

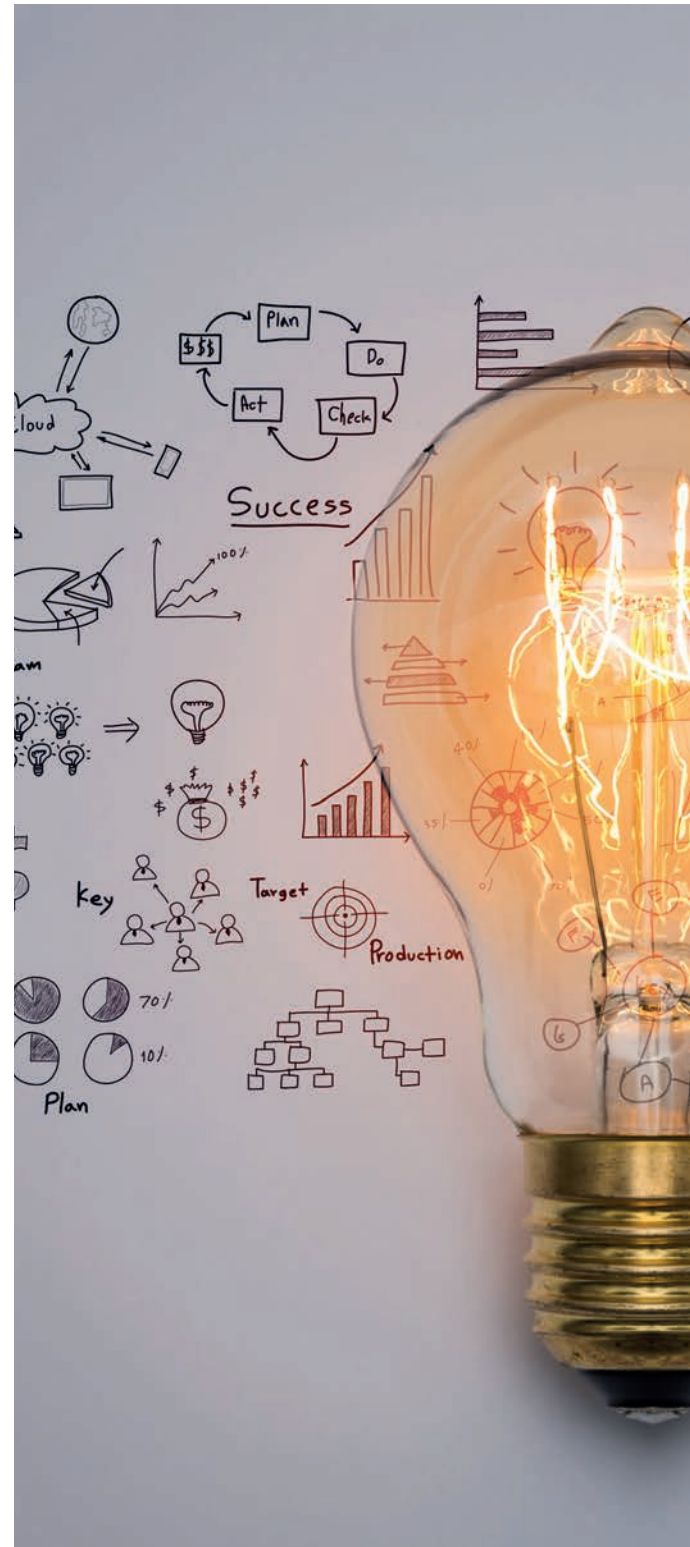
TECHNICAL BRIEFING



CORESHOP
SOLUTIONS FOR PIMCORE

PIMCORE TECHNOLOGY BRIEFING DOCUMENT

Pimcore's backend system is displayed and navigated as Documents, Assets and Objects that solves the challenges of digital transformation. Pimcore is a managed open source product with no licensing cost. With over 80,000 installs and 23 languages supported. Pimcore provides ROI through managing omni-channel commerce, portals, web to print catalogs, and many industry specific solutions. The consolidated (All-in-One) platform: PIM, MDM, DAM, CDM, CMS, UX and eCommerce. Product Information Management (w/ configurator), Digital Asset Management, Customer Data Management, Master Data Management, Website (CMS, Portals) and eCommerce all in one open sourced platform Pimcore's platform is based upon the Symfony, an open-source MVC framework for rapidly developing modern web applications. MVC is a software design



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pattern for web applications and separates the code into the following components:

- **Model** - defines basic functionality like data access routines, business, etc.
- **View** - defines what is presented to the user (the "template")
- **Controller** - Controllers brings all the patterns together, they manipulate models, decide which view to display, etc.

Symfony (<https://symfony.com/>) is a full-stack web framework. It contains a set of reusable PHP components. You can use any Symfony components in applications, independently from the framework. A PHP web framework is a collection of classes, which helps to develop a web application.

DOCUMENTS

Content Management System (CMS) and User Experience Manager (UX)

Documents are the CMS part of Pimcore and are the way to go for managing unstructured contents using pages, content snippets and navigations.

Document Types: Pimcore offers different types of documents and each of them offers functionality specific for the intended use-case:

- **Page:** Represents a typical web-page, the path in the tree is equal to the address in the browser.
- **Snippet:** Makes it easier to extract often used contents into reusable containers. Can be embedded in pages or nested into other snippets.
- **Link:** A simple web-link to be used in navigation.
- **Email:** A document like the page, but with special



functionality for transactional emails.

- Newsletter: Like email but offering additional newsletter functionality.
- Hardlink: Create links to other document structures and reuse them within a different structure / context. (see Hard link)
- Folder: Just like the folders you know from your local filesystem.
- PrintPage: Like pages, but specialized for print (PDF preview, rendering options)
- PrintContainer: Organizing print pages in chapters and render them all together.

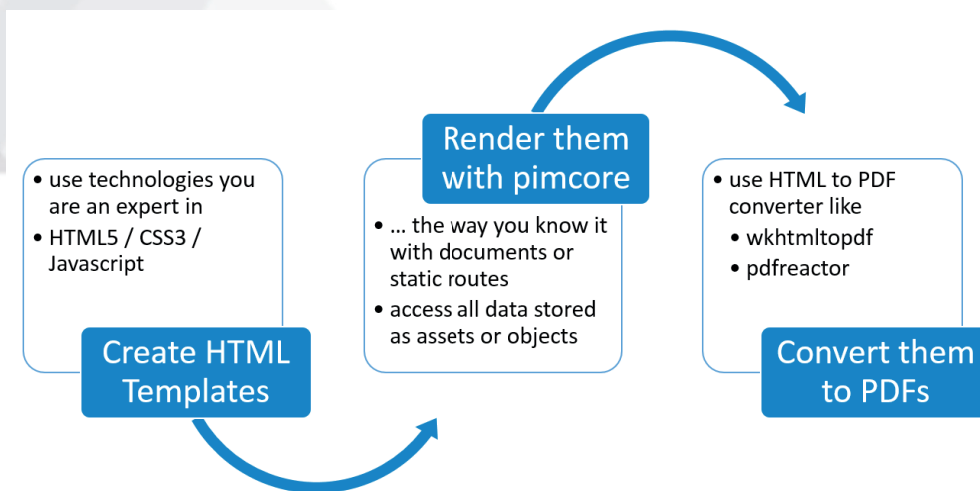
Properties: Properties are very powerful in combination with documents. Below, are some examples where properties can be very useful for the use with documents:

- Navigation - If you build the navigation based on the document-tree, sometimes you need special settings for the frontend, like separators or high lightings.
- Header Images - Often there are header images on a website, if you don't want to define it for every page, you can use properties with inheritance. Then you can define a default one at the root document and overrule this on a deeper level in the tree structure.
- Sidebars - You can easily manage visibility of sidebars in specific documents.
- SEO - It's also possible to use properties for SEO. It's very painful to define a nice title and description

for every page on your site, with properties this is not necessary (inheritance).

- Protected Areas - Closed user groups
- Change the appearance of the website depending on the properties (e.g. micro-sites, nested sites)
- Mark them for some automated exports (PDF, RPC's, ...)

Web-To-Print / Catalogs: These are Print documents are the way to create print-ready PDFs directly within Pimcore. They are based on the normal Pimcore documents and therefore support everything as pages do.



Web-To-Print Document Types:

- **PrintPage:** These are the documents that contain the actual content - with all the areas, editables, images, and so on. They are based on the normal Pimcore documents and to content editing should be quite self explaining.
- **PrintContainer:** These are a special document type to represent containers of
- **PrintPages:** They do not have content for their own, they just combine all subpages to one single output PDF. By doing so they allow to structure big print documents like catalogs, pricelists, books, etc. Of course, PrintContainers can be nested. So, one can use a root container, that contains several chapter containers that then contain the actual print pages.

ASSETS

Digital Asset Management (DAM)

Assets are files that can be managed within the Pimcore system which you can organize in folders. The most common assets are images. Other kinds of common assets are PDF or MS Word documents which people can download from the website. Pimcore is able to render preview images for most file types. Some file types, like images, can be edited directly in Pimcore and can be used to create thumbnails for different output channels. Note that the image editor does use the Adobe Creative SDK under the hood, specifically it does use the Image Editor UI, which does automatically resize images to 1000px or less.

- Central Hub for Media Content:** Pimcore DAM is far more than just an outstanding and flexible digital asset management application; it is a true digital transformation enabler.
- Asset Organization & Management:** Pimcore provides the most user-friendly experience for digital asset management. Its unique interface powered by core concepts like the multi-tab interface and the contextual navigation make it incredibly fast and easy to manage and enrich assets. Use directory structures for organization, or the grid interface for easy and fast access.
- Meta-Data Management:** Pimcore ensures the easy and consistent curation and meta-data management of digital assets. By providing a flexible and highly configurable meta-data management model and an easy to use tagging





module, a transition to meaningful and searchable asset collections comes true.

- Media Transformation:** Automatic image conversion and video transcoding based on Pimcore's advanced transformation pipelines effectively solves relevant topics like different resolutions, conversion of bit-rates, DPIs, color profiles and responsive states for all different output channels. Automatically generate the right images for a webshop - cropped, resized, and in the correct format. No matter the size or the volume, Pimcore will get the job done.

- Preview anything:** Previewing assets in Pimcore is comfortable and easy as Pimcore is compatible with more than 100 different file formats such as vector formats, bitmap formats, Office documents, PDFs and several different video codecs. The rich preview and transformation functionalities will make your day.

- Image Editing:** Pimcore integrates a web-based image editing component. Based on Adobe Creative SDK, the image editor is primary for easy image manipulation tasks such as color correction and cropping. For integrating alternative image processing workflows, Pimcore provides a WebDAV interface.

- PIM/MDM Integration:** Pimcore DAM integrates seamlessly with Pimcore PIM/MDM and provides interfaces for integrating asset data into product data.

- Asset Portal:** Pimcore Asset Portal is an image library for marketing teams. It's a commercial extension to Pimcore DAM and offers an alternative view - especially for marketing teams - on all Pimcore managed assets. Pimcore Asset Portal is a central location for sharing, storing, and collaborating on media assets. The organization of media assets is based on file structures and folders and is identical to the traditional Pimcore DAM backend.



OBJECTS

Product Information Management (PIM) and Master Data Management (MDM)

Pimcore PIM/MDM can integrate, consolidate, and manage any type and any amount of digital data. It is multi-domain and multi-vector compatible, for organizations of any size and in any industry. Pimcore master data management enables control over a wide range of data assets - including product, customer, and vendor information.

- Data Modeling:** Flexible data modeling is key to Pimcore PIM/MDM. It includes a web-based data modeling engine to create a new product data model within minutes.
- Data Management:** The user-friendly and consistent organization, aggregation, classification, and translation of rich product information based on a flexible and agile data model is key to Pimcore PIM/MDM.
- Data Integration & Delivery:** Learn more about how Pimcore enables you to take charge of data integration through easy import and export of data between Pimcore and external systems.
- Data Quality / Semantics:** Pimcore delivers high-quality clean and trusted data with enterprise-class data quality and governance that scales.
- Workflow Management:** Pimcore includes an advanced workflow engine to define business processes and editorial workflows.

Objects are the PIM part of Pimcore and are the way to go for managing structured data within Pimcore. Based on a class definition that defines structure and attributes object can be

used for pretty much any structured data – may it be products, categories, persons, customers, news, orders, blog entries, ... For the attributes many datatypes (simple ones and really complex ones) are available. Pimcore objects are literally objects in the sense of object-oriented programming. The class definition can be defined through a user friendly graphical user interface (GUI), but nevertheless in the background a plain PHP class is created, which can profit from inheritance and can be utilized and accessed within your custom PHP code. So, managing data becomes really easy. Data objects can be instantiated and filled within Pimcore backend or within your custom code by using the PHP API and common programming paradigms (create new instances, using getter and setter, ...). So, it is also really easy to serve object from external systems like CRM, ERP, PIM or asset management systems.

Object Classes: Defining a class consists of two parts: defining the attributes of the object and defining the layout for the object editor. Layout object properties can be grouped into panels, which incorporate the layout areas north, east, west, south and center and additionally they can be positioned into tab panels. This allows logical structuring of object attributes into smaller units of data belonging together. Common applications are tabs/groups for different languages or logical groups like basic data, media, sales data, etc. In addition to the master editor layout, Custom Layouts for different views on the object data can be defined. After creating a new class, the class attributes and layout can be built. Class attributes are defined from a set of predefined data types. These data types define not only the type of data such as text, number, image, reference to another object etc. but also how data input can be achieved and how data is accessed. Each data type comes with an input widget. For instance, the text input data type comes with a simple text field, the image data type comes with a drop area to which a user can drag and drop an image.



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