

Magento Made Easy



CORESHOP
SOLUTIONS FOR PIMCORE



Magento®

Magento MadeEasy

CoreShop developed this Integrator to simplify and accelerate integration between Magento and PIMCore. The Integrator will automatically discover categories, attributes and classes in Magento to create a folder structure in Pimcore to model the data already existing in your Magento websites by taking advantage of the Master Data Management (MDM) capabilities inherent in Pimcore and using the standard Magento application program interface (API). This Integrator enables PIMcore in Magento and in few moments and synchronizes in Magento data. Thus, we offer a more straightforward and efficient process.

Features of Magento–PIMCore Integrator:

- Managing and update Magento product information in Pimcore admin panel.
- Enriching product information by creating new attributes to suit your needs or by using existing ones.
- Publishing product information in Pimcore and exporting it to Magento with single click.
- Create categories, build tree data structure and exporting them easily to Magento.
- Building up your media gallery, assigning assets and publishing it.



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Advantage of Magento-Pimcore Integrator:

- Multi-site Support and Magento attributes along with Magento product images are imported as assets in Pimcore
- Flexible configuration, each connection is Pimcore class with the ability to specify field mappings, data completeness and more
- Access permission – PimCore could specify individual products and even access only to specific fields inside the product
- Data completeness, it delivers integration, syndication and data quality reporting through Pimcore
- Digital Assets made easy: Using PimCore assets to store & edit product images you get powerful online image edition tool, eliminate
- errors and ability to modify/replace
- Workflows Management: PimCore provides workflows to manage your product, orders and user's information
- Create new objects, PIMCore give the ability to create any objects and data with no limits

Why and when do you need PIM?

If you identify and relate to any of these scenarios you may be the right candidate to benefit from a PIM solution

- Do you send different data sets of product information to retailers, and wholesalers?
- Do you have products that have many attributes, hierarchies, relationships, pricing and images?
- Do you have products from multiple suppliers in multiple formats and needs to be enriched the data?
- Are you looking at multi-channel sales opportunity?
- Do you want to operate in global markets with multi-currency and support location languages?
- Do you need to create different catalogs for each market, location, language or customer

Growing demand for better, more detailed and consistent Product Information for better sales. When looking to purchase a product online, customers in most cases want to browse and compare multiple options, see details and know all the specification before making the final decision to buy. Also, these days sellers are legally obliged to store more information about their products than ever before

A well-orchestrated PIM will minimize abandonment by reducing errors and providing consistent messaging to your targeted audience increasing your Conversion Rate turning online encounters into a sale. Remember, your competitors are just a click away and a frustrated shopper rarely returns.

[CONTACT US](#)

Coreshop Solutions 10615 Shadow Wood Dr, Suite 290, Houston, Texas 77043, US
Sales info@coreshopsolutions.com