



More sales opportunities thanks to e-catalogs

Electronic product catalogs with msg.SECCoNT

msg.SECCoNT – The smart tool for electronic product catalogs

Digitized product catalogs have become an essential part of a modern manufacturer's and retailer's offering. We support companies in the efficient creation and management of them.

When retailers want to offer products to their customers, they have to integrate the suppliers' product master data into their own systems. Manufacturers, on the other hand, face the challenge of preparing and providing the digital descriptions of their products for various sales channels and retailers. Manual conversion of the information is tedious, error-prone and, in the worst case, delays the offering of new products. With msg.SECCoNT (Smart ECat ConverTer), you are a decisive step ahead of your competitors in the creation and maintenance of product catalogs.

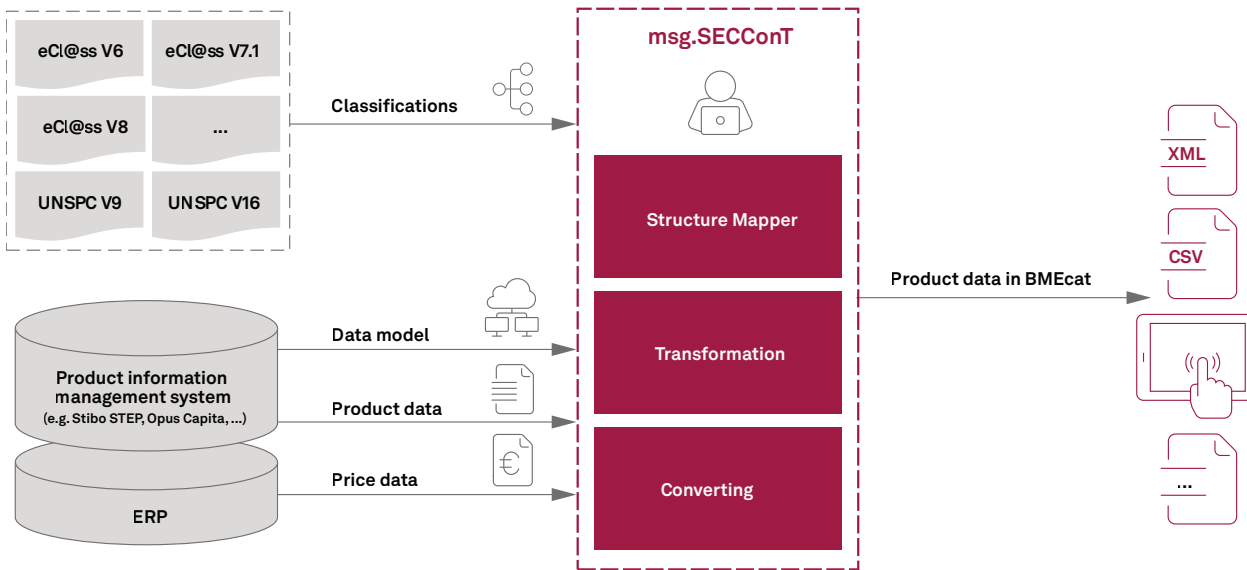
Providing product and material master data in BMEcat format in different taxonomies and versions in a timely manner is a challenge. With msg.SECCoNT, you can now manage this task automatically and conveniently.

msg.SECCoNT is a user-friendly software solution developed by msg. It allows you to integrate product and material master data into different applications in an automated way and exchange it seamlessly and without loss of information with customers and partners. msg.SECCoNT converts the data into desired formats and transfers it.

The standard formats in msg.SECCoNT enable the simple connection of different master data management systems. Integration with a system such as Stibo STEP enables your customers, for example, to also retrieve the created result data in a self-service portal. The automated, initial mapping and storage of manual mappings considerably reduces maintenance effort and sources of error.

The following graphic shows how msg.SECCoNT works: The taxonomies/classifications to be used and supported are loaded into msg.SECCoNT alongside the raw data (products, prices, assets, etc.) from a product information system (such as Stibo STEP, Opus Capita, etc.) and other systems such as ERP systems (e.g. SAP). After the mapping to the target structure, the transformation and conversion into the target format takes place and finally the output in the desired BMEcat format. For the mapping, msg.SECCoNT offers various functions that allow extensive automation.

msg.SECConT – electronic catalogs made easy!



Benefits of msg.SECConT

- Conversion of even complex data structures
- Timely availability of desired information
- Optimized initial mapping
- Fast customization options
- Use of different taxonomies
- Data provision in the self-service portal
- Reduction of manual effort

What our customers say

“With SECConT, we can map our customers’ requirements (...) efficiently and in a reusable way. Due to the good integration into our system landscape (Stibo STEP), updates are possible at any time and without much effort. This way we reduce the internal effort considerably and at the same time increase the quality of the eCatalogs for our customers.”

*Florian Kröner, Director Digital Transformation & Integration
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We help you to have more time for your customers. Get in touch:



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