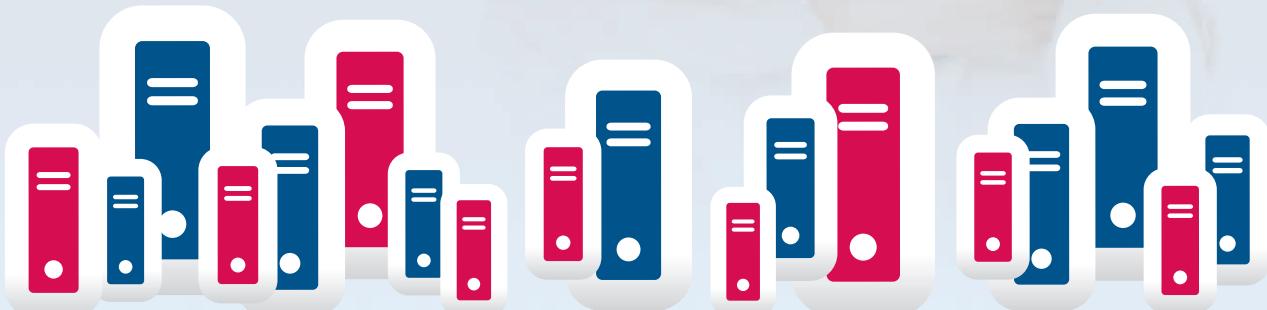


AKIOMA Product Management

# Multilingual and in perfect order

Confusion and incompleteness in the presentation of products and services are a frequent source of mistakes in offers.

This is especially true if the offer includes complex products put together from highly diversified sub-areas in which the individual components often only differ in the smallest nuances.





# Truly clear product management

**Define it spot on once – correct usage at all times: that's product management**

With AKIOMA, you avoid such risks from the beginning. You always have the overview and don't have to give a second thought to correct listing in detail. Because, in AKIOMA, correlations between products, subproducts, accessories, services and so on, once these are defined, are adopted without any changes and in full in every individual step which you carry out in the system – misunderstandings and lack of clarity are excluded.

Therefore AKIOMA Product Management is your guarantee for spot on, transparent and perfectly comprehensible offers.



Components, items and services are described and catalogued – and not much more. That's what product management looks like in a large number of corporate solutions. With AKIOMA, on the other hand, it forms the core of the entire software system – as well as being an active sales and communication tool. It not only delivers the factual basis for high-quality offers, but can also be easily used to prepare the content of websites.

The screenshot shows the AKIOMA software interface. On the left, there is a navigation tree with categories like 'Produktbereich', 'Globale Ausstattungen', 'Ausstattungen und Antriebe', 'Erläuterungen', 'Systembeschreibung', 'Hilfsmittel', 'Instrumente', 'Antriebsanlagen', and 'Technische Dokumentation'. In the center, there is a 'Detailelemente' window showing a table with columns 'Name', 'Wert', 'Kommentar', 'Beschreibung', and 'Anhang'. Below it, there is a 'Digitalmultimeter' window with a detailed description of the product, including its technical specifications and a photograph of the device. At the bottom, there are tabs for 'Strukturbaum' and 'Beschreibung'.



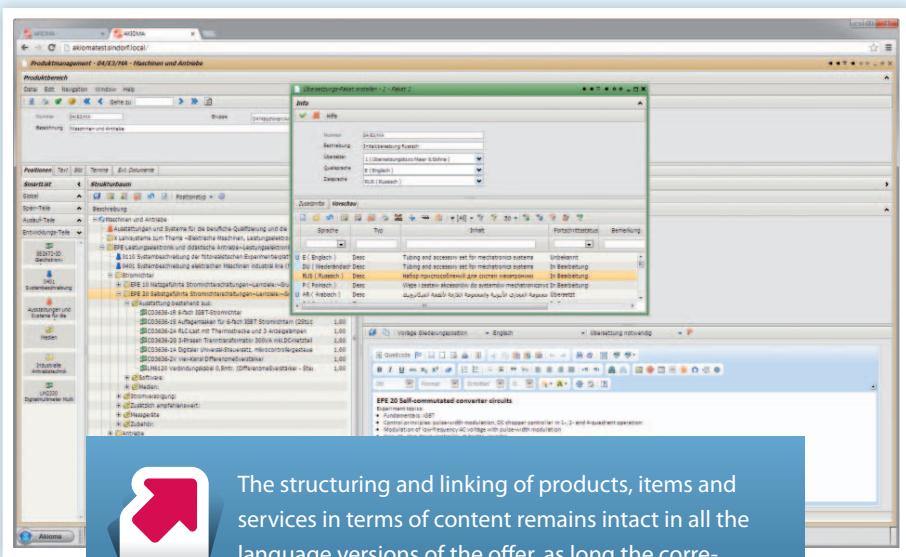
This screenshot shows a 'Strukturbaum' (structure tree) window. A yellow box highlights a product item 'SE2672-3D Gleichstrom...' under 'Maschinen und Antriebe'. A cursor is shown dragging this item from its current position to a new location in the tree, illustrating the drag & drop functionality for reorganizing products.

**Texts, images and appointments: comprehensive information down to the last detail**

With AKIOMA, you put together the products for your offer without any effort at all. Products, items and related services are clearly represented in a hierarchical structure. For every element you can create descriptive texts, select images and lodge information on appointments in an editor similar to MS-Word.

You can easily add products to the appropriate place in your offer by using drag & drop. All links and structures will remain the same, for example, if specific trainings form an obligatory part of the product or accessories are included. All you have to do is specify the number of items.

In this way, you always automatically include everything in your offer that you want to sell together with a product.



 The structuring and linking of products, items and services in terms of content remains intact in all the language versions of the offer, as long the corresponding translation is available for the description. Then all you have to do is select the language for the offer once, and you don't need to worry about the correct display of the correlations.

In this way, you save a lot of time and can react even more quickly to requests for offers, no matter where they come from.

## Open to the world at the click of a button: multilingualism with AKIOMA

A special feature of AKIOMA is multilingualism. You can create a descriptive text for every product or item in as many languages as you like.

This data base can be called up for more than just your offers; by means of an export function you can also use it as website content in the relevant language including the selected images and other information.

This also makes AKIOMA a high performance Content Management System.

## Workflow management for translators: up to date – anywhere and at any time

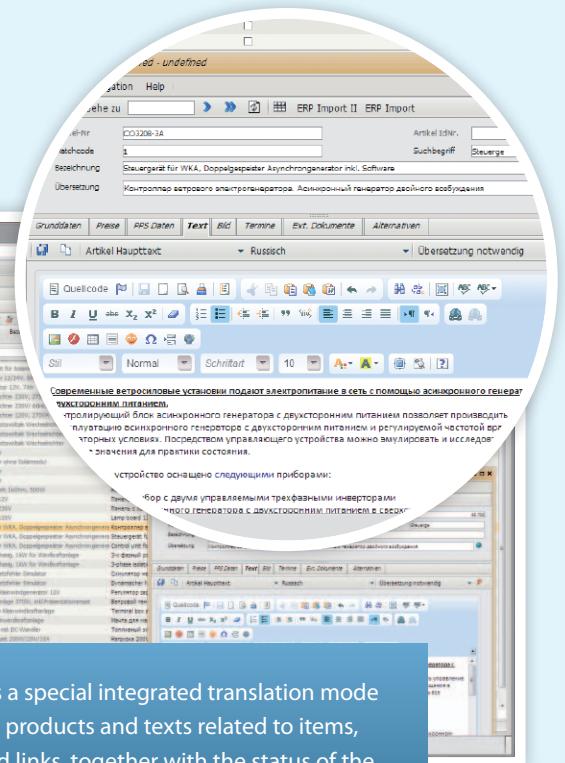
If you communicate intensively on a multilingual basis, then you will know how much effort is involved in the translation process.

Here too, AKIOMA Product Management makes your work much easier by not only providing the content but also coordinating the entire workflow between you and your translation teams.

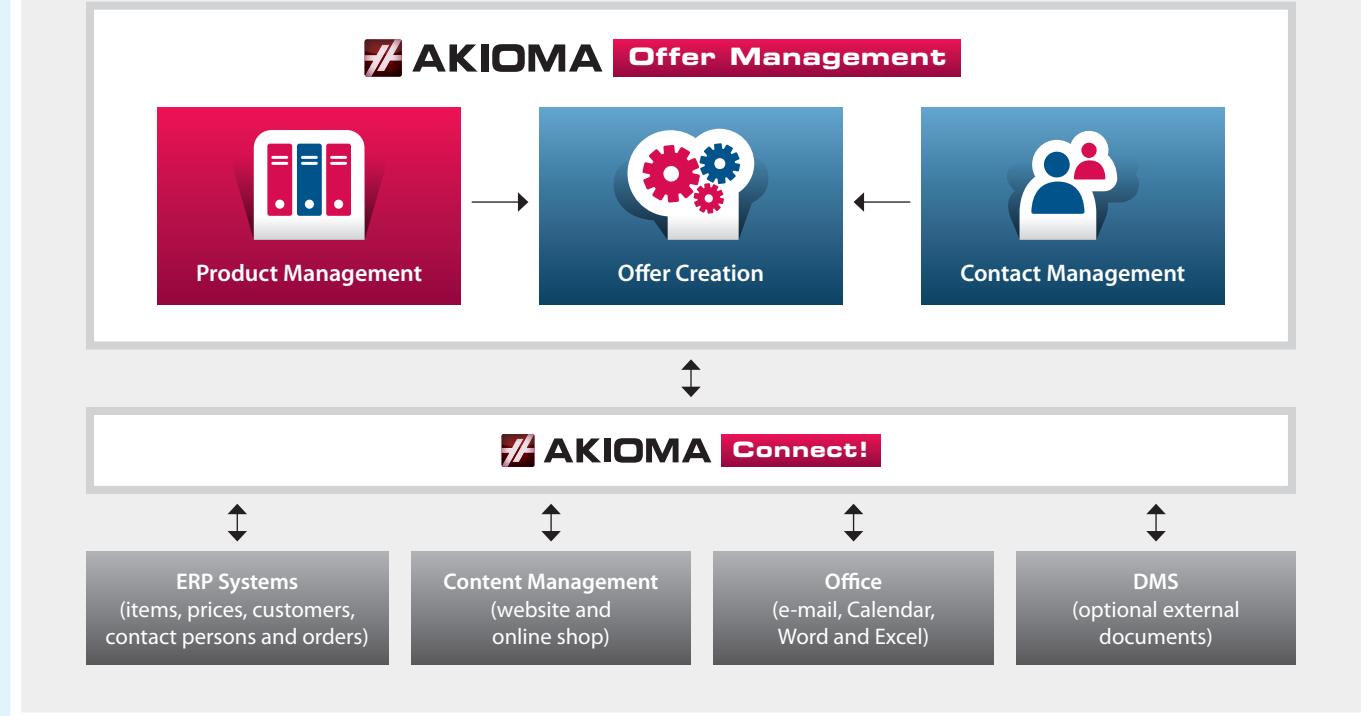
 AKIOMA includes a special integrated translation mode which lists all the products and texts related to items, classifications and links, together with the status of the relevant translation.

The various translation service providers can access this together with AKIOMA and carry out the translation so that it acts as a collaboration tool. Once this has been accomplished, the most recently updated version is available in the system for direct further use.

All structures and links also remain the same in the translation mode.



# The AKIOMA Principle



## At a glance

- » Simple creation of product texts (WYSIWYG) including selection of images, appointments and external documents
- » Classification of individual products in product tree structures using drag & drop
- » Inclusion of products in offers using drag & drop, while preserving all hierarchical links to other items.
- » Optional multilingualism for product texts and export function for use on your website
- » Collaboration function for coordination of translations

AKIOMA – Offer management for the sales of complex products requiring explanation



Are you interested in our products, and do you require additional information?

You can reach us on

**+49 7141 30995-10**

We look forward to your enquiry!

## About AKIOMA

AKIOMA Software develops CRM systems for medium-sized companies. Our CRM software is based on Frameworks SWAT, which was developed by us, and is applied on-premise as well as based in the cloud. Special focus has been placed on the creation and management of complex offers, product management as well as the representation of complex customer relationships.