you to experiment with the PIM set-up and to avoid errors and any negative business impact. Other vendors do not normally include this service, as typically only their external partners can do the testing, and with additional costs.

Fast support & Dedicated training

If you ever require or prefer assistance, rest assured that Sales Layer has got you covered. Our award-winning support, as recognized by customers on platforms like G2, is ready to lend a hand.

With the unbeatable Sales Layer Support & Success team at your disposal, you will experience the following benefits:

- 5 minute average response time for queries
- How-to resources and interactive knowledge hub
- Structured onboarding module offered, that includes account setup, creation of data upload template and guidelines, data template upload and creation of form fields, and connector and user training

alverlamp

“All our integration requirements were easily and very quickly achieved. In a week we were already seeing the tests, unlike past custom development experiences where after 9 months they did not show even 10% of what was requested.”



Pachi G
IT MANAGER AT ALVERLAMP

ISO 27001 certification



Sales Layer has a commitment to maintain the highest level of security, and ensures all their users that the company and the services offered are compliant with the requirements of the UNE-EN ISO/IEC 27001:2022, which supports a high-level security for all the information systems that underpin and support the Product Information Management System (PIM) and that includes the design, development, implementation, support, and maintenance of the application for customers.

The ISO 27001 certificates:

■ Compliance with international standards

ISO 27001 is internationally recognized and respected and aligns us with global best practices.

■ A strong security posture

We offer a robust security infrastructure to prioritize your data protection and confidentiality, reassuring you that any sensitive information is in safe hands.

■ Continuous improvement

Yearly check-ins of the processes implemented are made by an independent third party, and we ensure that our security measures evolve to keep pace with emerging threats, providing a proactive approach to risk management.

The Sales Layer Experience: Proof of Concept

■ Tailored demo to your requirements.

■ See your data in the Sales Layer PIM.

■ We help you reduce your risk, guiding you through decision making.

We help you evaluate our system and remove the risk, showing you:

1. How easy it is to upload your data
2. How your data will look
3. How you can push out to your channels
4. How to build your business case to your board / SMT

■ Full implementation option: plug in your sandbox and try the connectors to test this with our platform.


■ The POC helps us on each call to build a relationship.

Get Started for Free Now

Centralize & enrich complex product data across your supply chain and selling channels, and drive long-term revenue with Sales Layer's global-leading PIM.

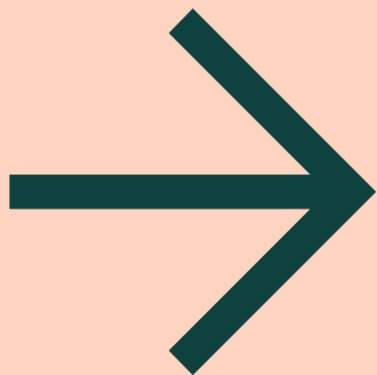
 Centralize and manage millions of product SKUs

 Go-to-Market 4x faster with PIM

 Quickest PIM to implement. Onboard in under 6 weeks

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