

WHITEPAPER PXP & MACH Architectures

Product Experience Portals, Composable Commerce, and MACH Architectures

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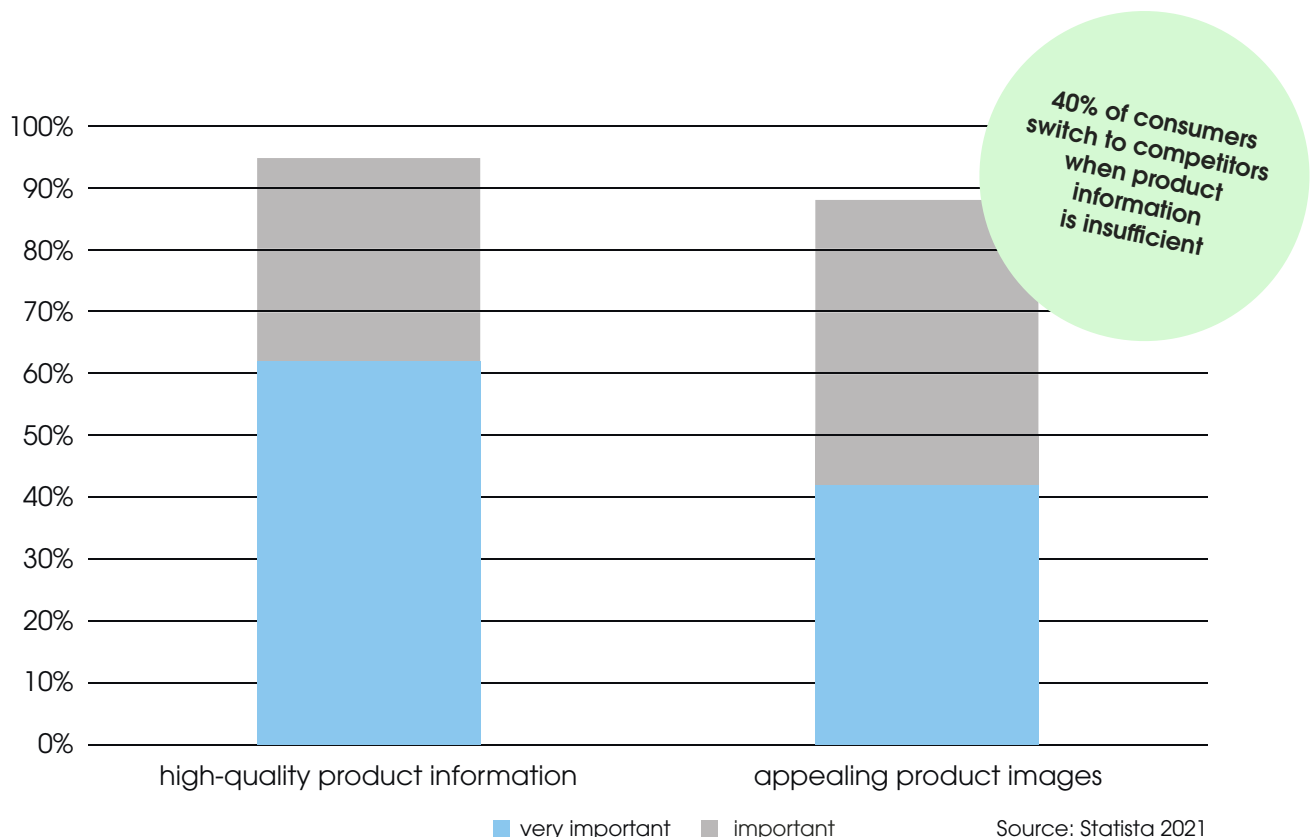


Introduction

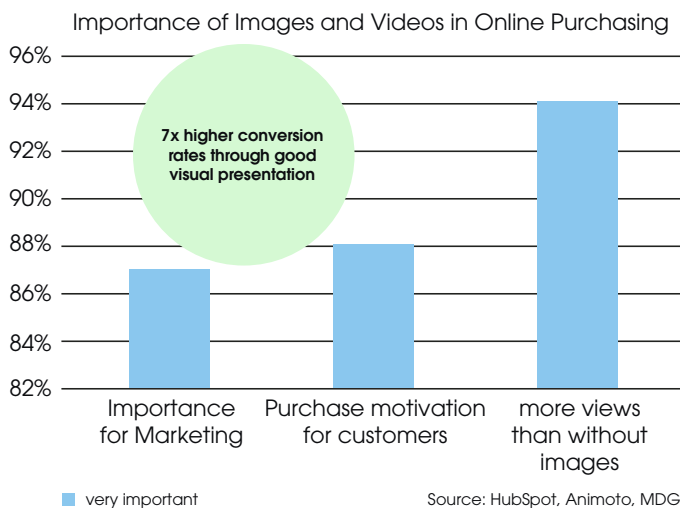
Background and Challenges in Digital Product Communication

Digital product communication has undergone rapid development in recent years and plays a decisive role in the interaction between companies and their customers, partners, and other stakeholders. With the rise of e-commerce, social media, and the digital transformation of business processes, it has become essential to present products and services optimally across what are usually multiple online platforms and to largely automate the associated processes. However, this development brings with it a multitude of challenges that require a realignment of data management and communication strategies.

The importance of digital product communication is clearly underscored by current metrics and statistics. According to a 2021 study by Statista, 95% of consumers state that high-quality product information is important or very important to them in their purchasing decision. Appealing product images are of great importance to 89%. At the same time, the study shows that 40% of consumers switch to a competitor if they cannot find sufficient or accurate information about a product. This illustrates how essential it is to provide customers with relevant and precise information in order to ensure their satisfaction and loyalty.



In a 2021 survey by HubSpot, 87% of marketers state that videos are an important component of their marketing strategy. This is also confirmed from the consumer perspective. According to a 2022 study by Animoto, 88% of consumers say that watching videos motivated them to buy a product or service. A study by MDG Advertising shows that content with relevant images tends to receive 94% more views than content without images. In addition, good visual presentation can increase the conversion rate by up to 7x.



THIS SELECTION OF METRICS UNDERSCORES THE IMPORTANCE OF RICH AND VISUAL CONTENT IN DIGITAL PRODUCT COMMUNICATION AND DEMONSTRATES HOW PRODUCT INFORMATION POSITIVELY INFLUENCES VISIBILITY, ENGAGEMENT, AND ULTIMATELY CONSUMERS' WILLINGNESS TO BUY.

The Need for a Rethink in the Management of Data and Media

Traditionally, companies have managed their product information in various isolated systems such as PIM (Product Information Management), DAM (Digital Asset Management), ERP (Enterprise Resource Planning), CMS (Content Management Systems), and PLM (Product Lifecycle Management). However, this fragmented data management leads to inefficiencies and inconsistencies in communication, which in turn impairs the customer experience. A rethink in data management is therefore essential in order to master the challenges of today's digital landscape:

- Data Fragmentation:** Information about products, images, prices, and more is often scattered across various systems, which can lead to inconsistencies and confusion..
- Channel Diversity (Omnichannel):** Customers expect complete and consistent information across various channels, whether on the website, in the online shop, or in print media.
- Speed and Agility:** The fast-paced digital world requires quick responses and adjustments in order to keep product information up to date at all times and to meet trends and customer needs.
- Processes, Roles, and Responsibility:** Processes must be designed and established end-to-end in order to define roles and responsibilities for the process steps and interim results. This is the only way to automate processes in the long term as well.

IN THIS CONTEXT, THE CONCEPT OF PRODUCT EXPERIENCE PORTALS (PXP) BECOMES A PIONEERING SOLUTION APPROACH. IT IS IMPORTANT TO SEAMLESSLY CONNECT VARIOUS EXISTING DATA MANAGEMENT SYSTEMS SUCH AS PIM, DAM, AND CMS AND TO USE AN INTEGRATED PAGE BUILDER FOR PUBLISHING CONTENT (HEADLESS CMS) SO THAT COMPANIES CAN OPERATE IN AN AGILE AND FLEXIBLE MANNER IN DIGITAL PRODUCT COMMUNICATION.

This shift in thinking from isolated systems toward an integrated solution ensures that companies can meet the rising demands for consistent, relevant, and timely product communication.

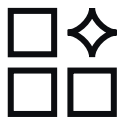
**Great products deserve
great data platforms.**
We build them. Since 2003.

Introduction

A Product Experience Portal (PXP) represents a pioneering solution in the field of digital product communication and Product Experience Management (PXM). A PXM platform gives companies the ability to manage their product information in an agile and efficient manner and thereby create engaging customer experiences across various channels.

The PXP acts as a central point of contact for all product-related information, regardless of its origin. It effortlessly integrates various data management systems such as PIM, DAM, or ERP in order to create a consistent and comprehensive data source. This integration enables companies to gather relevant product information, images, videos, and other data on a central platform.

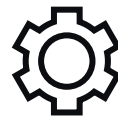
M



Microservices

The technological foundation of a modern PXP follows the MACH principles: Microservices-based, API-first, Cloud-native, and Headless. These principles guarantee flexibility, scalability, and seamless integration into existing IT infrastructures. Through the use of microservices, the PXP can provide individual functions in a modular way, which leads to better adaptability. The API-first approach makes it possible to integrate the PXP smoothly into other systems and to exchange information seamlessly. The cloud-native architecture ensures high scalability and performance, while the headless approach enables the separation of frontend and backend and thus facilitates the design of appealing user interfaces.

A



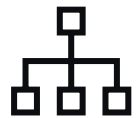
API first

C



Cloud native

H

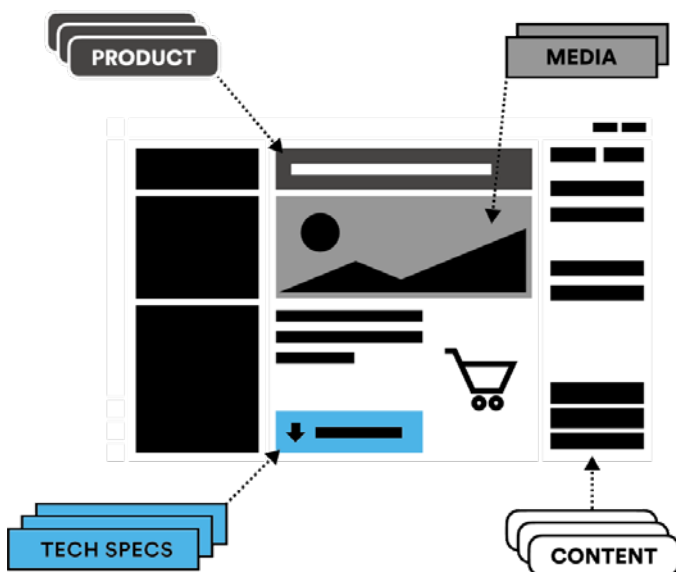


Headless

The central element of a PXP is the integrated page builder. It consists of a frontend and a backend and enables users to design landing pages in the areas of content and commerce within a few minutes, without having to rely on separate CMS or shop systems. For this reason, a PXP is sometimes also referred to as "composable commerce." Users can design various layouts and templates in order to present content and products in an appealing way tailored to specific target groups. If a CMS or shop system is already in use within the company, a PXP can also be easily integrated with these systems in order to ensure a consistent design of the communication.

How a Page Builder Works

The most important benefit of the PXP lies in its ability to make companies agile and flexible in digital product communication. Through the integration of various data management systems, the connection to existing CMS and shop systems, and the use of modern MACH principles, a PXP enables companies to react quickly to changing requirements and customer needs. Companies can thus dynamically adapt and optimize their product communication without becoming entangled in lengthy implementation processes.



Overall, a PXP offers a comprehensive solution for mastering the challenges of digital product communication while at the same time creating a seamless, consistent, and appealing customer experience across all channels. Its integration-first philosophy and its technological principles ensure that companies are able to successfully meet the growing demands of the digital market.

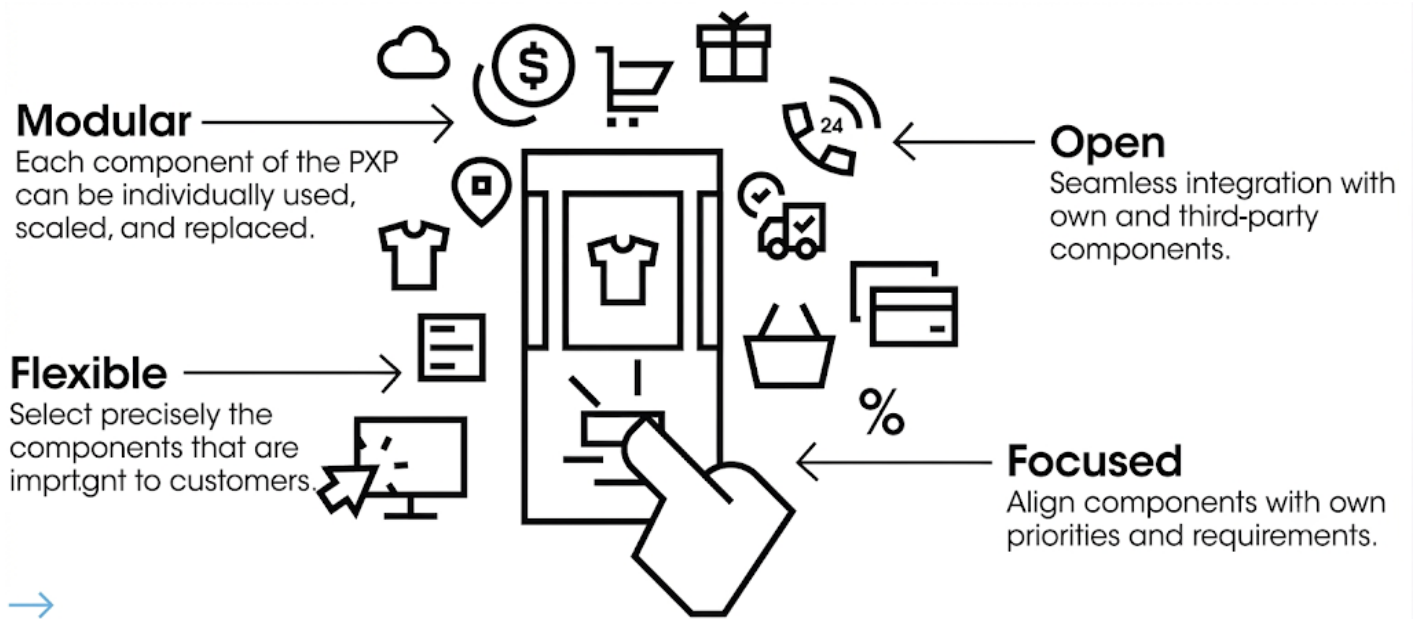
Integration First: Flexibility and Agility

Until now, there has been a clear divide in the area of software for omnichannel marketing and e-commerce: on one side were mid-sized companies that often used inexpensive but inflexible standard products. On the other side were large and global companies with costly custom solutions and frameworks that were, to be sure, highly integrated and flexible, but that also came with a considerable price tag.

THE PXP CONCEPT BREAKS THROUGH THIS DUALITY AND ENABLES FLEXIBLE OMNICHANNEL MARKETING AND E-COMMERCE FOR EVERY COMPANY. IT COMBINES THE STRENGTHS OF STANDARD SOFTWARE WITH THE ADAPTABILITY OF CUSTOM SOLUTIONS AND THUS CREATES A SYMBIOSIS THAT WAS PREVIOUSLY UNATTAINABLE.

The best-of-breed model of a PXP gives companies the ability to select software components or systems in such a way that they are best suited for the respective use case. Companies no longer have to opt for rigid, integrated all-in-one solutions from a single provider. In combination with the MACH principles, this model offers a range of long-term advantages:





| Agility:

By choosing specialized systems, companies can react quickly to market changes. When a new, innovative system comes onto the market, it can be easily integrated by swapping out the corresponding “best-of-breed” component, without having to redesign the entire infrastructure.

| Flexibility:

The combination of best-of-breed with MACH enables a decoupled architecture. Since the individual components interact with one another via APIs, they can be more easily replaced by better alternatives when business requirements change. This supports continuous innovation and optimization.

| Cost Efficiency:

The ability to swap out individual components as needed, instead of replacing large, monolithic systems, can lead to cost savings in the long term. Adapting or replacing a single system is often less time-consuming and costly than overhauling an entire integrated solution.

| Performance Optimization:

The use of specialized systems makes it possible to use the best available solution in each area. This can lead to better overall performance, since each system is optimized for its specific function.

| Reduction of Time-to-Market:

Since the front-end presentation is separated from the back-end logic, marketers can design and publish landing pages for content and commerce quickly and autonomously. Changes to the user interface have no effect on the back-end logic and vice versa.

| Acceleration of Product Launches:

The ability to quickly adapt products and bring them to market is decisive. A PXP facilitates the updating of product data and adaptation to new trends, which accelerates product launches.

REALIZING THE POTENTIAL OF THE EXISTING IT INFRASTRUCTURE: THE PXP MODERNIZES A COMPANY'S IT ARCHITECTURE AND INCREASES THE SCALABILITY, FLEXIBILITY, AND EFFICIENCY OF THE INFRASTRUCTURE. IT HELPS TO MAKE OPTIMAL USE OF THE EXISTING IT INFRASTRUCTURE BY ENABLING INTEGRATION, EFFICIENCY GAINS, AND BETTER DATA MANAGEMENT.

| Risk Management:

Since the systems operate independently of one another, this minimizes the risk that an error in one area affects the entire IT infrastructure.

| Higher Conversion Rates:

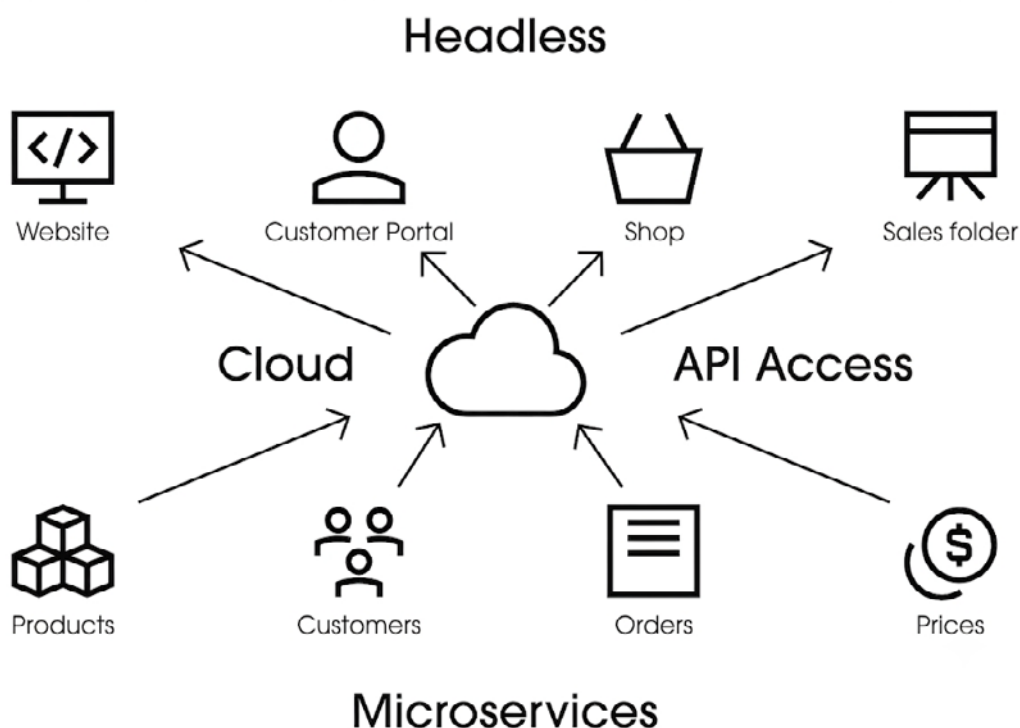
Better user experiences through a PXP contribute to higher conversion rates. The PXP optimizes product presentation, delivers comprehensive information, and enables personalized interactions. As a result, customers are more likely to be motivated to make a purchase.

| Fewer Returns:

Customers are more satisfied when they find products that precisely match their needs. Providing comprehensive and accurate product information reduces uncertainty among customers, which leads to fewer mistaken purchases and thus fewer returns.

| Greater Brand Loyalty:

With a PXP, products are presented in a brand-compliant, appealing way and with positive emotions. In addition, it enables the continuous updating of product information and thus the provision of current and relevant information, which strengthens trust in the brand.



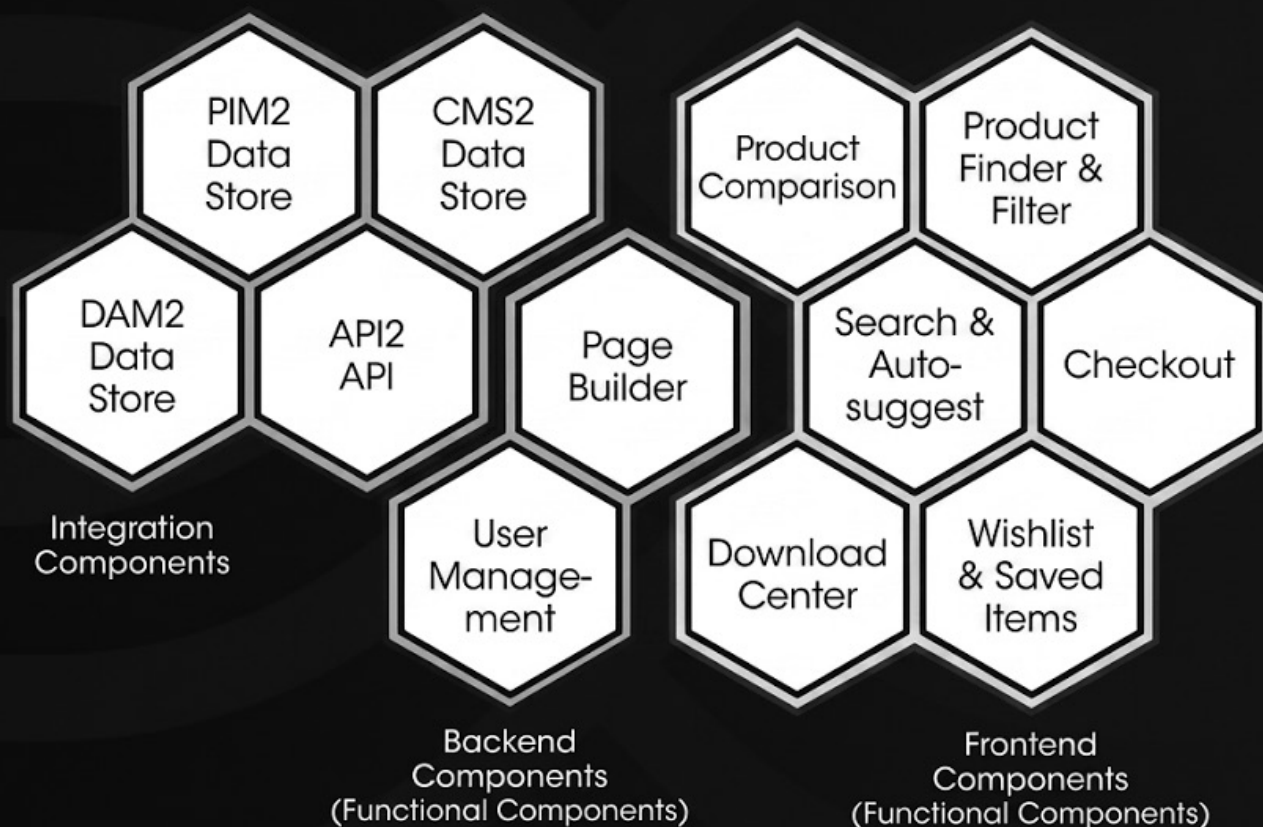
Core Functions and Modules of a PXP

A PXP creates synergies from the best characteristics of various software disciplines in order to offer an outstanding 360-degree user experience.

Overview of the Core Functions of a PXP

Ideally, agencies/integrators that have a great deal of experience with PXP in the cloud (MACH) already have concepts and an extensive set of components in their toolbox that can serve as a starting point for a PXP project in the cloud and thus lead to the goal more quickly and cost-effectively. In this context, a distinction is made between functional components and integration components.

Product Experience Portals



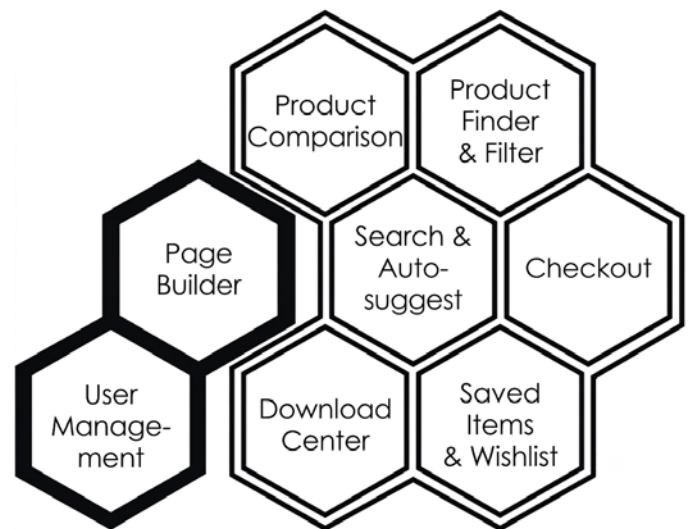
Product Finder & Filter: As a versatile filter solution, a product finder selects products from the assortment based on facets with filter attributes. It presents the results either in the form of tiles, lists, or tables.

Search & Autosuggest: As an additional means of access to products, product groups, downloads, and other content, a PXP contains an autosuggest function to support and speed up the search for information.

Watchlist & Wishlist: An important B2B function for planning, selecting, and ordering products is the watchlist. It helps customers achieve a better overview and planning of their purchases. Some PXPs today already have multi-watchlists as a form of project management, with import/export, printing, sharing, and so on.

Product Comparison: Based on individually definable comparison attributes, customers can objectively assess items and make well-informed purchasing decisions.

Download Center: With a download center, customers are provided with a systematic overview of all media—for product catalogs, product data sheets, technical drawings, operating manuals, and the like. This makes it easier for users to access relevant information and documents.



Checkout: If the products are also to be sold on the platform, a PXP or composable commerce solution likewise offers all the necessary functions such as shopping cart and checkout—whether with registration, login, or guest ordering.

Pagebuilder: A drag-and-drop page builder serves to create any kind of dynamic web pages and landing pages via drag and drop, with flexible connection and delivery of data from PIM, DAM, and ERP. Individual attributes, products, product groups, descriptions, or media can be assembled into content blocks, built directly into pages, or further processed into more complex modules.

User Management: For different user profiles, rights and roles can be used to personalize all functions and content.

Product Finder & Filter

The screenshot shows a web application for product finding. At the top, there's a navigation bar with links: ProShop, Programme, Services, Kontakt, and Jobs & Karriere. A search bar is on the right with the placeholder text 'Suche (Artikelnummer, Produkt, Hersteller...)'. Below the navigation bar, there's a section titled 'Ihre Auswahl' with filters: 'Hersteller: Fujitsu' and 'CPU Steckplätze: 2'. A 'Sortierung' dropdown is set to '12'. The main content area lists three products:

- Fujitsu PY TX2550 M5 8x2.5" value4you**: Artikel-Nr. 037216 / VFY:725555C040IN. Price: 2.399,00 €. Technical data: Intel Xeon Silver 4215 (8C/16T, 2,5GHz, 11MB, 85Watt), 16 GB DDR4 2933 Mhz, keine HDD, 8x2,5", Intel® C624, 1x 450 Watt HotPlug Platinum, 3 Jahre Vor Ort Service (Onsite Service). Verfügbarkeit: (1).
- PRIMERGY RX2530 M5 10x2.5"**: Artikel-Nr. 038931 / LKN:RX253550006DE. Price: 5.000,00 €. Technical data: Intel Xeon Silver 4215R (8C/16T, 3,2GHz, 11MB, 130W), 96 GB DDR4 (2933 Mhz, 1Rx4), PRAID EP520i, IRMC, 1x 450 Watt Platinum. Verfügbarkeit: (3).
- Fujitsu PY RX2540M6 10x3.5" value4you**: Artikel-Nr. 043682 / VFY:RX25465C180IN. Price: 3.399,00 €. Technical data: Intel Xeon Gold 5315Y (8C/16T, 3,2GHz, 12MB, 140W), 32 GB DDR4 (2933 Mhz, 2Rx4), keine HDD, 8x3,5", SW-Raid, 1x 900 Watt Platinum, 3 Jahre Vor Ort Service (Onsite Service). Verfügbarkeit: (1).

Each product entry includes a 'Konfigurieren' button and a quantity selector set to '1'. A 'PSU4FREE' badge is present for the first two products. The bottom of the page shows a partial view of another product: 'PRIMERGY RX2540M6 10x3.5" value4you' with a price of 3.099,00 €.

Search & Autosuggest

The screenshot shows a search results page for 'Sensar'. The top navigation bar includes links: Unternehmen, International, DE, Anmeldung, Merkliste, and Produktvergleich. The search bar contains the text 'Sensar'. The main content area is divided into several sections:

- PRODUKTVORSCHLÄGE**: A list of product suggestions with images and titles: 'Zubehör Sensoren MZ-SB 100', 'Zubehör Sensoren MZ-C-T-18', 'Zubehör Sensoren MZ-C-T-26', 'Zubehör Sensoren MZ-K-6/6.5', and 'Zubehör Sensoren MZ-K-8/6.5'.
- KATEGORIEN**: A list of categories: 'Sensoren', 'Profilsensoren', 'Grafiksensoren', 'Farbsensoren', and 'Kontrastsensoren'.
- LÖSUNGEN**: A list of solutions with images and descriptions: 'Inspektion von transparenten Objekten triggern', 'Eskettierung an breiten Förderströcken triggern', 'Trigger für Highspeed-Eskettierer', 'Triggern einer Eskettiermaschine', and 'Stauerkennung von Schraubbolzen im Schlauch'.
- PRODUKTARCHIV**: A list of archived products: 'Spezialsensoren KUS 50 M 100 PSK-TSL', 'Spezialsensoren KUSP 50 M 100 PSK-TSL', and 'Zubehör Sensoren FS-STAB'.
- DOWNLOADVORSCHLÄGE**: A list of download suggestions: 'Ultraschallsensoren USGT pdf', 'Optische Abstandssensoren pdf', and 'Optische Miniatursensoren pdf'.

At the bottom, there's a section titled 'FINDEN SIE IHRE LÖSUNGEN UND BESTELLEN SIE DIREKT IM INTEGRIERTEN SHOP' with a 'ADD TO BASKET' button. The page also features a 'Alle Ergebnisse anzeigen' button and a 'Produkte >' link.

Watchlist & Wishlist

👤 ↺ ⭐ 🛒

[ProShop](#)
[Programme](#)
[Services](#)
[Kontakt](#)
[Jobs & Karriere](#)

Meine Merkliste

Bitte beachten Sie: Die Artikel werden zu Standardkonditionen auf Ihrer Merkliste gespeichert.

Produkt / Beschreibung	Verfügbarkeit:	Preis	Anzahl	Einkaufswagen/ Produktvergleich	Auswahl ☐	Löschen
Produkte						
LIFEBLOCK ES513 Notiz	046757 / VFYE513MF5HMD	0	949,00 € 899,00 € Gültig bis 30.11.2023	1		
LIFEBLOCK ES413 Notiz	046756 / VFYE5413MF7CME	25	1199,00 €	1		
LIFEBLOCK ES412A Notiz	044853 / VFYE542AMHABME	30	799,00 € 749,00 € Gültig bis 30.11.2023	1		
LIFEBLOCK ES512A Notiz	044184 / VFYE552AMFADME	14	799,00 € 749,00 € Gültig bis 30.11.2023	1		

ⓘ

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[Unternehmen >](#)

Product Comparison

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[International](#)
[DE](#)

[NEUHEITEN](#)
[PRODUKTE](#)
[KOMPETENZ](#)
[SERVICE](#)

Information

–

+

Zeige alle Informationen

Alle Produkte entfernen

Induktiver Näherungssensor INS-100 Standard DOCK 12 M 04 NOK-IBSL

Details

Merken

Erstellen

Warenkorb: 0 Anmelden

Als Vergleichsprodukt auswählen

Induktiver Näherungssensor INS-100 Standard INS-M08-B01PO-2C

Details

Merken

Erstellen

Warenkorb: 0 Anmelden

Als Vergleichsprodukt auswählen

Induktiver Näherungssensor INS-100 Standard INS-M18-B05NO-2C

Details

Merken

Erstellen

Warenkorb: 0 Anmelden

Als Vergleichsprodukt auswählen

Allgemeine Merkmale			
Ausgang, Eingang, Schnittstelle			
Schaltausgang:	npn, 200 mA, NC	nnp, 200 mA, NC	npn, 200 mA, NC
Elektrische Merkmale			
Betriebsspannung:	10 ... 30 V DC	10 ... 30 V DC	10 ... 30 V DC
Isolationsspannungsfestigkeit:	500 V	< 500 V DC	< 500 V DC
Elektrischer Anschluss			
Anschluss:	Stecker, M12, 4-polig	Kabel, 2,0 m	Kabel, 2,0 m
Erfassungsbereich, Messbereich, Toleranzgrenzen			
Normmessplatte:	12 x 12 x 1 mm	8 x 8 x 1 mm	18 x 18 x 1 mm
Schaltzustand (S/N):	4 mm	1 mm	5 mm

- 13 -

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Download Center

Kundenkonto

Merkmale

Shop

Produkte

Service

Kontakt

Suche

Startseite / Service / Tools / Downloadcenter

Downloadcenter

Kataloge, Montageanleitungen, Preislisten und mehr.

Um den für Sie passenden Download zu finden, nutzen Sie gerne auch unsere Filterfunktion.

Produktkategorie

Produkt

Typ

Datentyp

Deckenstrahlplatten

CAD-Zeichnungen

Konformitätserklärungen/Urkunden/Zertifikate

Alles zurücksetzen

Es wurden 28 Dateien gefunden

Sortieren nach

Titel	Typ	Sprache	Datentyp (Größe)	
Galaxis Deckenstrahlplatten, Paneelbreite 1050 mm	CAD-Zeichnungen	Deutsch	PDF (117 kB)	
Galaxis Deckenstrahlplatten, Paneelbreite 1050 mm	CAD-Zeichnungen	Deutsch	DXF (1.7 MB)	
Galaxis Deckenstrahlplatten, Paneelbreite 1050 mm	CAD-Zeichnungen	Deutsch	DWG (193 kB)	
Galaxis Deckenstrahlplatten, Paneelbreite 1200 mm	CAD-Zeichnungen	Deutsch	PDF (118 kB)	
Galaxis Deckenstrahlplatten, Paneelbreite 1200 mm	CAD-Zeichnungen	Deutsch	DWG (168 kB)	
Galaxis Deckenstrahlplatten, Paneelbreite 1200 mm	CAD-Zeichnungen	Deutsch	DXF (1.5 MB)	
Galaxis Deckenstrahlplatten, Paneelbreite 1350 mm	CAD-Zeichnungen	Deutsch	PDF (124 kB)	
Galaxis Deckenstrahlplatten, Paneelbreite 1350 mm	CAD-Zeichnungen	Deutsch	DXF (1.9 MB)	

Checkout

Produkte

Service

Newsroom

Unternehmen

Karriere

Kontakt

Extranet

Suche

Ihre Kontoinformationen

Lieferung

Überprüfen und Kaufen

Zahlungsart

Bestellung abgeschlossen

Rechnungsadresse

infolox GmbH
Herr Max Mustermann
Bregenzer Str. 101
88131 Lindau
Deutschland
E-Mail: max.mustermann@mail.de

Lieferadresse

infolox GmbH
Herr Max Mustermann
Bregenzer Str. 101
88131 Lindau
Deutschland
E-Mail: max.mustermann@amil.de

Lieferung

Standardversand

Produkt	Beschreibung	Anzahl	Preis [€]	Rabatt	Gesamtpreis [€]
Federelement Druckstück 22030.0003	mit Kugel und Innensechskant Automatenstahl, Standard Federkraft d ₁ : M3	100	1,55 €	25%	116,25 €
Federelement Druckstück 22030.0004	mit Kugel und Innensechskant Automatenstahl, Standard Federkraft d ₁ : M4	100	1,37 €	25%	102,75 €
Federelement Druckstück 22030.0005	mit Kugel und Innensechskant Automatenstahl, Standard Federkraft d ₁ : M5	100	1,37 €	25%	102,75 €

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Hier finden Sie Einzelheiten zum Widerrufsrecht & unsere Widerspruchsoption. *

Zwischensumme (Netto):

321,75 €

Verpackung & Versand:

6,50 €

Zuzüglich MwSt. (19%):

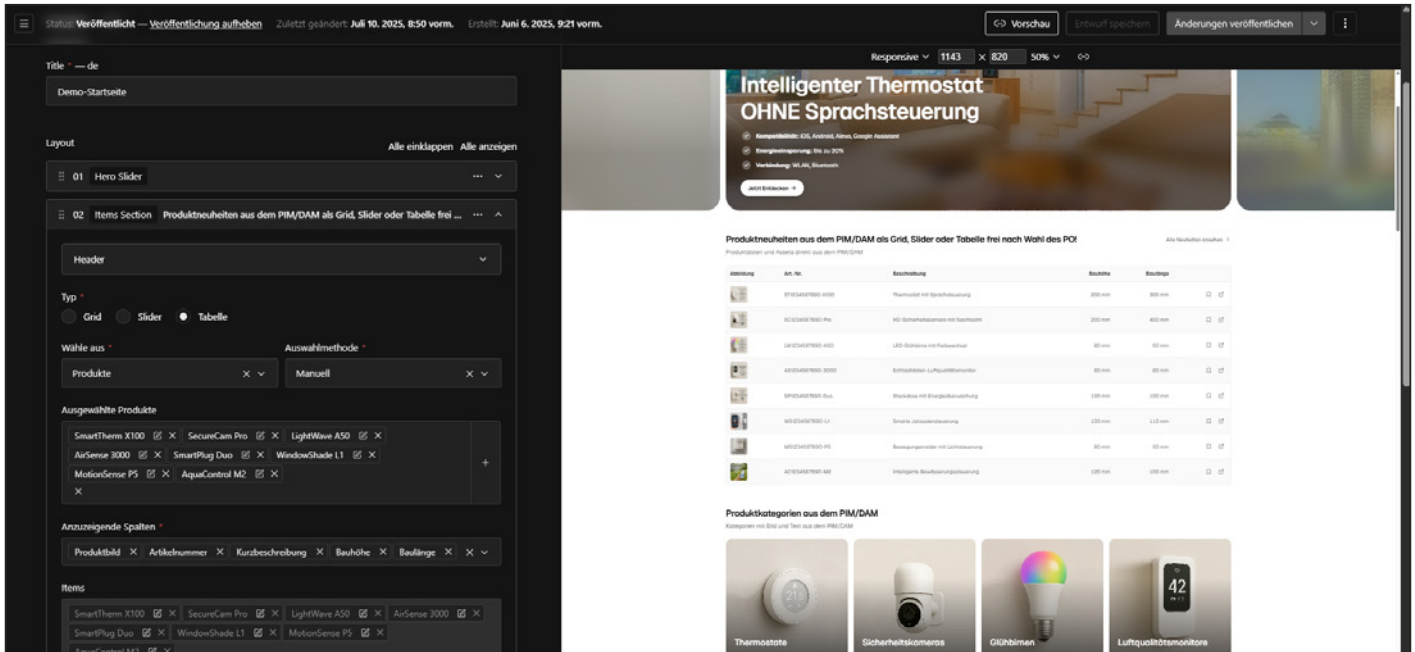
62,37 €

Gesamtsumme (Brutto):

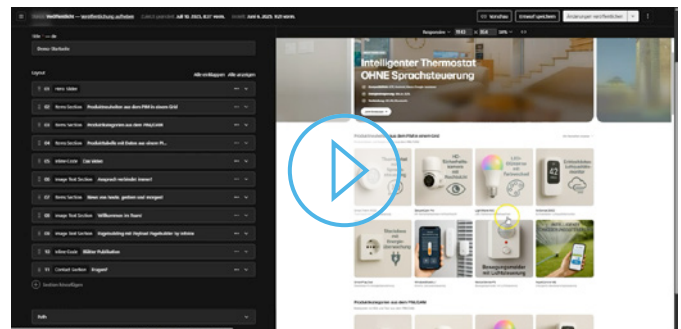
390,62 €

Kommentar

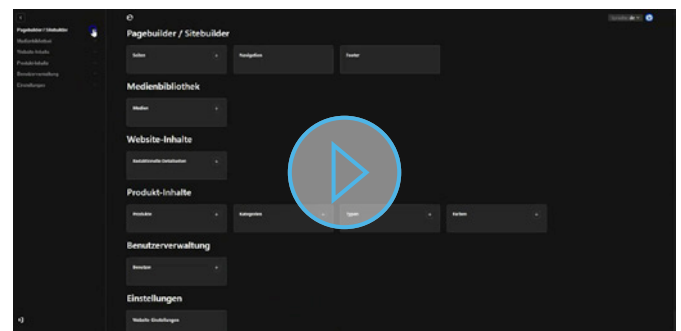
Pagebuilder



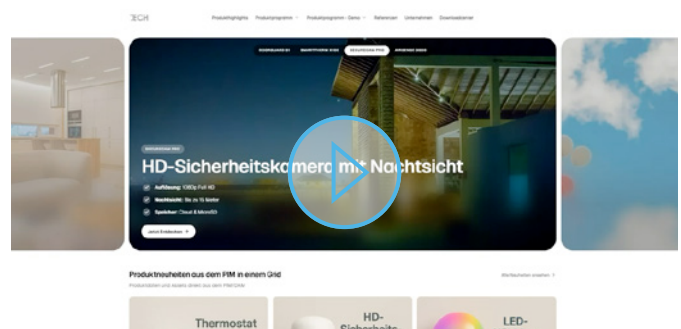
Freedom for the PO and the Customer Journey!
[Headless Pagebuilder/Sitebuilder](#)



[Payload Pagebuilder](#) by INFOLOX



[Payload Sitebuilder](#) by INFOLOX



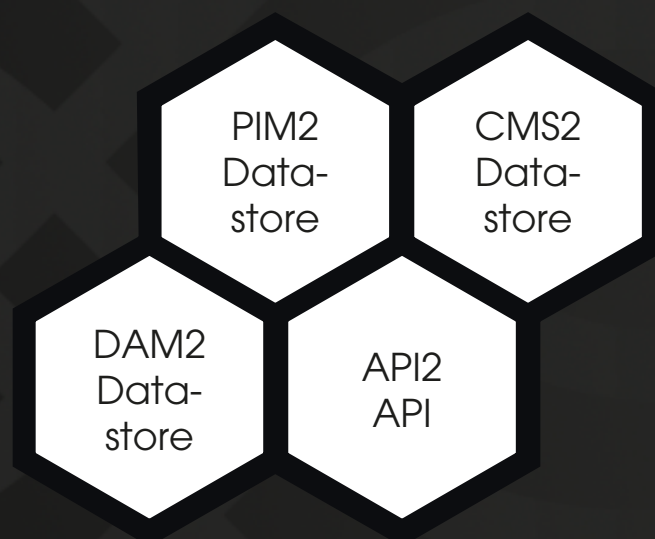
Integration Components of a PXP

The integration components are about how content, data, assets, and so on are transferred from one system to another, as well as about how functions from various systems can be used within a single interface. In other words, all of the functions mentioned above can be integrated into any frontend via API.

The transfer and use of content and data can take place either directly via API from the source system or indirectly via a data and content store (intermediate storage), which is always the better choice when the data still needs to be prepared for the frontend.:

- PIM2Datastore
- DAM2Datastore
- CMS2Datastore
- API2API (ERP2SHOP, Datastore2Frontend, CMS2Frontend)

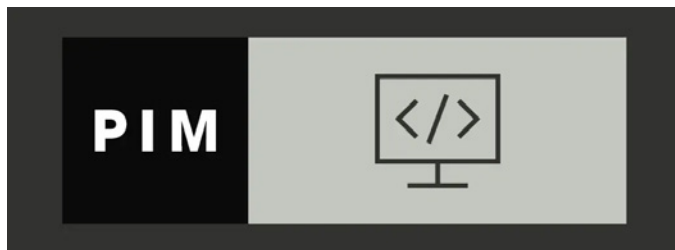
THIS ALSO MAKES IT EASY TO INTEGRATE A HEADLESS/API-FIRST SHOP SYSTEM FOR SHOPPING CART, CHECKOUT, AND PAYMENT.



Use Cases

PIM Extension: Easily Present Product Data from PIM & DAM

A PXP, with a PIM plugin, simply serves as a product portal / product catalog: the PXP enables the easy delivery of product information.



Many companies have an IT infrastructure that includes systems such as PIM, DAM, and ERP. These systems serve to manage the respective processes with specialized functions. However, synergies between the individual systems often remain untapped. The PXP offers an efficient way to make better use of the existing IT infrastructure and to realize the potential for seamless digital product communication.

If a company already uses a PIM system to manage its product information and to create data sheets and analog product catalogs, the same product information could also be used on the website and in an online shop in order to address customers,

partners,
or suppliers
digitally.

This is where a PXP comes into play: as an overlay,

it seamlessly integrates the existing PIM system. Through the functions of a CMS and a web shop, it expands the possibilities of product communication. A page builder enables marketing teams to design appealing landing pages, product pages, and content without any prior technical knowledge.

| Secure Portal:

Login-protected area, in order to make content/functions accessible only to specific user groups

| Fast Creation:

Easy configuration of product detail pages, product lists, and categories

| Individual Data:

Role- and rights-based presentation, individual prices per customer / customer group

| All Media Types:

Videos, images, data sheets, 360° presentations, CAD drawings, etc.

| On-Demand Access:

Provision of always up-to-date product information without manual and error-prone data exchange

| Easily Filterable & Searchable:

Flexible use of product filters and facets based on PIM data, high-performance search

| Current Data:

Easy data exchange directly via your PIM system

| Autonomous Portal:

As a complement to the web shop and the website: what customers need when things have to move quickly

Complementing a Website with Dynamic Product Information



Companies that regularly bring new products to market usually try to speed up this process. The coordination between various departments in order to gather product information, images, and marketing materials and to publish them on the relevant marketing and sales channels leads to delays and inefficiencies.

A PXP can significantly improve this process by expanding the existing websites with dynamic product data directly from PIM, whether as an online catalog or online shop.

Through the integration of the PIM/DAM system with the PXP, product information can be managed centrally and updated on the websites at the push of a button. The headless CMS enables the marketing team to quickly create appealing product pages without having to wait for technical support.

The screenshot shows the SICK website's product page for the nanoScan3 safety laser scanner. The header includes the SICK logo and navigation links. The main content area features a large image of the nanoScan3 device, a vertical strip of smaller images on the left, and a detailed description in German. The description highlights the device's compact size, robustness, and high precision. A button labeled 'Produktvariante auswählen' is visible at the bottom of the text block.

SICK
Sensor Intelligence.

Produkte und Lösungen Support Unternehmen Karriere Kontakt

Suche

nanoScan3 Übersicht Auswahl Einsatzgebiete Downloads Service Trainings

Start > Produkte und Lösungen > Produkte > Safety > Sicherheitslaserscanner > nanoScan3

**Sicherheitslaserscanner
nanoScan3**

Der kleinste Sicherheitslaserscanner von SICK – extrem robust und hochpräzise

nanoScan3 ist der kleinste Sicherheitslaserscanner von SICK. Er eignet sich für die Absicherung und Lokalisierung von mobilen Plattformen. Dank zuverlässiger Scantechnologie safeHDDM liefert er hochpräzise Messdaten und ist extrem robust gegenüber Licht, Staub oder Schmutz. Die einfache Bedienbarkeit der Konfigurationssoftware Safety Designer und die smarten Integrationsmöglichkeiten des nanoScan3 sorgen in Anwendungen für Flexibilität und sparen Zeit. Damit bietet der nanoScan3 hohe Performance und Verfügbarkeit in einem kompakten Gehäuse und sichert die Anlagenproduktivität.

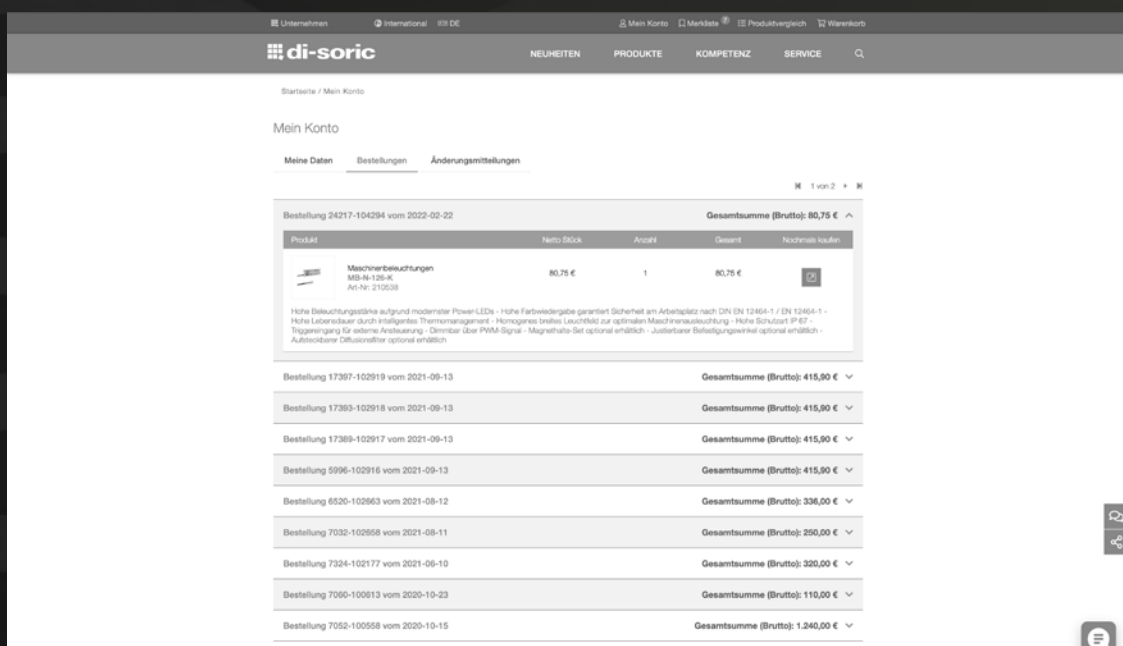
Produktvariante auswählen

Customer Portal



The provision of information about products and orders for customers and partners is another important application of a PX platform. The requirements and differences compared to a normal web shop are frequently:

- B2B online catalog with product finder, product comparison, multi-watchlist, auto-complete search for products and documents, download center, and document cart
- Presentation of detailed product information and media/documents
- High-performance and highly configurable search with autocomplete, synonyms, fuzzy search, etc.
- Role- and rights-based presentation of content and functions only for specific user groups
- Different prices per customer / customer group
- Integration of competitive information as well (internal area)
- Flexible use of product filters and facets based on PIM data



The screenshot shows the 'Mein Konto' (My Account) section of the di-soric website. It displays a list of orders with the following details:

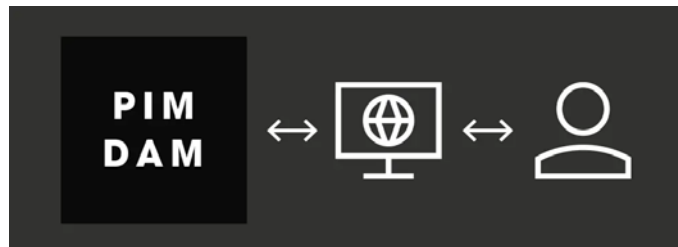
Bestellung	Datum	Gesamtsumme (Brutto)
Bestellung 24217-104294	vom 2022-02-22	80,75 €
Bestellung 17387-102919	vom 2021-09-13	415,90 €
Bestellung 17383-102918	vom 2021-09-13	415,90 €
Bestellung 17389-102917	vom 2021-09-13	415,90 €
Bestellung 5996-102916	vom 2021-09-13	415,90 €
Bestellung 6520-102663	vom 2021-08-12	336,00 €
Bestellung 7032-102658	vom 2021-08-11	250,00 €
Bestellung 7324-102177	vom 2021-06-10	320,00 €
Bestellung 7060-100613	vom 2020-10-23	110,00 €
Bestellung 7052-100558	vom 2020-10-15	1.240,00 €

The detailed view for order 24217-104294 shows the following items:

Produkt	Netto Stück	Anzahl	Gesamt	Netto als Kauf
Maschinenbeleuchtungen MB-M-126-K Art-Nr. 210538	80,75 €	1	80,75 €	

Additional information for the selected order: Hohe Beleuchtungsstärke aufgrund modernster Power-LEDs - Hohe Farbwiedergabe garantiert Sicherheit am Arbeitsplatz nach DIN EN 12464-1 / EN 12464-2 - Hohe Lebensdauer durch intelligentes Thermomanagement - Homogenes breites Lichtfeld zur optimalen Maschinenausleuchtung - Hohe Schutzart IP 67 - Totpunktzugang für externe Ansteuerung - Dimmer über PWM-Signal - Magnetische Set optional erhältlich - Justierbare Befestigungswinkel optional erhältlich - Aufstockbarer Diffusor optional erhältlich.

Media Portal



Similar to a customer portal are the requirements for a media portal, although here the focus is on the easy provision of all media types for customers:

- Provision of media files for customers and partners
- As a complement to the classic web shop
- Easy configuration of the interfaces
- Role- and rights-based presentation (user management for personalizing all functions and content)
- High-performance and configurable search with suggestions as you type, synonyms, fuzzy search, etc.
- Flexible use of product filters and facets based on PIM data
- All media types such as videos, images, data sheets, 360° presentations, CAD drawings, etc.

Medienportal

Body Text

Suche nach Titel, Produktname, Artikelnummer oder Keywords

Kategorie Typ

Ihre Auswahl

Bedienungsanleitung PDF Alles zurücksetzen

Die Suche ergab 85 Treffer

Anzahl pro Seite 10 | 25 | 50

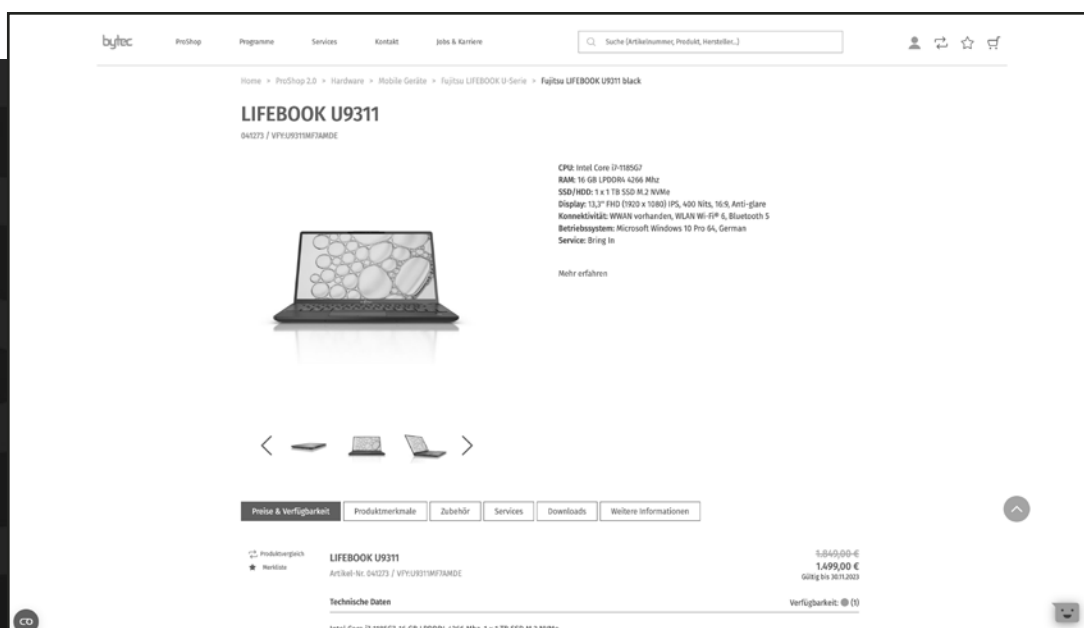
Vor-schau	Titel	Kategorie	Dateityp (Größe)	Sprachversion	Down-load-korb	Direktdownload
	AUTO spin 1860x000 X Deutsch (DE), Englisch (EN), Französisch (FR)	Bedienungsanleitung	PDF (5484544)	Deutsch (DE) v	X	X
	Alginate Mixing bowl 18230500 X Deutsch (DE), Englisch (EN), Französisch (FR)	Bedienungsanleitung	PDF (1047552)	Deutsch (DE) v	X	X
	Basic classic 294xxxxx X Deutsch (DE), Englisch (EN), Französisch (FR)	Bedienungsanleitung	PDF (8006656)	Deutsch (DE) v	X	X

Web Shop for B2B Applications

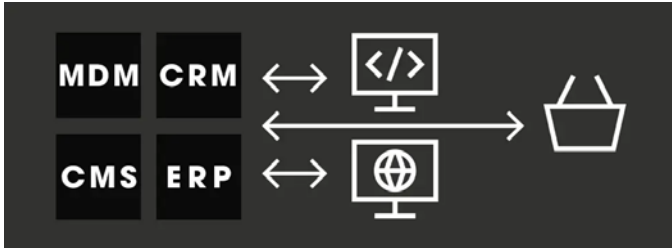


Web shops, especially for B2B applications, benefit greatly from a PX platform. The focus is on solutions for retail, wholesale, or manufacturers with complex customer requirements. The most important features of this application are:

- Complex products and/or configurations and/or contracts
- Individual prices per customer / customer group
- Replacing a complete CMS-PIM-shop solution, but still being able to continue using existing components
- Making flexible connection of PIM, MAM, ERP, CRM easily possible with MACH architecture
- High-performance and highly configurable search, with suggestions as you type, synonyms, fuzzy search, etc.
- Role- and rights-based presentation of content and functions only for specific user groups
- Flexible use of product filters and facets based on PIM data
- Integration of a headless/API-first shop system for shopping cart, checkout, and payment

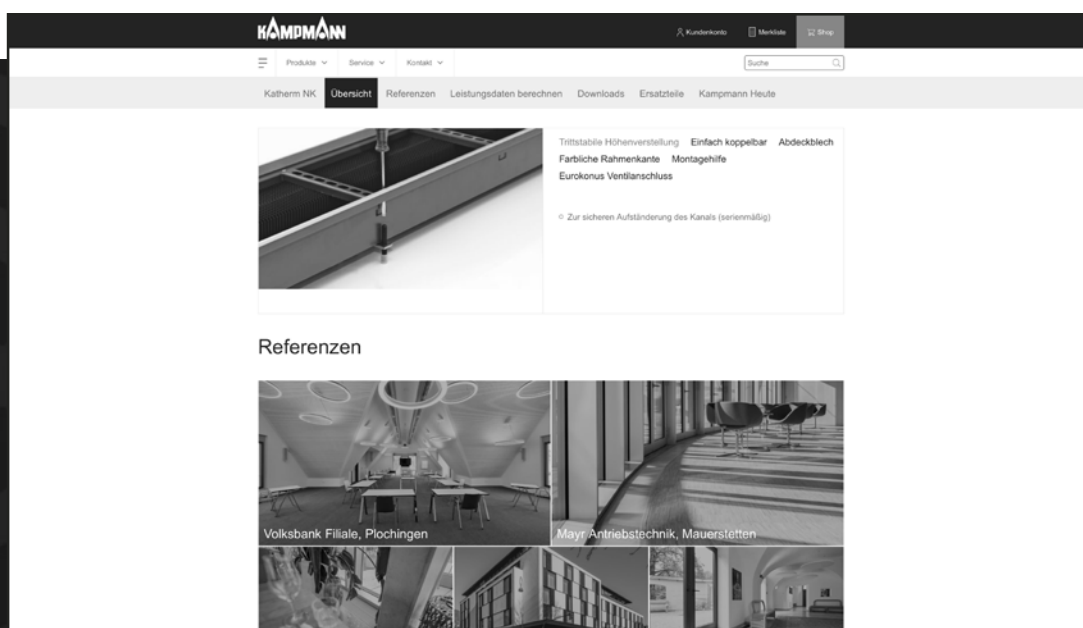


PXM: Platform for Product Experience Management



The complete application of a PXP is Product Experience Management, with the connection and presentation of structured and high-quality product information and media, adapted to the respective context (customer, time, channel, display, touchpoint, etc.). This means:

- Attractive and yet easily configurable presentation of all information on a single page
- Integration of structured product content from the PIM, MAM, or MDM
- Integration of prices and transaction data from an ERP system (orders, invoices, quotes, etc.)
- Easily expandable, through a headless CMS and/or headless shop, into a comprehensive content and commerce solution (website with integrated online catalog/online shop)
- Integration of a headless CMS for feeding in corporate content (product information at the level of product categories, campaigns, news, jobs, trade fairs, FAQ, etc.)
- Extension toolkit for content and commerce for technical products
- **Advantages:** higher conversion rates, fewer returns, greater brand loyalty, faster time-to-market



Sales Enablement Platform



Forrester defines sales enablement as “a process that empowers customer-facing employees to consistently and systematically hold relevant conversations with the right stakeholders at every stage of the customer journey.”

Sales enablement makes it possible to create the best possible customer experiences that meet customers’ desire for a personalized, automated, and innovative sales process.

The application of a PXP for providing product information for sales covers the core requirement of a sales enablement platform. The most important functions of a PXP for sales enablement are:

- Provision of always up-to-date product information for use by sales in customer presentations
- Product catalog as a sales tool for the sales team; cf. <https://www.infolox.de/referenzen/der-interne-online-katalog-online-shop>
- Context-based presentation of products and pages, e.g., by customer group or use case
- Online catalog with product finder, product comparison, multi-watchlist, autocomplete search for products and documents, download center, and document cart, and much more
- Presentation of detailed product information and media/documents.
- High-performance and highly configurable search, with autocomplete, synonyms, fuzzy search, and more, among other things
- Easy configuration of product detail pages, product lists, and categories
- Role- and rights-based presentation
- Integration of competitive information as well (internal area)
- Different prices per customer / customer group
- Flexible use of product filters and facets based on PIM data
- Integration of a headless/API-first shop system for shopping cart, checkout, and payment.

PXP COMPONENTS: THE PXP FROM INFOLOX

Core Functions and Modules

The PXP Components from INFOLOX are a collection of functional and integration modules or services in the cloud that turn product data and assets into a complete Product Experience Portal for all end devices, and that can be expanded at any time with a HEADLESS CMS and/or shop system. The PXP Components also form the basis for your websites, online catalog, online shop, and customer portal, and they offer a unique synergy from the best characteristics of various software disciplines in order to deliver an outstanding 360-degree user experience.

THE PXP COMPONENTS WERE DEVELOPED SPECIFICALLY FOR THE EFFICIENT DESIGN AND CONTROL OF WEBSITES, ONLINE CATALOGS, AND B2B SHOPS, AND THEY MANIFEST THEMSELVES AS A COMPREHENSIVE SOLUTION FOR OMNICHANNEL CONTENT AND COMMERCE. THE PXP COMPONENTS ARE OFFERED AS SAAS IN THE PRIVATE CLOUD, INCLUDING HOSTING, OPERATION, AND MAINTENANCE.

The PXP Components open up an incomparable degree of creative freedom for companies. They aggregate all the essential elements for omnichannel content and commerce in a highly customizable form: CMS, shop, app, print, DAM, PIM—all seamlessly connected to the existing ERP and CRM. The outstanding drag-and-drop page builder is an instrument of invaluable worth for the flexible connection and delivery of data for PIM, DAM, and ERP.

In a time when boundaries and limitations must be overcome, the PXP Components are a revolutionary instrument for those responsible for marketing and sales. They restore creativity, speed, and flexibility. The PXP Components break down barriers—barriers that have arisen from inflexible service providers, rigid standard software, and the complexity of data. They put an end to the endless interface ping-pong of integrators and enable companies to unlock the true potential of their ideas.

Overview of the Core Functions

The PXP Components offer an extensive set of components that can serve as a starting point for a PXP project in the cloud and thus lead to the goal more quickly and cost-effectively. In the following, we distinguish between functional components and integration components.

Functional Components in the Frontend

| Product Finder: The remarkable and versatile filter solution of the PXP Components' product finder selects products from your assortment based on facets with filter attributes. It presents the results either in the form of tiles, lists, or tables.

| Search & Autosuggest: As an additional means of access to products, product groups, downloads, and other content, the PXP Components feature an impressive autosuggest function that supports and speeds up the search for information.

| Watchlist & Wishlist: One of the decisive B2B functions during the planning, selection, and ordering of products is the watchlist. It contains helpful value-added functions for customers to make the overview and planning easier. The PXP Components even offer multi-watchlists as a form of project management, with import/export, printing, sharing, and so on.

| Product Comparison: Based on comparison attributes defined by you, customers can objectively assess items and make well-informed purchasing decisions.

| Checkout: The PXP Components enable customers to choose flexibly between login, registration, and guest ordering. This freedom of choice adapts to the requirements of the industry and of buying behavior.

| Download Center: Kunden wird ein systematischer Überblick geboten, der Produktkataloge, Produktdatenblätter, technische Zeichnungen, Bedienungsanleitungen und mehr umfasst. Dies erleichtert den Zugriff auf relevante Informationen und Unterlagen. Im Downloadcenter können Kunden alles gewünschten Medien in einen Warenkorb legen und sich komplett herunterladen oder zuschicken lassen.

Functional Components for the Backend

| Pagebuilder: Page builder for creating any kind of product overview pages and landing pages via drag and drop, with flexible connection and delivery of data from PIM, DAM, and ERP. Individual attributes, products, product groups, descriptions, or media can be assembled into content blocks, built directly into pages, or further processed into more complex modules.

| User Management: For different user profiles, rights and roles can be used to personalize all functions and content.

INTEGRATION COMPONENTS OF THE PXP COMPONENTS

The integration components are about how content, data, assets, and so on are transferred from one system to another, as well as about how functions from various systems can be used within a single interface. In other words, all of the functions mentioned above can be integrated into any frontend via API. The transfer and use of content and data can

take place either directly via API from the source system or indirectly via the data and content hub of the PXP Components, using SOLR or ELASTIC as intermediate storage, which is the better choice when the data still needs to be prepared for the frontend.

- **PIM2Datastore** for the full integration of the leading PIM systems
- **DAM2Datastore** for the full integration of the leading DAM systems.
- **CMS2Datastore** for the full integration of the leading CMS systems.
- **API2API** (ERP2SHOP, Datastore2Frontend, CMS2Frontend)

In combination with the PXP Components, the same tool does not have to be used for every application; for example, the following have already been used in projects:

- Storyblok, Ibexa, or Netgen for websites, or as a framework for content elements
- Shopify, Shopware, Sylius, or Vue Storefront for shops
- Retool for cockpits with selection elements, etc.

This also makes it easy to integrate a headless/API-first shop system for shopping cart, check-out, and payment (as a fallback, an open-source CMS can be delivered along with it).

THE PXP COMPONENTS IMPRESSIVELY DEMONSTRATE THEIR OUTSTANDING FUNCTIONS AND MODULES, WHICH ENABLE THE SEAMLESS IMPLEMENTATION OF OMNICHANNEL CONTENT AND COMMERCE. FROM PRODUCT SELECTION THROUGH COMPARISON TO THE FINAL PURCHASE PROCESS, THE PXP COMPONENTS OFFER A COMPREHENSIVE TOOLSET THAT INCREASES THE EFFICIENCY OF SHOP AND PORTAL PROJECTS AND CREATES FLAWLESS CUSTOMER EXPERIENCES.



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