# Implementation of a Product Information Management for product data

## About Intcomex

Intcomex is a marketing platform for technological products and solutions that operates throughout Latin America and the Caribbean. It currently serves 50,000 distribution channels, with a portfolio of more than 12,000 products. What this company seeks is to promote the growth of organizations, facilitating their digitization.



## Challenge

Intcomex came to Rootstack with the need for a tool or solution that would allow the sending and handling of information about its products in the different marketplaces where it is present.

## Our solution

Work is being done with Intcomex on the implementation of a Product Information Management, or PIM for its acronym in English. This tool is used for all that is product information.

Intcomex is great through the suppliers it manages, they have a large number of products and these sometimes cannot be sold in the marketplace because a lot of detailed information is missing, the information they handled was quite basic.

They are now opening their own line of electronic commerce, IX Comercio. In this portal, the information of the Intcomex

product arrives but it is very empty and it is not enough to meet the requirements of a marketplace. The PIM implementation helps to manage all the product information, have it in a cloud and will allow it to be published in the marketplace.

A product enrichment process was carried out, that is, all the sources of information were taken and the PIM was used to structure it, having all the data available.

By having the product enriched, we can send messages through some services, to the different brands that consume that information. You can configure the information that will be sent to each marketplace according to the individual requirements of each one.

Messages are sent, information is received and published. Of course there are other variables that influence such as price and inventory that are mandatory to publish in a marketplace, but in the case of PIM it is more than just enrichment of the product.

# Data mapping

Hard work is being done with data mapping within the PIM for different product categories, there are more than one hundred categories that are managed, within a catalog of more than one hundred thousand products.

Within the implementation, user stories are emerging, such as being able to create products and generate an SKU for them, make a color equivalence, and for all that, developments are being made and meeting their needs.

## Technologies

In this project we are working with Microsoft Azure, Azure Functions, MySQL.

Azure