Online Product Manager
Automatic Categorization and Matching
Optimization for Large Amounts of Data
Improvement of Data Quality

web data integration lab

Backend Solution for Online Shops and Portals

The demands of consumers on the quality of product information in online shops and portals have been constantly increasing. Frequent and extensive changes (e.g. new models, annual collections) and fluctuations in the assortment (e.g. summer and winter specials) are aggravating factors in the presentation of product catalogs. Therefore the regular assignment of product ranges into user-friendly navigation structures is an important challenge in e-commerce as well as the maintenance and improvement of data quality at the product level.

The solution „Online Product Manager“ developed in the WDI-Lab provides in one single application an automatic categorization and duplicate detection (matching) of product offerings and is optimized for large amounts of data. It supports the integration of product offerings from different sources into the own catalog. This solution was specifically designed for web stores and web portals; adjusting for other business sectors and industries can take place depending on demand. In addition to the automatic categorization and duplicate detection an extension of the Online Product Manager is possible, e.g. an enrichment of product offerings with further information such as the EAN or a brand information.

Screenshot Online Product Manager

Advantages
- Automatic Assignment of Offerings from Different Sources into a Catalog of Choice
- Automatic Duplicate Detection and Enrichment of Data with Additional Information (e.g. Products, Materials)
- Save Time and Money when Updating Product Information
- Cross-Industry Use

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