Quable
PART OF QNTM

The PIM solution for manufacturers

Centralization, control and growth

In collaboration with

daiteo

E-BOOK

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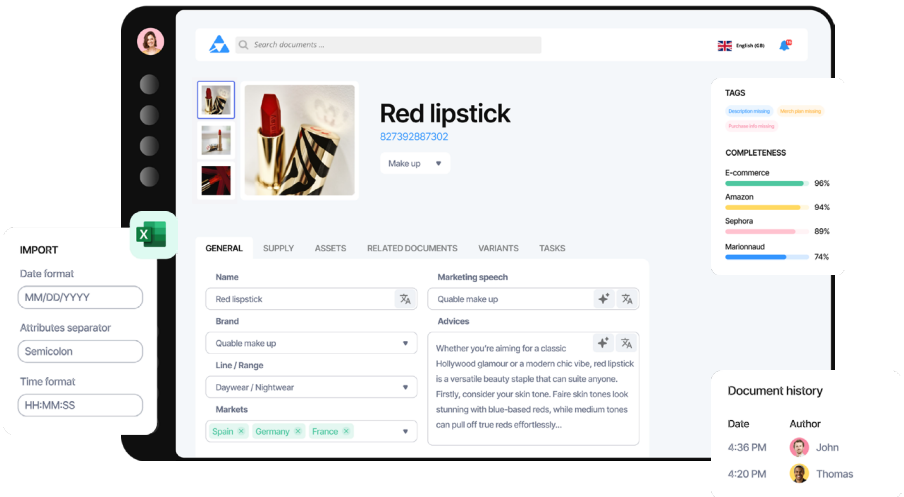


Quable
PART OF QNTM

Structuring product information in the age of digital complexity

The digitalization of the economy has profoundly transformed the practices of industrial companies. Faced with increasing demand for personalization, the multiplication of touchpoints, and ever-changing customer expectations, product information has become a strategic asset. It is no longer limited to a simple technical datasheet: it embodies the brand image, influences purchasing decisions, and shapes the user experience. In this constantly evolving context, manufacturers must rethink how they structure, enrich, and distribute their product data.

The digital transformation of the industrial sector comes with a significant increase in data complexity. Product ranges are expanding, variants are multiplying (formats, materials, certifications, languages, local standards...), and update cycles are accelerating. Added to this are stricter regulatory requirements, growing needs for transparency, and mounting competitive pressure, particularly across digital channels. The result: teams often face a proliferation of Excel files, information silos, duplicated efforts, and errors that can harm the company's image.

At the same time, distribution channels have multiplied. It is no longer just about feeding a print catalog or an e-commerce site. Today, product information must be synchronized across a wide range of touchpoints: **B2B platforms**, **marketplaces**, distributor websites, online configurators, social media, sales tools for field reps, and even **automated print materials**. This **omnichannels reality** requires flawless data governance, as well as the ability to tailor messages for different audiences: distributors, end customers, resellers, prescribers, technical partners, and more. Each stakeholder expects reliable, contextualized, and up-to-date information, delivered in the right format.

In this environment, **Product Information Management (PIM)** emerges as a strategic lever for manufacturers. More than just a centralization tool, it enables companies to structure product data sustainably, streamline update and publication processes, and ensure consistency across all channels. It becomes the foundation for greater agility, service quality, and responsiveness to market changes. PIM also strengthens collaboration between teams (marketing, sales, technical, digital...), by making it easier to share a single source of truth

The purpose of this ebook is clear: to demonstrate how PIM, far from being a simple tool, has become a true performance accelerator for industrial companies. Through concrete examples, customer insights, and best practices, we will explore how it helps improve competitiveness, streamline processes, and deliver a richer, more engaging product experience for every player in the value chain.

01

Industry facing complex product data challenges

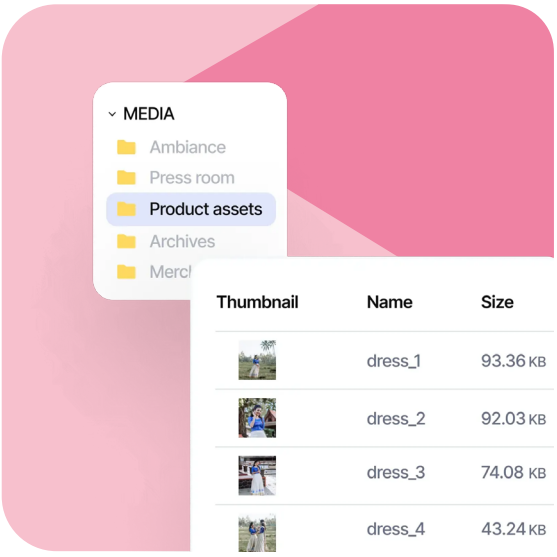
Today, the industrial sector manages growing volumes of technical, regulatory, and multilingual data. While this wealth of information is essential to meeting market demands, it also comes with increasing complexity. Structuring, localizing, and ensuring the reliability of this information has become both a major challenge and a key performance driver for industrial companies.

RICH AND COMPLEX PRODUCT CATALOGS TO MANAGE

In industry, **products catalogs** go far beyond a few dozen references. They encompass thousands of items, often spread across multiple ranges, with variations in formats, materials, power levels, colors, or applications. Added to this are spare parts, consumables, accessories, technical components, and sometimes even configurable products made to order.

Each reference can be linked to a precise bill of materials, as well as manufacturing, maintenance, or assembly data.

This level of complexity is necessary to meet customer needs and technical requirements, but it demands meticulous and rigorous management.



The challenge:

- **Avoiding the dispersion of information**
- **Minimizing update errors**
- **Ensuring reliable data is accessible to all stakeholder** (sales teams, distributors, technicians, end customers, etc.)

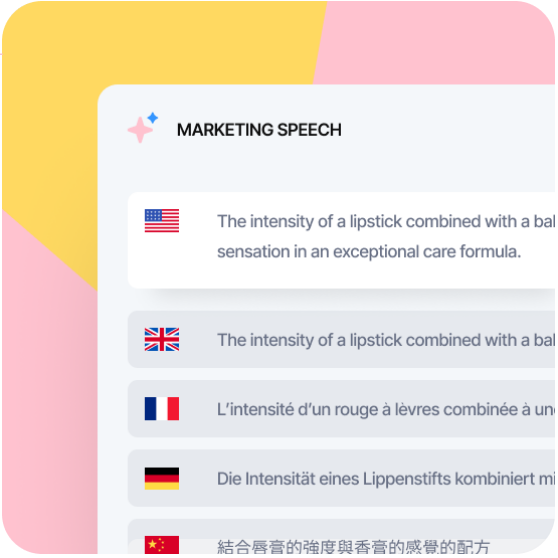
01 Industry facing complex product data challenges

THE CHALLENGE OF MULTILINGUALISM AND TECHNICAL LOCALIZATION

Industrial companies often operate in international markets.

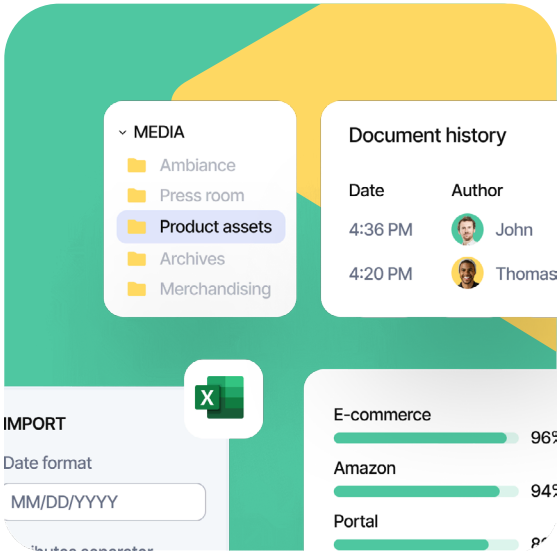
→ They must therefore provide **product sheets that are translated, complete, and compliant with local expectations.**

Multilinguism is not just about translating text: it also involves adapting units of measurement, technical vocabulary, national standards, and sometimes even visuals or pictograms.



For example, a product sold in Germany or Spain must include specific instructions in the **local language**, while also respecting the conventions and formats used in those countries (weight in kilograms, dimensions in millimeters, voltage, etc.). Managing these multiple versions through Excel files or unsuitable tools quickly becomes unmanageable at scale. Yet, a poorly localized product sheet can result in incorrect installation, misinterpretation of use, or even a barrier to sales.

ACCURACY AND CONSISTENCY: PREVENTING CRITICAL ERRORS



In the industrial sector, even a single reference error or an incompatibility between two parts can have serious consequences: incorrect orders, production stoppages, customer returns, complaints, or installation delays.

The accuracy of product data is therefore not a luxury but a necessity.

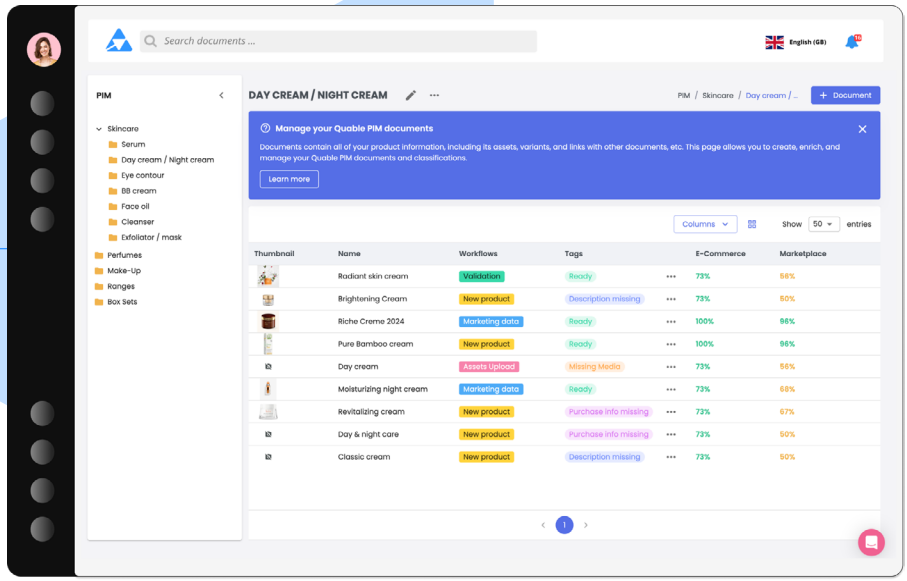
→ This requires **flawless consistency across all information sources:** ERP, PLM, technical datasheets, marketing documents, e-commerce tools, distributor catalogs, and more.

When information is scattered, hard to update, or open to interpretation, the risk of error increases dramatically.

01 Industry facing complex product data challenges

GROWING COMPLEXITY REQUIRES THE RIGHT TOOLS

Manually managing this mass of technical, regulatory, and multilingual information is no longer sustainable. Expanding catalogs, faster update cycles, regulatory pressure, and the diversification of channels all demand a structured approach to product data governance.



A tool like PIM has therefore become indispensable to centralize, standardize, and distribute reliable, up-to-date, and contextualized data across all channels. It not only helps manage this growing complexity but also transforms it into a long-term competitive advantage.

02

Standardization and interoperability: the key role of ETIM in the industry (by Daiteo)

> As we have seen, the industrial environment is marked by accelerated digitalization and the multiplication of distribution channels (printed catalogs, e-commerce platforms, ERPs, B2B marketplaces, etc.). In this context, product information management has become a major strategic issue.

Historically, however, each distributor developed its own matrices and formats for receiving manufacturers' data, creating significant operational complexity for the latter.

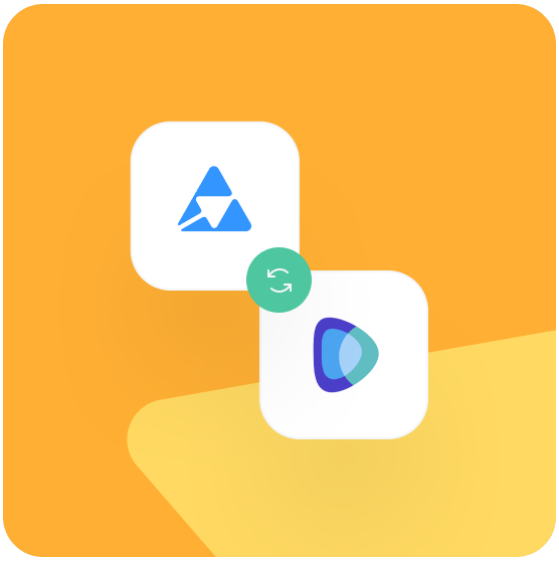
This lack of uniformity leads to several critical challenges:

- Duplicated tasks
- Inconsistent data delivered to end customers, and above all
- Increased risk of errors
- A significant loss of time and commercial efficiency.

Faced with these challenges, the **need to standardize and normalize product information exchanges has become evident** for all players in the value chain—manufacturers, distributors, and technical integrators alike.

It is precisely in this context that the ETIM format has gradually established itself as an essential standard for industry, particularly in the construction, electrical, and industrial supply sectors.

This **standardized exchange** format greatly facilitates product data management between manufacturers and distributors by providing a common, clear, and precise framework recognized across the entire ecosystem. Thanks to ETIM, manufacturers can generate **a single file that meets the expectations of all their distribution partners**, drastically reducing processing efforts and accelerating time-to-market.



02 Standardization and interoperability: the key role of ETIM in the industry (by Daiteo)

At the same time, international standards such as **GDSN** (Global Data Synchronisation Network) and **GS1** also play a crucial role in the industrial ecosystem by ensuring **interoperability** on a global scale. GS1, through its universal product identifiers (GTIN) and its standardized systems for information exchange, helps secure, structure, and streamline the international supply chain. Meanwhile, the GDSN network enables real-time synchronization of product data across a wide range of global trading partners.

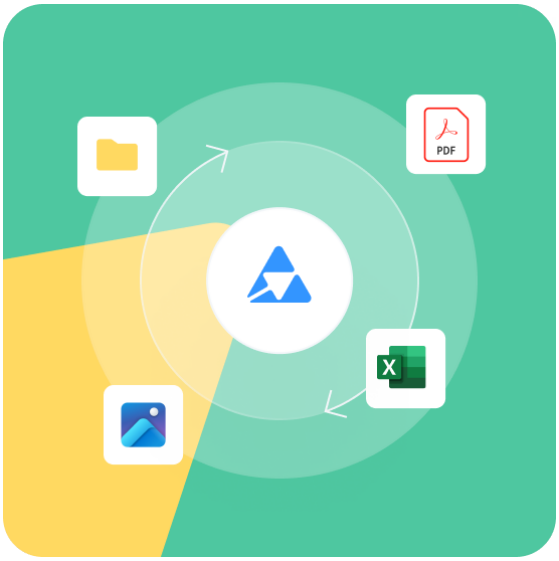
→ Thus, **ETIM**, alongside GS1/GDSN standards, fits into a **broader drive for normalization**, while addressing the specific operational and technical needs of both local and international industrial players. By adopting these standards, manufacturers ensure not only better control and greater efficiency in data management but also enhanced agility in adapting to constant market and regulatory changes.

WHAT IS ETIM?

ETIM, is a product data exchange format initially developed to meet the specific needs of the building, electrical, and industrial supply sectors.

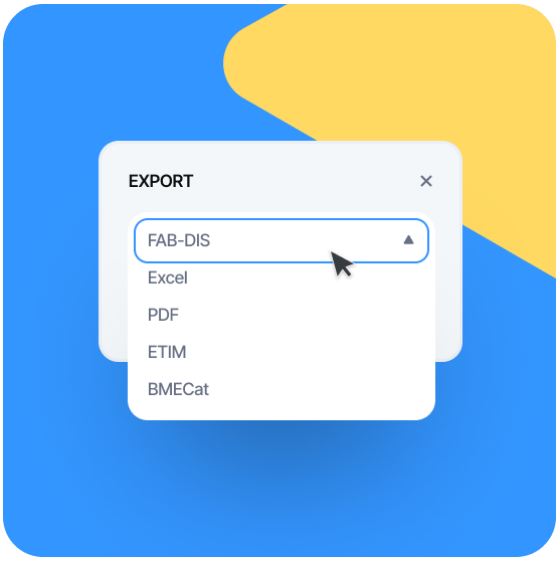
In practice, ETIM takes the form of a standardized and structured Excel file, designed to simplify and accelerate the exchange of product data between manufacturers and distributors.

This standardized file includes several tabs or "blocks," each dedicated to a specific category of information: commercial data, logistics, media, regulatory information, technical classifications (ETIM), etc. These blocks allow the transmission of all the details needed for effective product commercialization, such as detailed descriptions, images, marketing materials, technical specifications, dimensions and weights, as well as regulatory data.



→ With **ETIM**, manufacturers no longer need to adapt their product files to each distributor individually. Conversely, distributors can **easily integrate data** from multiple suppliers into their own IT systems, websites, and e-commerce platforms without having to manually process each file.

02 Standardization and interoperability: the key role of ETIM in the industry (by Daiteo)



The ETIM format is designed to be evolutive yet stable in structure. It is **regularly updated** to integrate new regulations, technological advances, and emerging user needs.

Its use is certified by the Easy-Check tool, which ensures the compliance of exchanged files and guarantees high-quality data sharing between all stakeholders.

adopted by +1,500 brands across various industrial sectors

→ Today, **ETIM** has become a **true industry reference standard**, recognized and adopted by more than 1,500 brands across various industrial sectors. It represents a key lever to improve the reliability, efficiency, and speed of commercial exchanges between manufacturers and distributors, thereby strengthening the overall competitiveness of the companies that adopt it.

02 Standardization and interoperability: the key role of ETIM in the industry (by Daiteo)

BUSINESS CHALLENGES ADDRESSED BY ETIM

The ETIM format covers a **wide range of critical business challenges**, addressing the key issues faced by manufacturers and distributors in their daily operations.

01 Time savings and operational efficiency

ETIM significantly reduces the time spent on entering, managing, and verifying product data. By automating file generation and eliminating manual reprocessing, it directly improves productivity and speeds up time-to-market.

02 Data reliability and consistency

Thanks to its standardized structure, ETIM ensures higher quality data shared with distributors. Fewer entry errors and greater consistency strengthen trust and help prevent commercial disputes.

03 Improved end-customer experience

Accurate and complete data guarantees better product presentation on distributors' digital platforms, enhancing the attractiveness of offers and boosting conversion rates.

04 Simplified international exchanges

By integrating multilingual and multi-standard information, ETIM greatly facilitates the internationalization of product catalogs, meeting foreign market requirements in terms of languages, local regulations, and technical specifications—particularly through **ETIM classification.**

05 Regulatory compliance

ETIM includes specific modules dedicated to regulations, enabling manufacturers to ensure their products comply with local and international standards, reducing regulatory risks and easing certification processes.

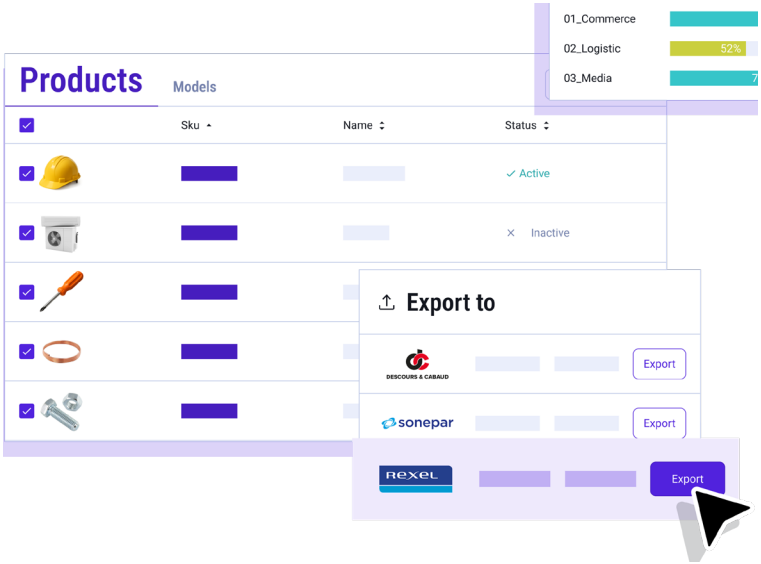
Thanks to these multiple benefits, ETIM stands out as a strategic tool, indispensable for the performance and competitiveness of modern industrial players.

02 Standardization and interoperability: the key role of ETIM in the industry (by Daiteo)

AUTOMATE ETIM WITH DAITEO

With Daiteo, mastering the ETIM format is made simple, and its production is fully automated.

The objective is no longer just to generate a compliant file, but to enable every manufacturer to manage their sales efficiently with distributors that require it.



The tool provides:

Simplified and guided setup, ensuring Easy-Check compliance.

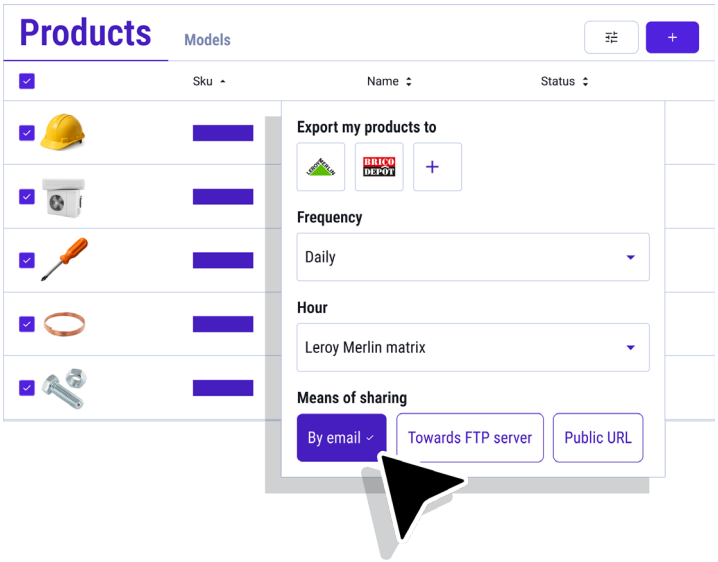
Smart completeness tracking making it instantly clear whether commercial, logistics, media, regulatory, or ETIM fields are ready for transmission.

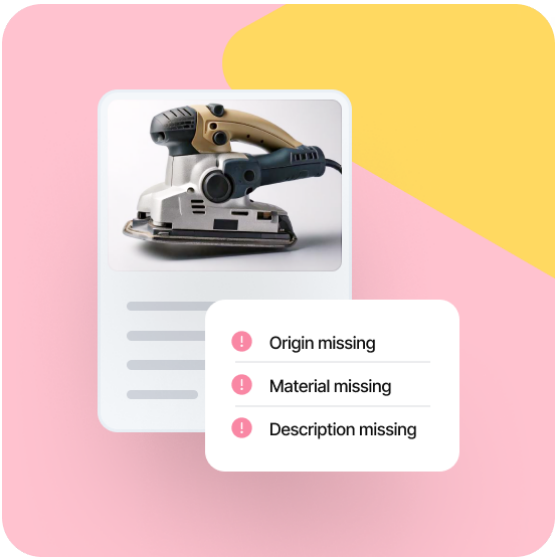
Collaborative management, streamlining enrichment and validation processes across different teams.

Full automation, so that generating and updating ETIM files is no longer a constraint.

Daily support, from ETIM experts, ensuring continuous improvement of your file.

02 Standardization and interoperability: the key role of ETIM in the industry (by Daiteo)





Beyond ETIM, other strategic formats are also supported:

- Distributor Excel matrices
- Price lists
- Branded PDF datasheets
- Catalogs
- Media management and sharing

→ Thanks to this approach, time is saved, data reliability is guaranteed, and B2B sales management becomes possible with a clear view of the products, prices, and content shared with each distributor.

03

Concrete industrial use cases

INTUIS – ORCHESTRATING COMPLEX DATA FOR TECHNICAL PRODUCTS

Context:

Intuis is a French industrial group that designs and manufactures thermal comfort equipment (smart radiators, thermodynamic water heaters, heat pumps, etc.). With 6 production sites in France, a network of 1,700 distributors, and revenue exceeding €200M, Intuis manages a portfolio of brands and technical products requiring the highest level of rigor in data management.

Challenges:

- Data heterogeneity across the group's entities and brands.
- Poorly synchronized product lifecycle between industrial and commercial dimensions.
- Extremely heavy manual management of the ETIM standard, essential for distributing products in building, electrical, and trade sectors.
- The need to unify and secure product data before sharing it with distributors (Rexel, Sonepar, PointP, etc.).

Solutions implemented:

- **Deployment of the Quable PIM**, with support from **Zento**, as a central platform to aggregate, structure, and manage all product data across the group, with a collaborative and user-friendly interface.
- **Implementation of a unified data model**, designed to integrate seamlessly with the ERP upstream, and to feed digital channels and distribution systems downstream.
- **Integration of Daiteo** as an expert solution to automate the processing of technical nomenclatures and the requirements of the ETIM format..
- **Automated generation of ETIM files through the native connector between Quable and Daiteo**, transforming PIM data into standardized, compliant Excel files.
- **Implementation of completeness measurement tools** controlled contribution systems, and collaborative workflows to validate every step of the product data production chain.

03 Concrete industrial use cases

Results:

Centralization and standardization of product data on a single platform, ensuring a reliable base for all internal teams and external partners.

ETIM files generated in just a few clicks—compared to several weeks previously—thanks to automated mappings and Daiteo's preconfigured matrices.

Smooth synchronization with the ERP, ensuring real-time updates of technical product characteristics throughout the lifecycle.

Easier contribution for the 27 users involved in product data enrichment, with clearly defined roles, full traceability, and enhanced cross-team collaboration.

POptimized product lifecycle management, with a clear, structured, and up-to-date view of data at every stage—reducing time-to-market and ensuring better regulatory compliance.

Discover the full case

RONDY – MULTILINGUAL DEPLOYMENT & INTERNATIONAL EXPANSION

Context:

Rondy is a family-owned group founded in 1946 and a major player in wholesale trading in France across retail and DIY sectors. With 140 employees, 3,000 distributor clients, 800 points of sale, and a catalog of 15,000 references, the company manages a wide range of products, from tools and hardware to automotive equipment, protective clothing, and electrical supplies.

To support its growth and accelerate international expansion, Rondy needed a single platform to structure, enrich, and distribute product data.

Challenges:

- Time-consuming and inefficient product management relying on fragmented processes.
- Constantly evolving client and distributor needs, requiring flexibility and responsiveness.
- Significant delays in sharing data with partners, especially the design office.
- Barrier to internationalization due to lack of smooth multilingual management.

Solutions implemented:

- **Adoption of Quable PIM** as the central repository for all product data.
- **Implementation of a collaborative workflow** to streamline exchanges with partners and distributors.
- **Real-time updates** accessible to all teams from a single access point.
- **Integrated multilingual management** to support international expansion.

Results:

Rapid and consistent distributionation of information across all channels (website, resellers, distributors).

Improved collaboration and communication with partners.

New distribution channels opened, accelerating commercial growth.

Deployment of multiple languages to facilitate exchanges with subsidiaries and international clients..

Discover the full case

Concrete industrial use cases

SAMES –MANAGING PRODUCT DATA IN AN INTERNATIONAL, TECHNOLOGICAL ENVIRONMENT

Context:

Sames is a global industrial player specializing in spraying solutions for demanding sectors: automotive, aerospace, construction, and more. Its catalog includes over 4,000 references sold in 27 countries and translated into 15 languages. Previously, product data was scattered across ERP systems, CMS, R&D tools, and office documents.

Challenges:

- No single source of truth, with discrepancies across systems.
- Tedious manual management of translations and updates.
- Lack of global visibility into product data and completeness levels.
- Difficulty distributing consistent and reliable information across all channels.

Solutions implemented:

- **Deployment of Quable PIM** to centralize and standardize all product data.
- **Creation of a custom data model** in collaboration with product line managers.
- **Integration of the PIM** with existing business tools (ERP, CMS, print tools).
- **Implementation of workflows,** dashboards, **DAM functionalities** and **IA**-powered automated translations.
- **Clear definition of roles and responsibilities** around product data.

Results:

Centralization of over 4,000 references, accessible to more than 40 users.

Consistent distribution of product data across 12 channels in 15 languages.

Increased productivity thanks to automation of data completion and translations.

Improved data governance,
with clear traceability and seamless collaboration.

Rapid adoption of the tool thanks to its user-friendly interface and support from **Axome.**

Discoverthe full case

HYDRO-M2AC – STRUCTURING PRODUCT LINES AND LAUNCHING THE B2B PORTAL

Context:

Hydro-M2AC, based in Western France, is a specialist in professional cleaning equipment. The company manages multiple brands and operates both online (via three PrestaShop sites) and in stores. Until now, product information was managed through Excel and EBP, without centralization or automation.

Challenges:

- Very long product publishing times (48 hours per product sheet).
- Manual and non-collaborative processes (oral requests, no traceability).
- Fragmented technical stack between ERP, e-commerce, and back-office.
- Growing need to expand the product offering without compromising data quality.

Solutions implemented:

- **Implementation of Quable PIM** as a single platform for managing product information.
- **Setup of workflows**, tags, and user permissions to structure internal processes.
- **Seamless integration with EBP ERP** and PrestaShop sites via APIs.
- **Use of CSV imports**, completeness tracking, and dashboards to industrialize product publishing.

Results:

Increase from 1,000 to 7,000 products online within one year.

Reduction of product publishing time to just a few hours.

Strengthened collaboration between store and digital teams.

Full traceability of all actions through integrated history.

Simplified preparation for the future launch of a B2B portal.

Discover the full case

03 Concrete industrial use cases

OUR CLIENTS IN INDUSTRY SECTOR

04

The concrete benefits of a PIM for manufacturers

OPERATIONAL EFFICIENCY GAINS

PIM centralizes all product data from various sources (ERP, PLM, Excel files, business tools, etc.) into a single platform.

This centralization eliminates duplicate entries, streamlines collaboration between teams (technical, marketing, sales, etc.), and allows updates to be made once and instantly available everywhere.

The result: significant time savings in daily product information management.

STRUCTURING COMPLEX TECHNICAL DATA

Manufacturers handle highly varied data (dimensions, standards, compatibilities, technical diagrams, spare parts, components, etc.), often organized in complex nomenclatures.

PIM allows precise modeling of this data according to the actual product structure (hierarchies, families, attributes, cross-references, etc.), making it easier to manage, enrich, and distribute. This is particularly valuable in sectors such as automotive, construction, or industrial equipment.

FACILITATING MULTILINGUAL AND EXPORT MANAGEMENT

With an architecture designed for **multilingual management,** PIM enables product sheets to be enriched in all target languages through **collaborative workflows.**

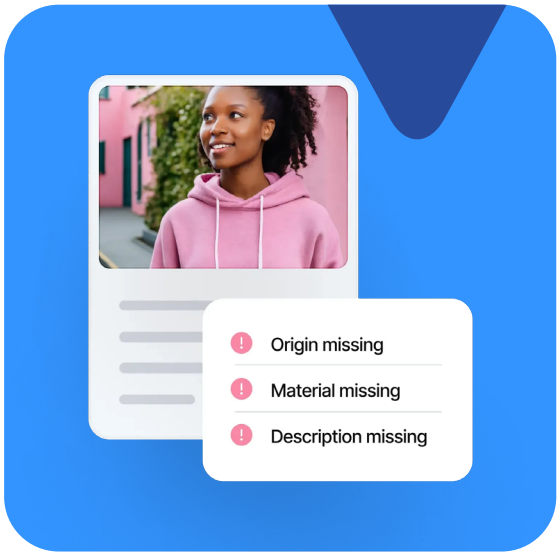
Technical, commercial, and marketing information can thus be localized consistently, reducing translation errors. This is a major advantage for exporting manufacturers, who can automatically generate product catalogs and reference files tailored to each market.

04 The concrete benefits of a PIM for manufacturers

REDUCING ERRORS AND DISPUTES

By ensuring reliable, structured, validated, and always up-to-date product data, PIM significantly reduces errors that can lead to commercial disputes or compliance issues (e.g., incorrect dimensions, missing safety data sheets, misreported standards, etc.).

Controlled product data means fewer returns, less after-sales service, and stronger relationships with distributors and customers.



ACCELERATING TIME-TO-MARKET

Thanks to clear governance and **automated workflows**, PIM **shortens the time-to-market for new products.**

Teams can work in parallel on data enrichment, using completeness indicators and alerts for missing information. Once validated, data is automatically ready for distribution across all channels (catalogs, websites, marketplaces, distributor files, etc.).

IMPROVING THE QUALITY OF SALES MATERIALS

By centralizing text, images, technical documents, and marketing data, **PIM simplifies the creation of rich, up-to-date sales materials:** datasheets, PDF catalogs, sales arguments, presentations, etc.

Through connections with publishing tools or solutions like Daiteo, these materials can be automatically generated according to the recipients (distributors, field sales teams, trade shows, etc.), in the correct formats and with a high level of quality.

05

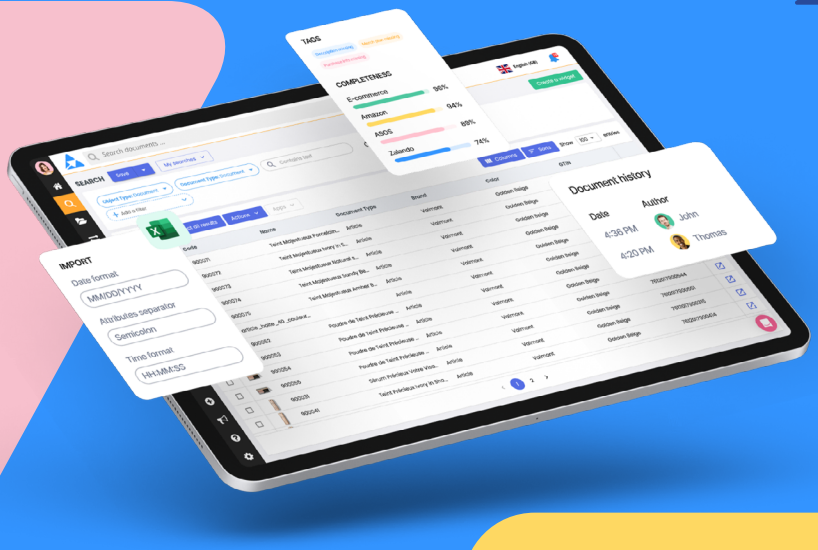
About Daiteo

> Daiteo is a French SaaS solution specialized in managing and distributing product data for manufacturers and industrial companies.

Designed to address the complex challenges of structuring and ensuring compliance of technical information, Daiteo enables the automatic production, enrichment, and distribution of standardized reference files such as ETIM, BMECat, or custom matrices for the retail sector (DIY, mass retail, etc.).

With its powerful mapping engine, native management of classifications such as ETIM, and seamless integration with PIM solutions like Quable, Daiteo supports manufacturers in automating product data flows, reducing manual errors, and maintaining control over distributor references.

An active member of ETIM France and recognized as “ETIM Inside,” Daiteo positions itself as a trusted partner for manufacturers seeking to ensure the accuracy and accelerate the delivery of their product data to commercial partners.



REQUEST A FREE DEMO

In the industrial sector, marked by increasing product data complexity, growing distributor demands for standardized files (such as ETIM), and ever-higher expectations for data reliability, manual product information management quickly reaches its limits. For manufacturers, the quality, consistency, and speed of data distribution have become essential drivers of commercial performance.

This is precisely where PIM (Product Information Management) proves its value. By centralizing data, structuring it according to industry standards, and facilitating updates and multichannel distribution, PIM becomes an indispensable technological foundation for manufacturers. It not only streamlines internal processes but also strengthens competitiveness in the face of distributor, partner, and end-customer demands.

When combined with an expert solution like Daiteo, Quable PIM goes even further: it automates the generation of complex, standardized files, ensures data compliance with market-required formats (ETIM, BMECat, DIY/mass retail matrices, etc.), and drastically reduces the time spent on these tasks. The result: manufacturers gain efficiency, reliability, and agility in managing their product strategy.

Integrating a PIM into an industrial workflow is no longer a technological luxury—it is essential for any company aiming to secure its data, accelerate time-to-market, and position itself as a professional, structured player in the eyes of its partners. The Quable + Daiteo duo perfectly embodies this ambition.

www.quable.com

Quable
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Quable is the No-Code Product Information Management solution for bold brands and manufacturers. Rocher Group, Mitsubishi, Devialet, Club Med, Advini, Berluti, Delsey, Lalique and more than 300 big brands across 85 countries have chosen Quable to accelerate in all markets. Quable was founded in 2013 and today has a staff of 40 experts managing more than 40 million products in the fashion, luxury, food and industrial sectors.