



# ANTEROS

Features of the Technologically  
Leading PIM and Cross-Media Software



# Table of Contents

Quick Overview .....	3
System Structure.....	5
Product Information Management.....	7
Media Database / Media Portal .....	11
Quality Management .....	13
Translation Aid .....	15
Import, Export and Interfaces .....	17
Online Shops / Web Portals.....	19
Apps.....	21
Print Generation .....	23
Labels .....	25
Data Preparation .....	27
Our Customers.....	29
Customer Experiences.....	31



ANTEROS® offers features that help you to centrally and efficiently maintain product data, images and documents. Using this central data pool as a product knowledge base and for data exports, you can also build professional online stores and apps as well as fully automatically generate product catalogs, price lists, labels and data sheets.

## Outperform the Competition with INCONY

The INCONY software products and services allow you to achieve the highest level of automation for your product data and image maintenance as well as for creating printed documents and web catalogs, data exports and imports.

Upon request, INCONY will customize the software to meet your layout and functional requirements, though you can also do much of the customizing yourself.

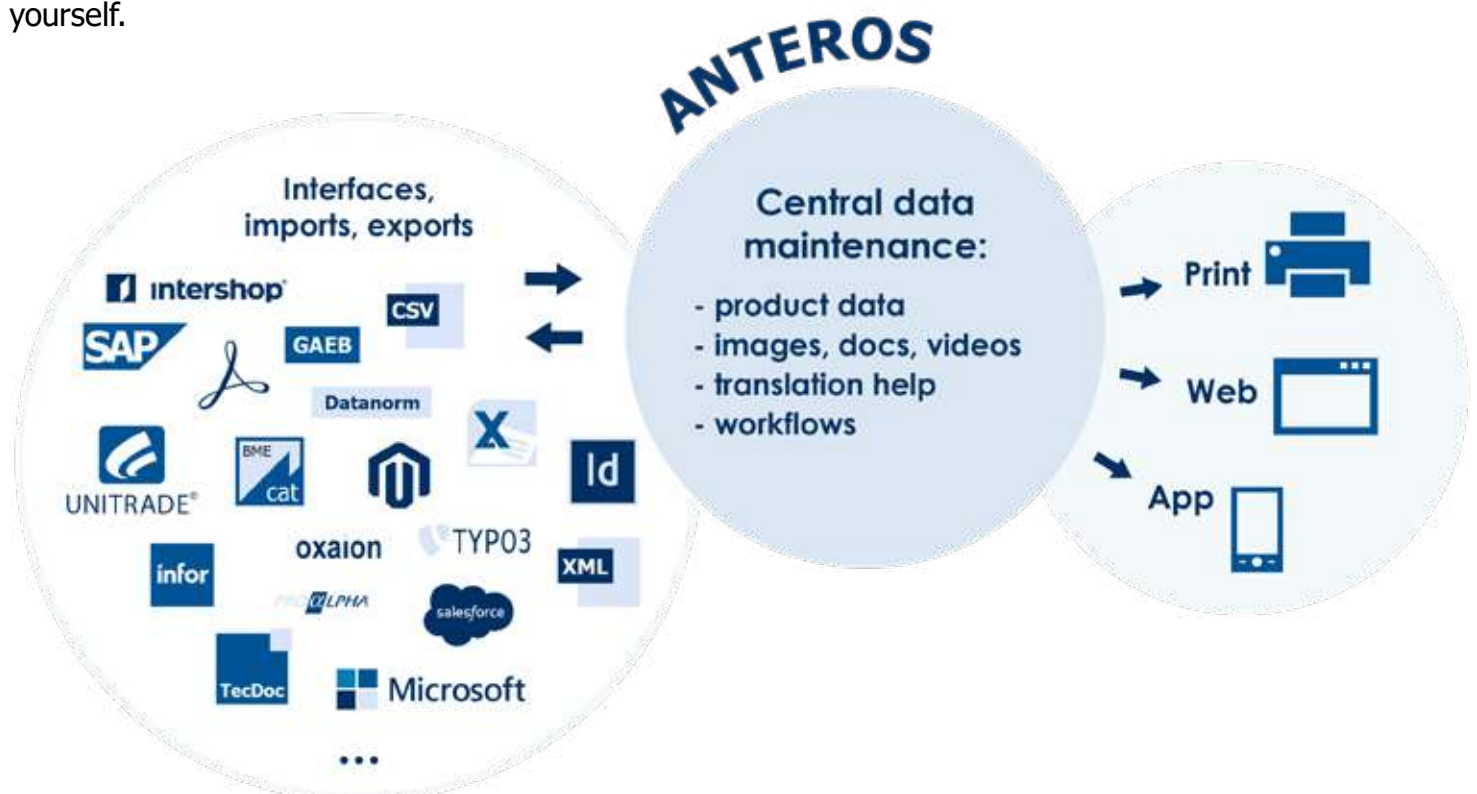
## Highly Efficient Product Data Maintenance

INCONY is known as one of the pioneers of PIM thanks to our PIM system ANTEROS. We have had customers from technical industries with numerous attributes since 1996.

Hence, great importance has been placed on the efficient maintenance of complex product data from an early stage.

## Fast, Flexible and Modern

ANTEROS 5 is portal-based. This means that you can use your data flexibly thanks to many configuration options and individual adjustments. At the same time, your PIM system is kept modular in nature by portlets/apps and plug-ins, e.g. to install additional modules and portlets at any time if desired.



“INCONY has impressed us with their flexible software, professional product engineering, extremely high performance, professional competence and excellent service.”

Daniel Tiemann, TMD Friction



### **47% Faster than Other Providers**

Our in-house project department allows us to respond to your customer requirements without external third-party providers: we configure the software, customize it and integrate it into your IT landscape. The short lines of communication enable us to offer short response times and swift processing of customer requirements.

### **Easily Integrate Third-Party Systems, Im- port and Export Data Flexibly**

ANTEROS provides both function interfaces and data interfaces. With function interfaces via REST web service you can use PIM data and ANTEROS functions in third-party systems. The data interfaces supported by the ANTEROS import-export framework include various formats such as XML, CSV, BMEcat, TecDoc or Arge.

### **Many Modules Fully Integrated**

ANTEROS is the only PIM system in which functions for maintaining images, documents and videos, as well as translation support, a print engine and a professional web store, are all fully integrated into one system.

### **Very Intuitive to Use**

As early as the 1990s, the INCONY team had one of the first ANTEROS versions tested by the Siemens Usability Lab. External test subjects had to solve tasks using ANTEROS and eye-tracking glasses were used to analyze which parts of the user interface allowed users to progress quickly and which parts less quickly. These findings were not only incorporated into the user interface of this version, but were also an important criterion for further developments from then on.

### **Extremely Efficient Data Maintenance**

Our cutting-edge ANTEROS software has various functions designed to systematize your product data, giving you a particularly efficient way to maintain your data.

### **Print Documents Made 100% Automatically**

Easily generate catalogs, price lists, data sheets or labels via a web interface. With only a few clicks, even complex structured catalogs can be automatically generated. This feature is not only available for complete documents but also for any kind of excerpts, e.g. new products catalogs or catalog excerpts with products selected from a specific request for quotation but in a nice catalog layout.

ANTEROS is modular, which allows you to make your investments in stages. The following modules are currently available:

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### **ANTEROS.pim, .pimv**

lets you maintain product data and product classifications. In addition, you can create texts, parameters, and different product relationships very efficiently in a web based fashion.

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### **ANTEROS.mam**

lets you administrate image, video, audio, and document files centrally in your company. They can be easily retrieved and converted on-demand to other file formats.

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### **ANTEROS.mp**

enables your sales staff, distributors, and your employees to search for images in a very user-friendly way and download them in different formats.

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### **ANTEROS.qm**

to monitor the quality of data in a dashboard, run the displayed inspection reports and create your own reports and quality levels.

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### **ANTEROS.wf**

for workflow-driven business processes with roles / rights and a graphical editor that allows you to define your own workflows.

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### **ANTEROS.tm**

makes your product translations very efficient. Texts are kept in a central dictionary, text suggestions are made after typing first letters and translations can be efficiently performed online and via Excel.

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### **ANTEROS.rest**

is used to deeply integrate third-party systems used with ANTEROS via the REST web services to access PIM data from other systems.



## **ANTEROS.imex**

is used to import existing product or classification data in XML, CSV or Excel as part of a flexible import / export framework, or to export data that has been filtered for various application purposes.



## **ANTEROS.damex**

to flexibly import data into a preparation database with mapping functions and filtering of the data that will be transferred, as well as to flexibly export data with customizable mapping functions.



## **ANTEROS.idoc**

for a regular import of master data from SAP as MATMAS-iDocs via RFC connection.



## **ANTEROS.web**

for web shops and web catalogs with user-friendly search functionality, a product comparison list and a shopping basket for orders that will be examined by your sales staff prior to execution (web catalog) or online orders for fully automatic execution (web shop).



## **ANTEROS.bmecat, .arge, .tecdoc, ...**

is used for data export or import in formats like BMecat, Arge, TecDoc etc.



## **ANTEROS.label**

for efficient label creation. A label editor allows you to create masks for the labels, link them to product data, generate labels and even check if there is enough space on the label for all product data.



## **ANTEROS.print**

provides the functionality required for generating on-demand catalogs, price lists, and data sheets for all or all selected products.



## **ANTEROS.iphone, ANTEROS.android**

provide apps that come with user-friendly product search functionality for use on iPhones or Android smartphones.

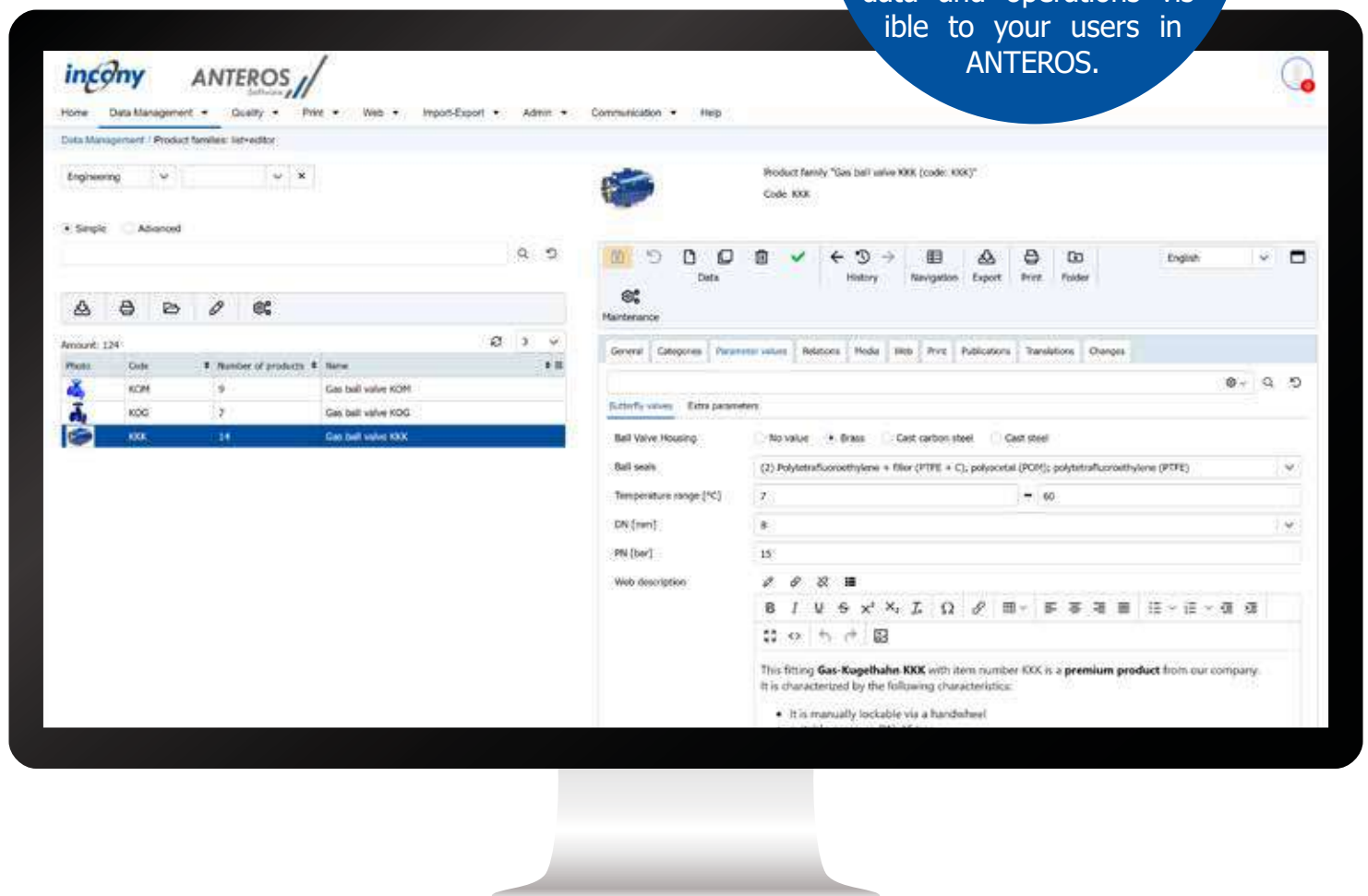
A PIM system stores product-related information in a central database. It is used internally as a knowledge base and externally for customer exports, online stores, catalogs, etc.

## Simple Data Entry

Product data managers can enter product descriptions, parameter values, product photos, etc. in a very simple and structured way. The ANTEROS web interface is very intuitive to use.

## User Administration with Assignment of Rights

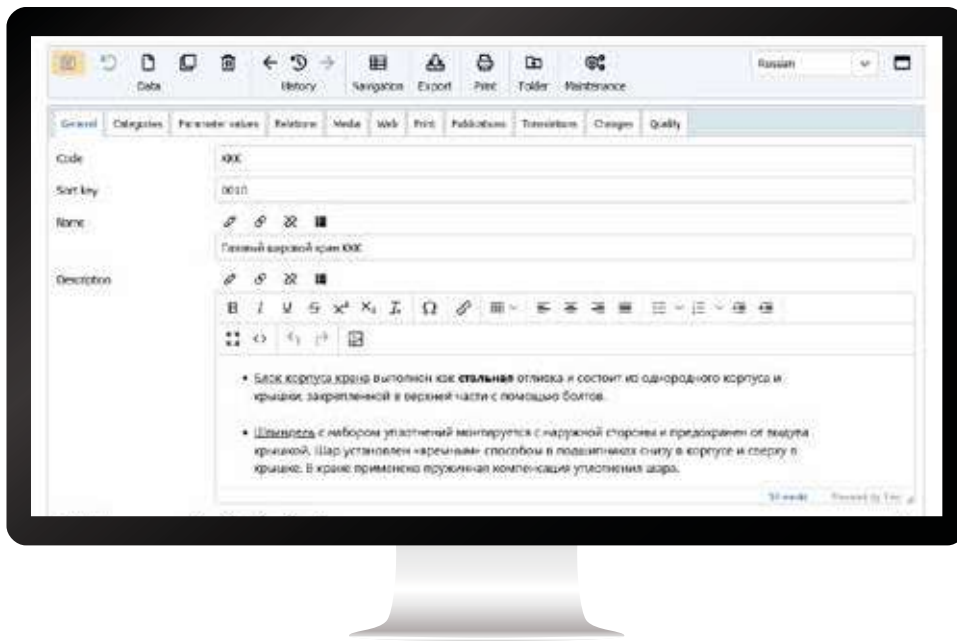
Via roles and rights, you can selectively make different data and operations visible to your users in ANTEROS.



## See Who Changed What and When

You can easily identify which user has made which changes in the system and when, regarding each individual product, category and parameter.



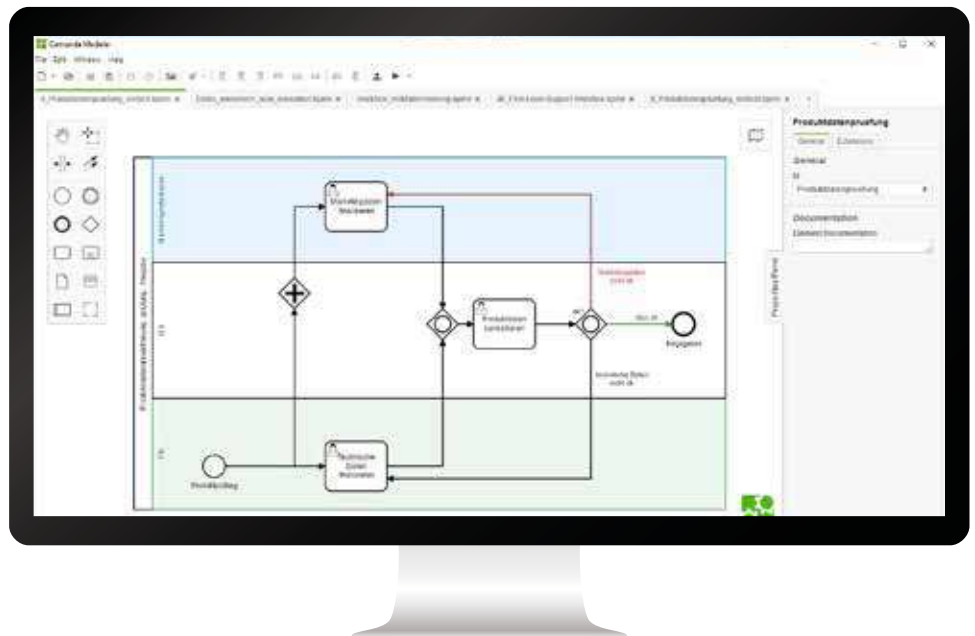


## Support Multiple Alphabets

The ANTEROS PIM system allows you to enter and manage product data in many different languages such as German, Russian, Chinese, Cyrillic, Japanese, etc. ANTEROS is Unicode-enabled and not only provides data maintenance, but also the output of print documents, web catalogs, online stores and apps in many languages and also different alphabets.

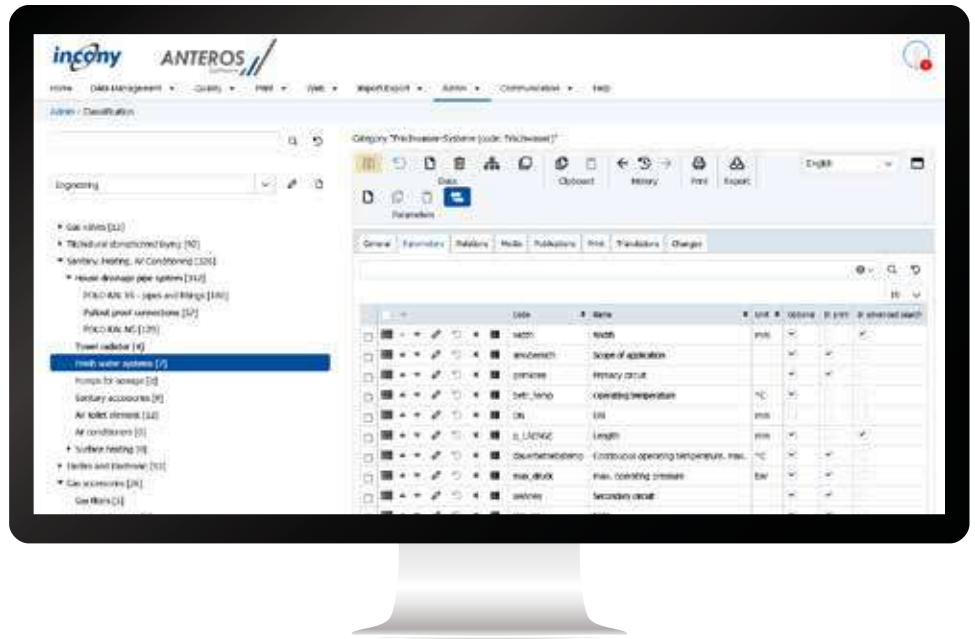
## Process Support

Workflows allow you to define the process steps for data maintenance and the respective rights of those responsible. You can set the workflows in ANTEROS in a graphical editor in the standardized notation BPMN (Business Process Modelling Notation) with process states, transitions, actions and rights. These workflows can be transferred from the Camunda editor to ANTEROS at the push of a button. Subsequently, the processes are managed in ANTEROS according to these steps among the PIM users.



## Simple Classification Structure

Create one or more classifications to sort your products into product categories, subcategories, etc. and make them easier to find or use as a search structure in the online store, as a table of contents in the print catalog or for retailer exports. You can also import standard classifications like eCl@ss or ETIM.



## As many Parameters as you Want

Products are often characterized by a large number of parameters, such as width, volume, temperature range or allergens. Due to the fact that ANTEROS has been used by customers from technical fields since the end of the 90s, the system offers a multitude of convenient functions to efficiently maintain even complex data in parameters.

With ANTEROS you can flexibly anchor parameters in the classification tree, pass them on to subcategories and overload them. Furthermore, you can combine multiple parameters into structured types if necessary, e.g. electrical properties for current, voltage and resistance.

You can define permissible values for a parameter via value lists and further restrict them via inheritance. Flexible calculation rules can be used to derive parameters from others. For example, a volume parameter can be automatically calculated using the length, width and height parameters.

Even more complex calculations can be made and a web description can be composed of fixed text elements and product-specific data.

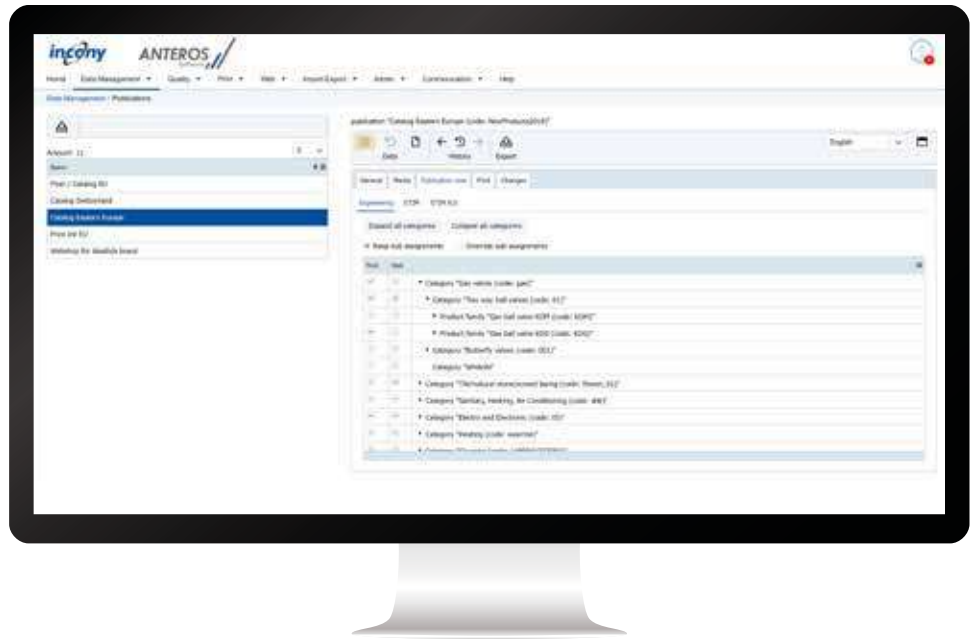
Long and diverse texts about products are essential for good SEO (search engine optimization) on websites, and the ANTEROS calculation rules can be used to generate these texts automatically with little effort.

This means that a text can be prepared for many products at the same time and filled with text modules and formulas, ensuring that the appropriate article number, size, etc. from the PIM is always used fully automatically. This can save a lot of time, as the texts do not have to be rewritten for each product.



## Assortments / Publications

When offering different assortments for different markets, these can be managed in a very fine-grained way via ANTEROS publications. Not only can you include or exclude individual products, product ranges or entire categories in a publication, you can also assign parameters to the publications, e.g. the CHF price for the Swiss price list or the energy label for the EU catalog.

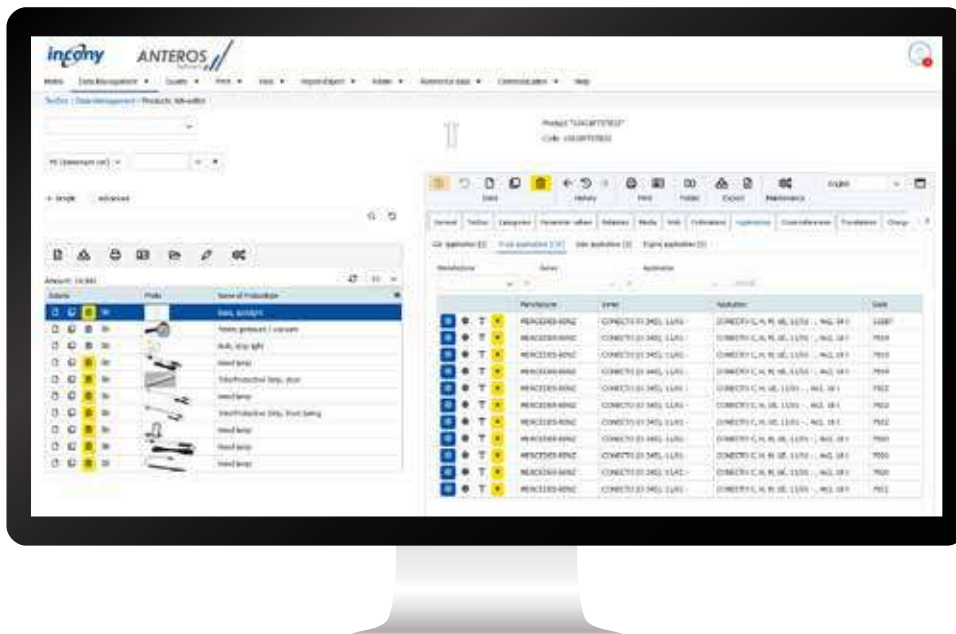


## Object Types and Vehicle Links

ANTEROS not only enables you to set up your data model using categories and parameters, but also to configure new object types at a higher level of abstraction. For example, it is possible to efficiently manage the asso-

ciated vehicles to the product data, in which the products you maintain can be installed. On the one hand, ANTEROS supports the very complex data model of TecDoc with passenger cars, commercial vehicles, models, manufac-

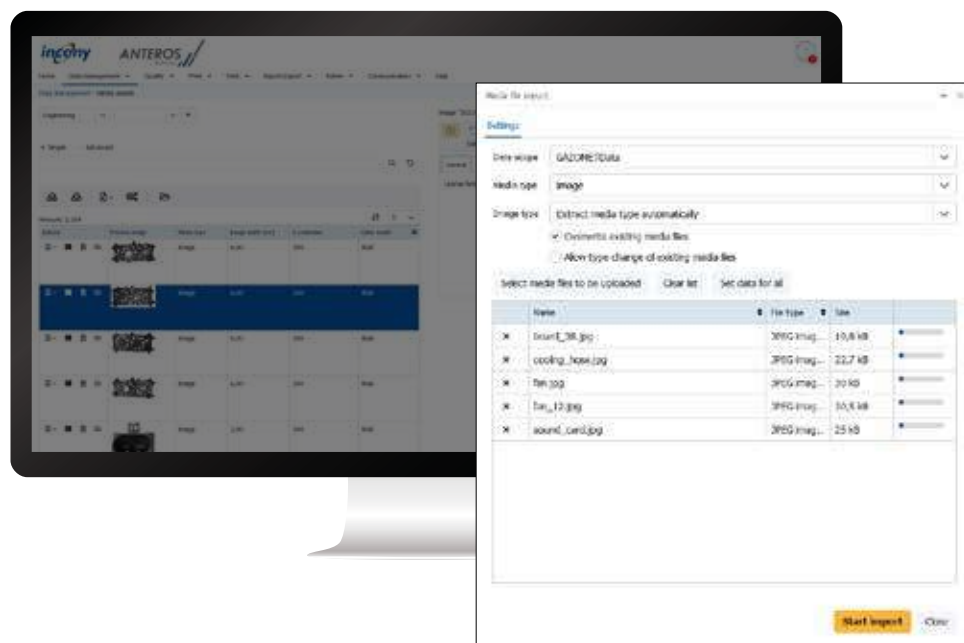
turers and generic articles. On the other hand, you can independently extend this data model to also manage vehicles such as boats, construction machinery or lawn mowers, for example, and thus obtain your own data model for the optimal and comprehensive maintenance of your product data.



## Multiple Brands, Multiple Clients

With ANTEROS you can easily and efficiently manage products of multiple brands and specifically use the brand selection in the product search. Moreover, ANTEROS is multi-client capable.

The media database lets you efficiently manage images, documents, and videos along with metadata. The media portal provides a simplified view that allows dealers or partners to easily browse your media assets and download them in various formats.



## Easily Upload Media Objects

The media manager offers a simple drag-and-drop method for uploading videos, audio files, images and documents to the database. The metadata already present in the data (such as resolution, file size and pixel width) is adopted directly, although it is also possible to enter additional metadata for multiple files at once during the upload process.

## Inserting Metadata for Media Objects

The Media Editor can be used to enter additional metadata, such as a description, a license period for licensed images, license notes, or properties such as photographer, subject type, or project name. Entering data can be done in the same way as entering product parameters, with drop-down lists, time periods, text fields or formatted text. In addition, the media objects can be sorted into the classification categories, and the categories of the linked products can even be automatically applied.

## Automatically Convert Images

Images need only be saved once in good quality. ANTEROS automatically converts those images into the formats you want (e.g. print-draft, web-large, web-small, for Amazon and Otto).

## Define Cleanliness Rules

You can define the "cleanliness" of the media database via freely definable rules. These rules are customizable so that, for example, only images larger than 100 kB can be uploaded to the system. Furthermore, you can use your own quality reports to monitor these rules in the dashboard, for example, to temporarily allow smaller images, but to monitor these clearly in the dashboard and to improve those images specifically at a later date.





## Quick Search and Download

Many marketing departments spend more and more time searching for product images for partners, distributors, publishers, etc. and converting them into the desired formats. Our media portal can help you save this time. The inquirers themselves can easily search for images and documents and download them in various formats. You can give specific rights to the relevant people for this purpose.

## Convenient Search Options

You and your partners can search for and find media objects via keywords, product categories, modification date or properties such as author or resolution using a targeted, web-based search.

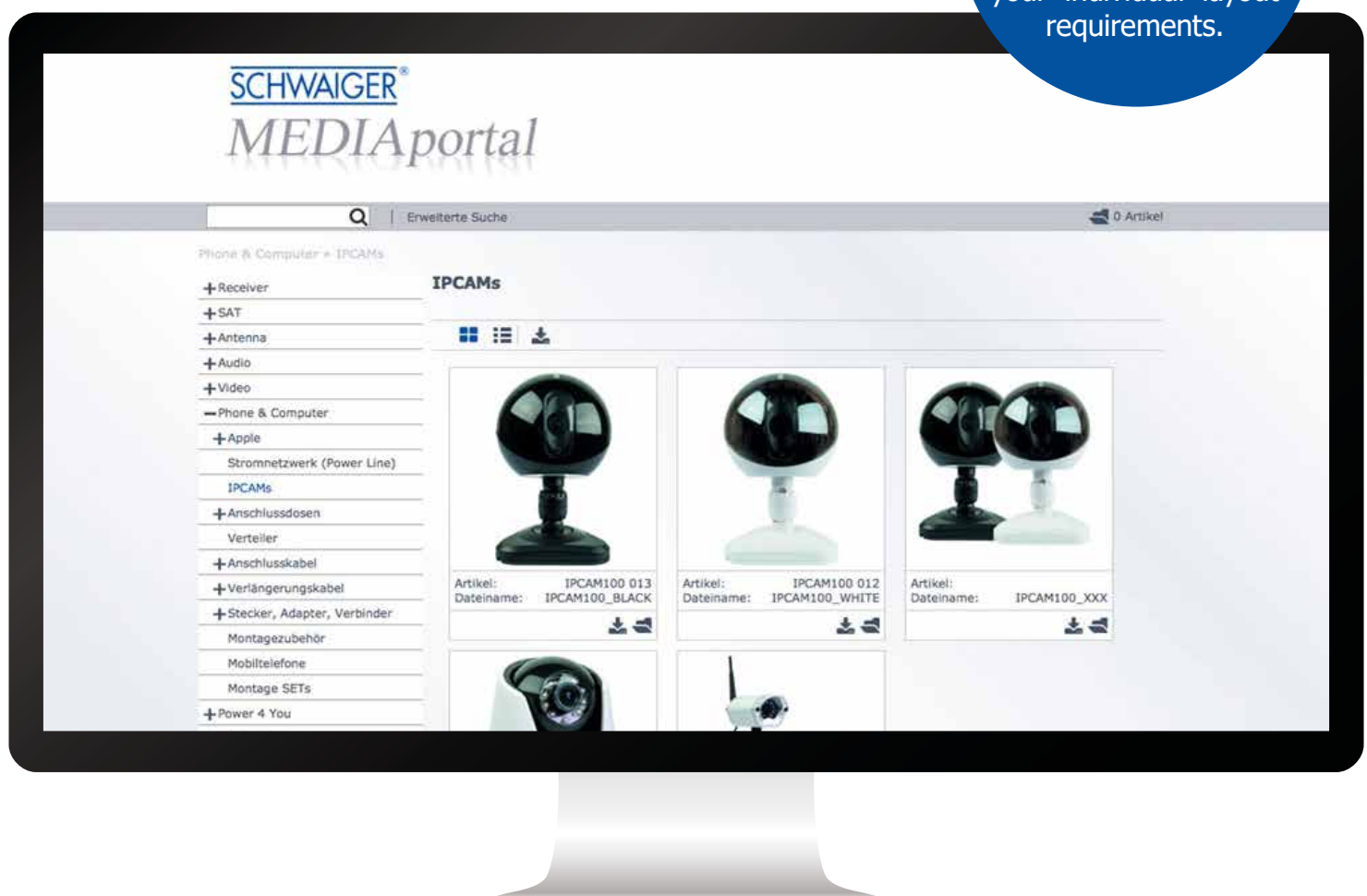
Users can narrow down images, documents and videos via a category tree without the need for you to have ever assigned the media objects to those categories. ANTEROS can easily perform these complex assignments for you, thereby saving you a lot of time!

## User Management

You can choose which users you want to use the media portal, restrict user rights, or temporarily block access to individual users altogether.

## The Design

The media portal can be customized with your logo and be adapted to your individual layout requirements.

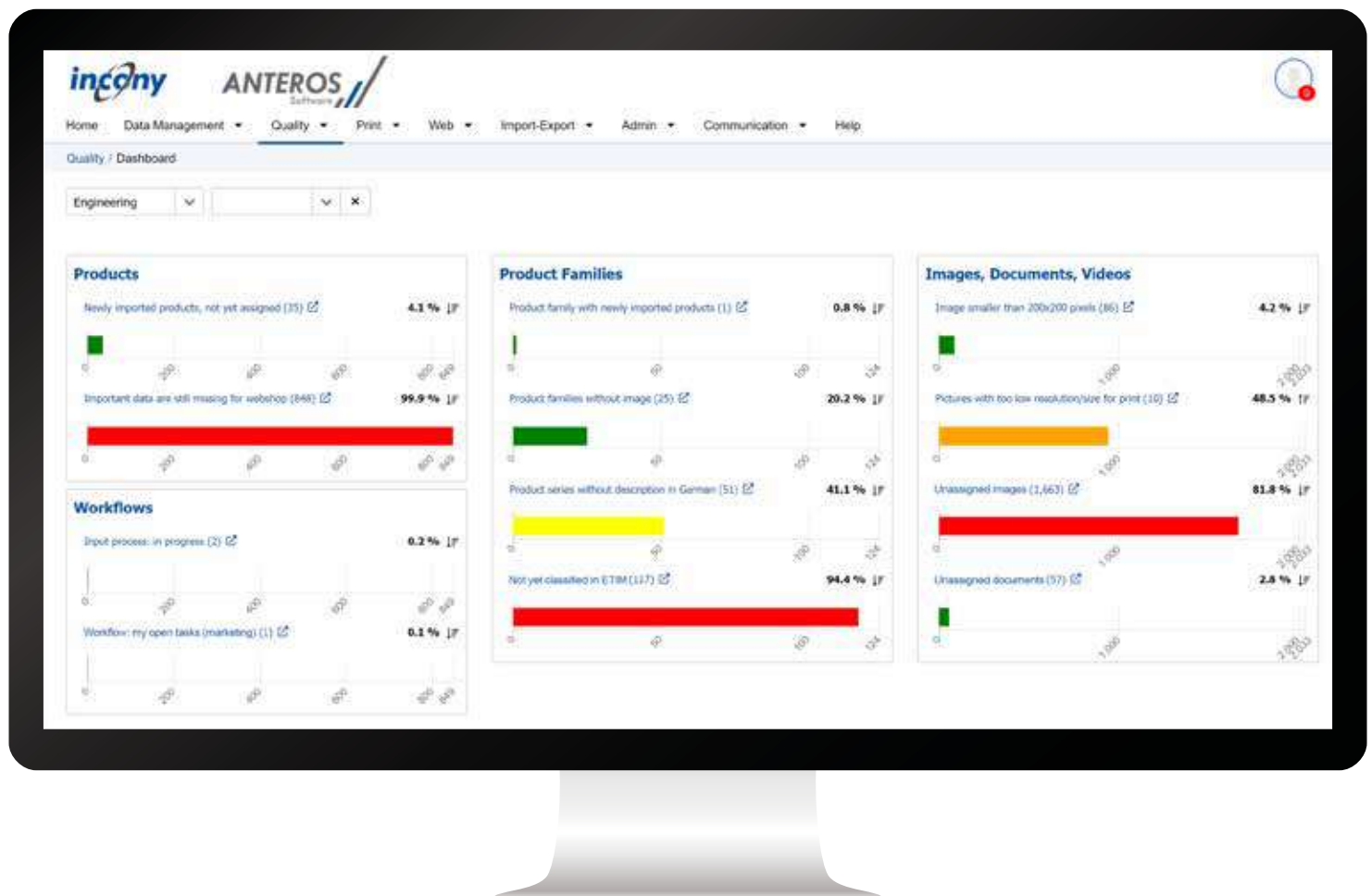


A Quality Management System (QMS) can be used to monitor the quality of your data. With reports and quality levels that you can create yourself in ANTEROS, you always have an overview of which products are not yet complete and which data still needs to be added.

## Dashboard

Your dashboard provides you with a clear overview of the quality of your product data and media, and shows you how many and which objects still need to be reworked in which aspects. The findings are displayed in different colored warning levels.

There are also direct links to search queries that can be used to delve into the revision of this data in a targeted manner in order to improve the data in the various aspects step by step.





## Test Reports

You can easily create your own test reports to check the quality of your data. ANTEROS also comes with some standard reports ready to use. The audit report allows you to define which products or media you want to monitor with regard to which criteria.

For example, you can list whether products still need to be categorized, whether important data fields for the online store or a retailer export are missing, or list images or documents that are no longer assigned in the PIM and thus may be candidates for deletion.

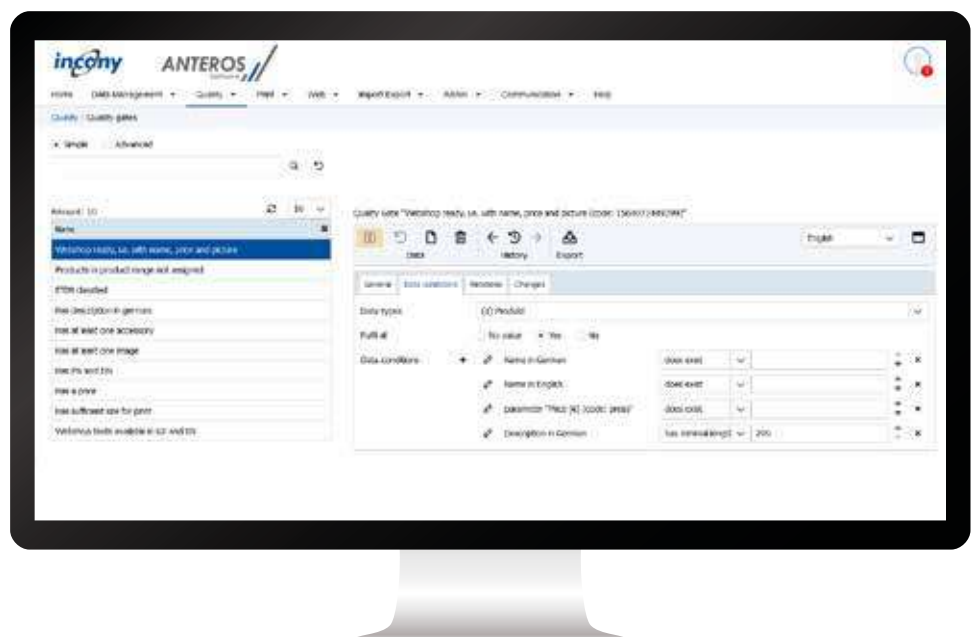
Reports can be created on a user-specific or cross-user (global) basis and you can also assign the appropriate color warning levels to the respective report.

## Quality Gates

The management principle of quality gates is known to help achieve milestones far more easily due to the regular monitoring of intermediate results. Therefore, you can define quality levels in ANTEROS and specify exactly what information must be provided in each level. When combined, the reports and the dashboard allow you to take the approach of incremental data input by a team into account.

ANTEROS always automatically calculates the quality level the product is in based on the current data available within the product. Interacting with the dashboard provides a clear overview of how many products are in which quality level, and a simple click is all it takes to open a product to add the missing/ relevant data.

In addition, you can set quality levels in predecessor-successor relationships. Here, a new quality level is only reached when the previous one has been fulfilled. This has the advantage that fulfilling requirements can neither be forgotten nor skipped.

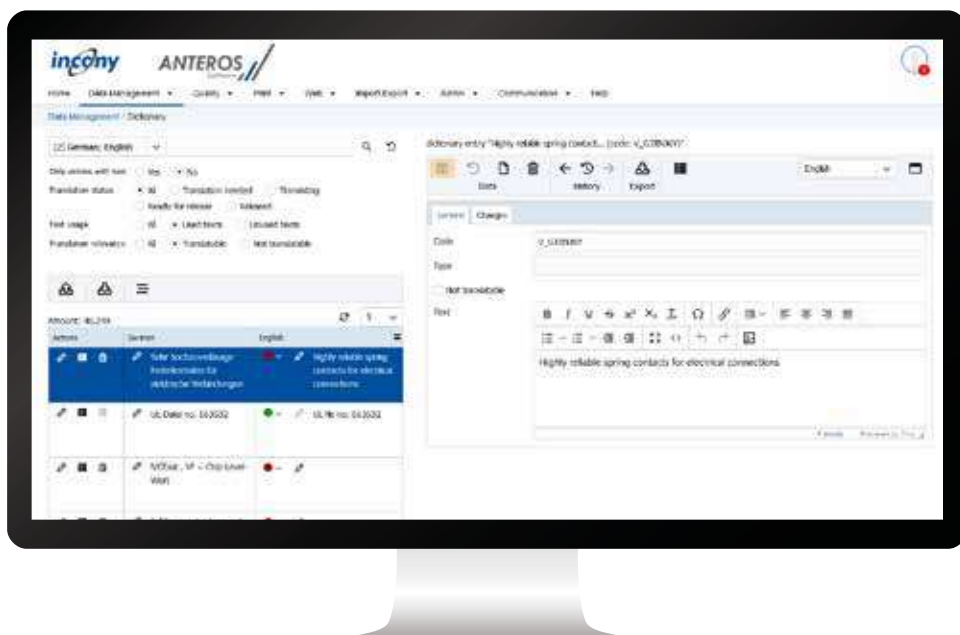


ANTEROS reduces translation effort to a minimum. This means that you can prepare your product data for more and more languages within the PIM and thus reach customers abroad much more easily.

## Filtering of Translation-Relevant Texts

The ANTEROS dictionary collects texts that are relevant for translation, regardless of where this data was entered in ANTEROS or whether it has been imported. Search filters allow you to specifically only list texts that have the status "translation required", appear in a publication, or have a certain workflow status. This allows you to focus on only translating specific texts into defined foreign languages, e.g. for the new French online store.

Translation of the texts can be done either in web forms or in Excel format.



## Translation in the Web Form

If you want multilingual employees or your national subsidiaries to perform translations directly in the system, you can restrict their permissions via user roles to ensure that only translation texts can be entered, while the other languages and cross-language data cannot be changed. The translators can see which parts of the text have changed since the last translation thanks to changes having different color highlights.

## Text Reuse

Whenever you enter new texts, you can immediately use texts that have previously been written. This guarantees a consistent spelling and reduces the translation effort.



## Translation in Excel

Excel is often used when external translators are involved or when there is a large number of translations. In this case, the texts relevant for translation are exported as an Excel file, sent to the translator, and their translated file can be directly imported into the system. To minimize the translation effort, the translators only receive the new and changed texts (via filters).

	C	D	E
2	Alter Text in der Master-Sprache Deutsch	Neuer Text in der Master-Sprache Deutsch	Text in der Sprache Englisch
3	mit Gewindeanschluss, Schaltkugel hartverchromt, DVGW zugelassen.	mit Gewindeanschluss, <b>die</b> Schaltkugel <b>ist</b> hartverchromt, DVGW zugelassen.	hard chrome plated with a threaded connection, switching ball, DVGW approved
4	mit vollem Durchgang <b>und</b> Innengewinde nach EN 10226-1, Kugel hartverchromt, Kugeldichtung PTFE. <b>Mit</b> integrierter TAE aus Stahl, schwarz	mit vollem Durchgang, Innengewinde nach EN 10226-1, Kugel <b>ist</b> hartverchromt, Kugeldichtung <b>In</b> PTFE, <b>mit</b> integrierter TAE aus Stahl, schwarz	full bore and female thread according to EN 10226-1, hard chrome plated ball, PTFE ball seal. With integrated TAE steel, black
5	Produkte zur Transportregelung von Gas	<b>Wasser und Abwasser</b>	Products for control of gas transport
6		Metersieb	
7	KOG 2	KOG 2 - <b>Premium Durchgangskugelhahn</b>	KOG2
8		OHNE AUFPREIS	
9		DOPPELT GUT	
10		FLEXIBEL	
11		DURCHDACHT	
12	Wartungsfreundlich <b>und</b> leiser Betrieb	<b>formschönes Design</b>	Easy to maintain and quiet operation
13		nicht zugeordnet	
14	KOG, <b>erstes Produkt</b>	KOG <b>1</b>	KOG1
		<b>Kennzahlen</b>	about us

### Integrating TMS

Translation memory systems like Trados, Across, etc. can be connected to ANTEROS.

Edit translation in English
+
x

This text is **used one time**.

B
I
U
S
x<sup>2</sup>
x<sub>2</sub>
I<sub>x</sub>
Ω
link
table
list
align
direction
undo
redo
image

Highly reliable spring contacts for electrical connections

7 words
Powered by Tiny

</>
T

Previous text in German
Current text in German

1
Hochzuverlässige Federkontakte für elektrische Verbindungen
1
Sehr hochzuverlässige Federkontakte für elektrische Verbindungen

Save
Cancel

## Integration of DeepL

By integrating the machine translation system DeepL, you can have text translations generated automatically to reduce the time needed for translation even further.

ANTEROS provides various interfaces and a powerful import-export framework with which data from other systems or in various file formats can be transferred to the PIM system. Additionally, the product data enriched in the PIM can be exported in various formats or transferred to other systems via interfaces.

## Web Services / REST Interfaces

Other systems can be deeply integrated with ANTEROS via REST interfaces. ANTEROS offers dedicated REST web services with which PIM data can be displayed and used in third-party systems, e.g. CMS systems such as Typo3, Wordpress, etc. or store systems such as OXID, Intershop, etc.

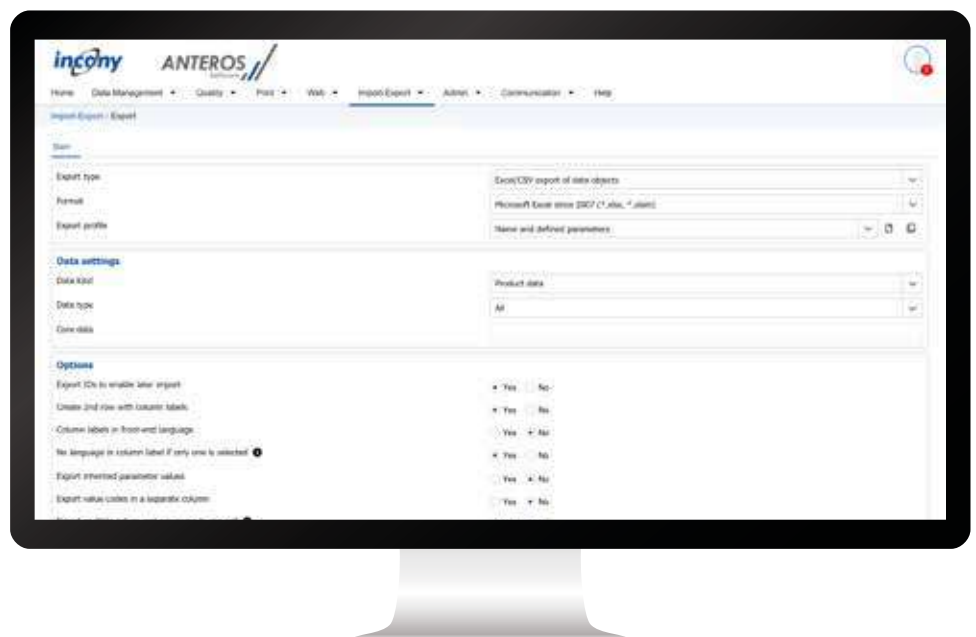
## Import and Export Formats

The ANTEROS import-export framework allows you to flexibly import and export data in various formats.

ANTEROS can transfer data from third-party systems via REST services, e.g. master data from ERP systems such as SAP (via iDoc), Navision, Infor, proAlpha, Oxaion, Uni-trade etc.

## All Data can be Imported and Exported

The ANTEROS PIM system allows you to import and export all data which can also be entered manually into the system via editors. This not only includes product data and images, but also category trees, parameter definitions, translations and product relations.





## Flexible Interfaces

Imports and exports are so flexible that you can even export parameter definitions newly created in the PIM directly, e.g. as a new Excel column, without having to reprogram the Excel export.

## Various Formats

ANTEROS offers various import and export formats, such as BMEcat, TecDoc, Arge, XML, Excel and CSV as well as REST interfaces. This allows you to flexibly exchange data with different systems or transfer data from different sources into the PIM system.

## Create Special Exports with XPEL

Should your data in the product database be structured differently from what your customer or a marketplace wants, or if they want their own formats, INCONY is able to implement this export format for you using the powerful rule language XPEL once and from then on you can easily export your product data this way as often as you wish.

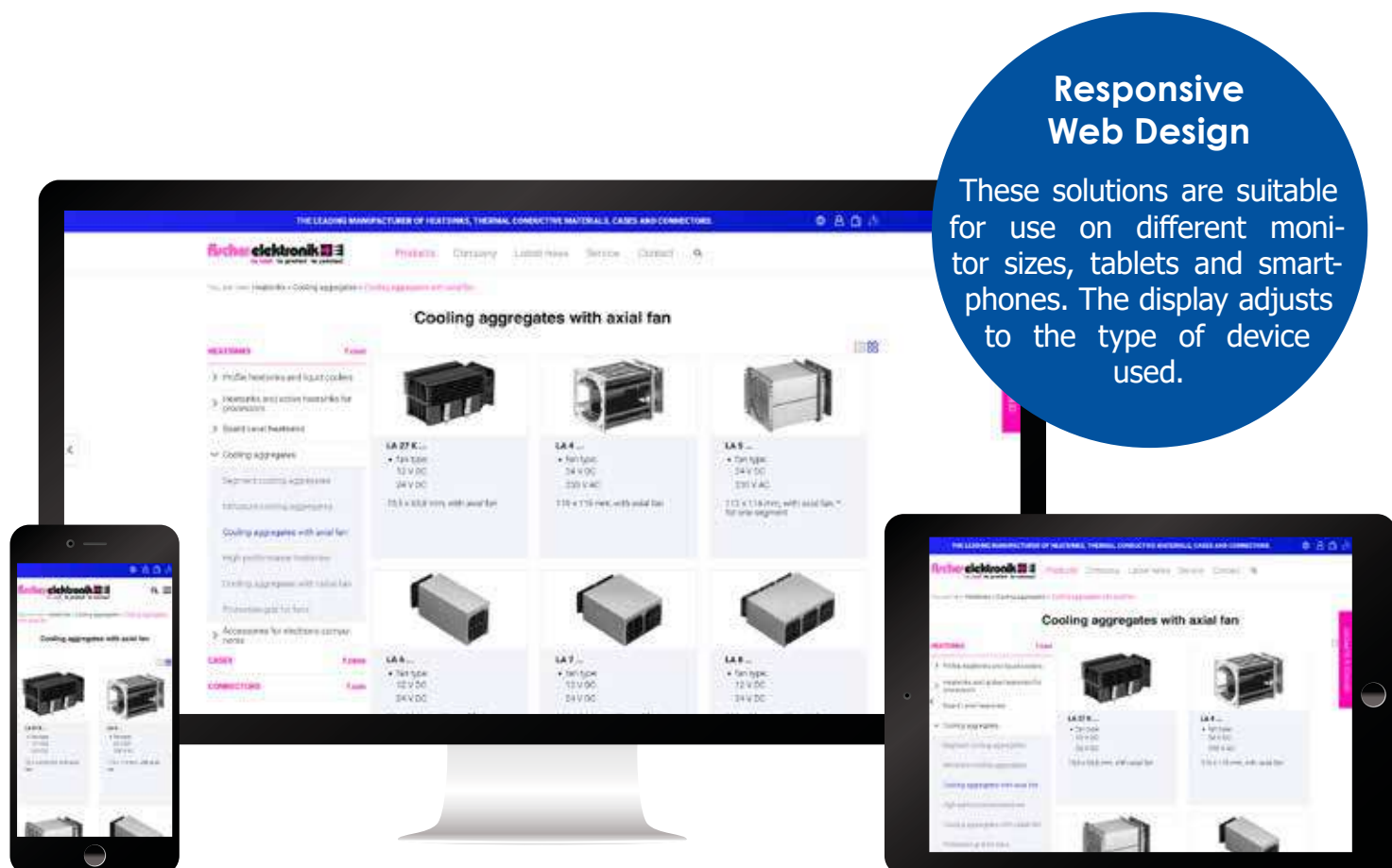
## Compiling Products to be Exported

You can not only export all products at once, but you can also use different functions to specifically limit them for export.

For this purpose, you can use the powerful search functions of ANTEROS, e.g. to only export products marked with "Target group = Industry". In addition, specific products can be compiled in a collective folder, for example, to only export products that the customer has requested with the required data.

Dealers who only need certain product properties can use the export profile editor to define their own exports. Required columns can be chosen and configured by the dealers themselves via web forms. They can even set a regular export e.g. monthly by mail to the dealer very easily.

ANTEROS.web helps you to build professional online stores for your products or spare parts, to implement product pages with convenient search functions on your websites or in your information systems.



## Convenient Search

Various search functions help customers to quickly and conveniently find what they are looking for in the online store, even among thousands of products. In addition to a keyword search, products can be found more precisely via categories and parameter restrictions, and product variants can be configured via characteristic data.

## Display Product Data

Product data can be displayed to the full extent of your requirements, e.g. with characteristic data, photos, drawings, links, download options for documents (e.g. installation instructions, CAD files) and much more.

## Connection to Other Shop Software

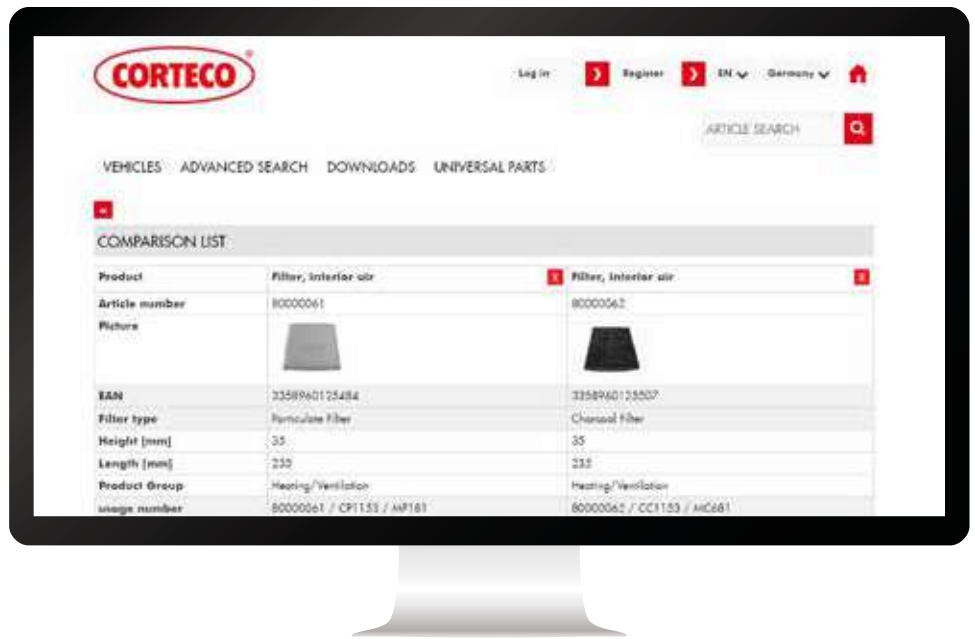
You can either use the integrated ANTEROS store module or interfaces to other shop software to display the product data and images centrally maintained in the PIM and MAM module of ANTEROS in your online store.





## Product Comparison

A collection basket gives users the ability to collect several relevant products and clearly compare them by placing the products side by side displaying all of their characteristics. Rows with different parameter values are highlighted in color so that users can quickly see the differences between the products.



## Fully Integrated with Central Product Data Maintenance

Product data is taken directly from the ANTEROS.pim PIM system, meaning that you do not have to maintain this data separately for the online store or web application. The data is maintained once, centrally and efficiently in the product information management (PIM) and is used for the online stores as well as for print catalogs, price lists or retailer exports.

## Ordering Functions in the Online Store

Order functions allow your (new) customers to compile an order request or place an order in a shopping cart and send it to you. Recurring orders can be saved in a shopping cart and can be re-used at any time in the future.

## Registration and ERP Connection

Registration functions allow you to only make your online store accessible to authorized customers or to restrict access to data or functions. The user administration of ANTEROS allows you to create or import user data yourself. Using the registration function, customers can register themselves and then receive access to the web application after your review and approval.

ANTEROS provides apps to make your products easy to search for, to present product data and images attractively and to provide a way to order products on mobile devices. ANTEROS offers standardized apps for iOS and Android devices, but INCONY can also add individual programming.

## Webapp

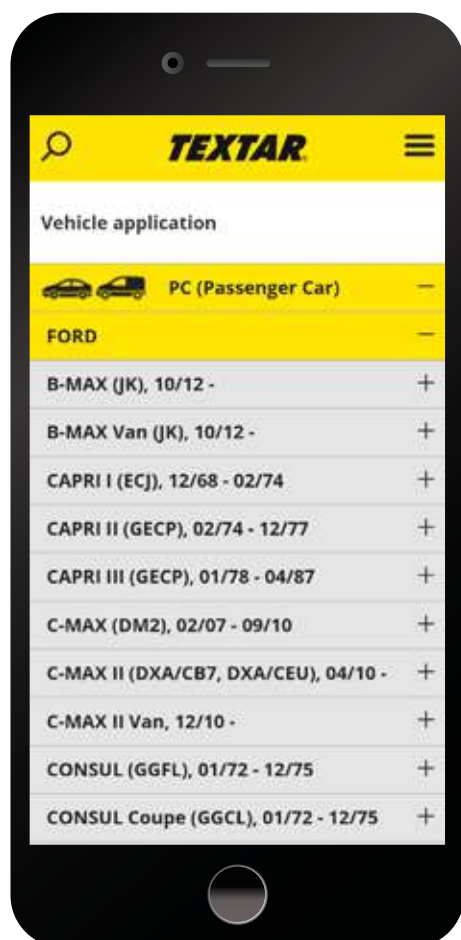
The ANTEROS webapp makes it possible to search for your products on smartphones in a targeted manner. The navigation is optimized for the relatively small display area of mobile devices and can easily be operated with one finger. Thus, one can browse through product categories step by step and show or hide the product details via various filters in each case.

## Fully Integrated with Product Maintenance

Product data is transferred directly from ANTEROS.pim, meaning that you do not have to once again maintain your product data for the apps specifically. The data is maintained centrally and efficiently once in the product information management (PIM).

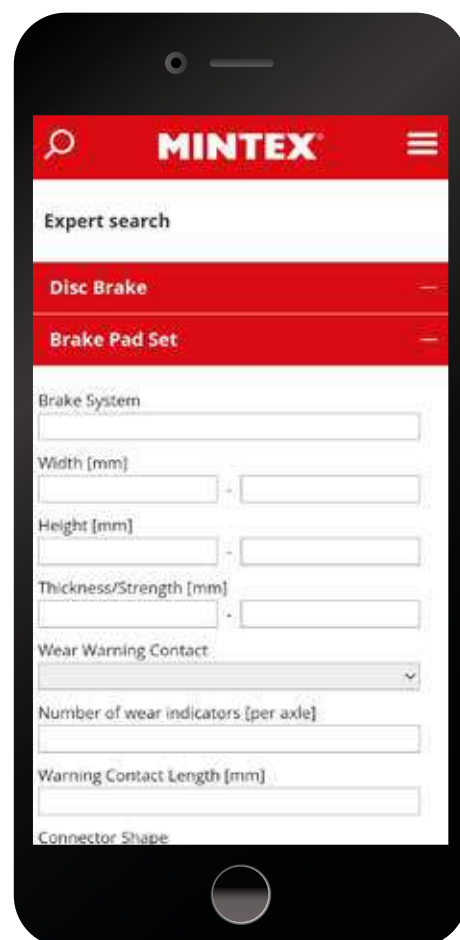
## Display Product Data Interactively

The PIM module allows you to specify exactly which products and what data on these products should be displayed in the app. In addition to the product name, product description, and price, you can also display specific technical data, photos, drawings, or selected documents.



## Convenient Search

In addition to the keyword search, you can also browse your products intuitively via product categories. The "Advanced search" even allows you to specifically limit your product searches via parameter restrictions, e.g. "find all brass ball valves with 20 cm diameter". This allows users to find the relevant product out of thousands of products with just a few taps.



## Support of Multiple Alphabets

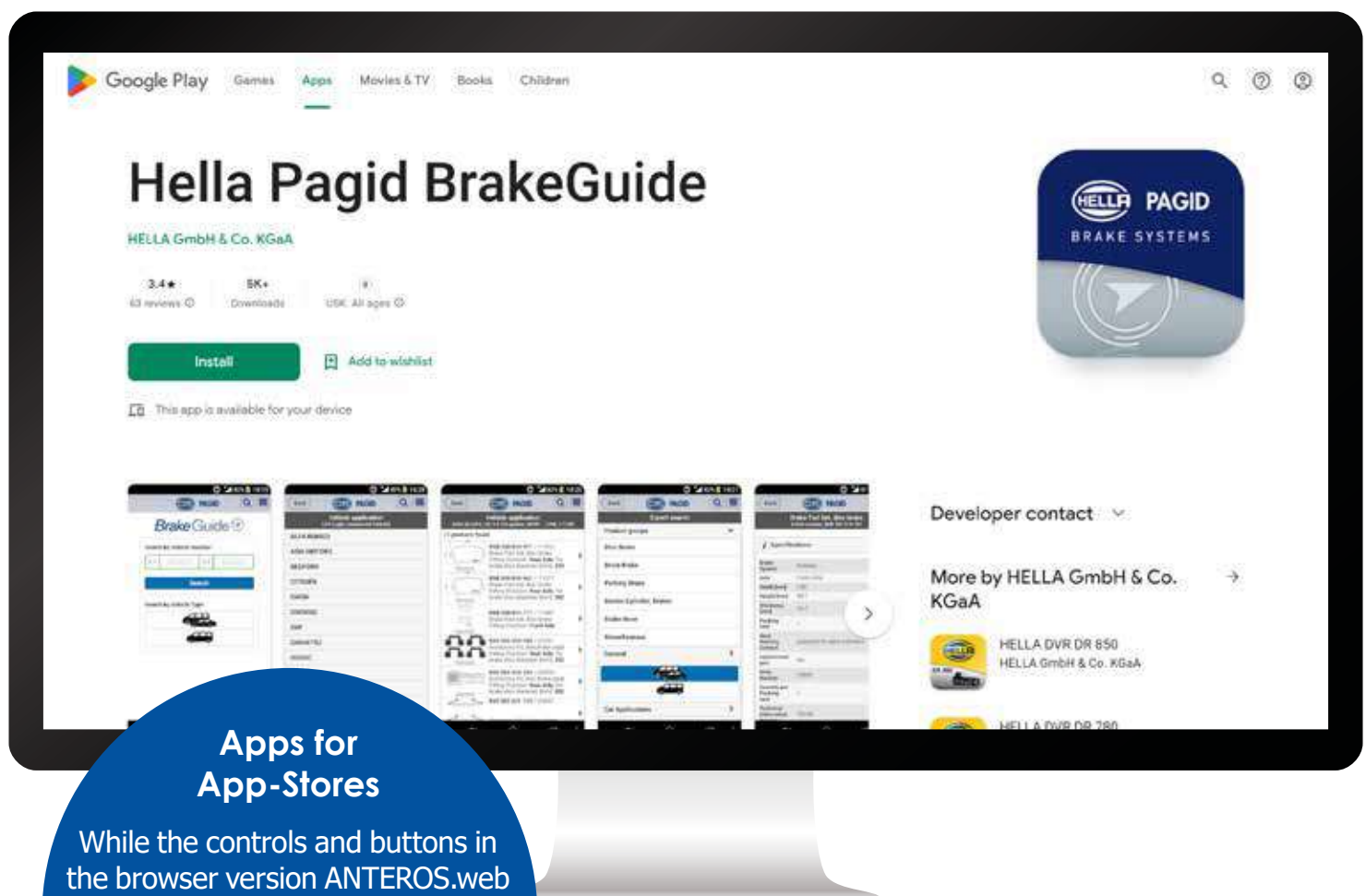
The product and search pages can be displayed in several languages such as German, Russian, Chinese and many more.

## Order Feature

A shopping cart allows your (new) customers to collect relevant products directly from their smartphone and then trigger an order request or an order. Recurring orders can be saved in the shopping cart and can be repeated at a later point in time.

## Registration and ERP Connection

The ANTEROS apps also offer optional registration functions and login pages to ensure that only authorized customers can use your online store or certain data / functions. An ERP connection can be used to display customer prices.



### Apps for App-Stores

While the controls and buttons in the browser version ANTEROS.web are the same on PCs, tablets and smartphones, the ANTEROS.iphone app, for example, offers iPhone-specific menus and controls, making your app even more intuitive.

## Your Corporate Design

Your app or webapp layout will be adapted to your individual wishes regarding colors, logo, font, etc.

With ANTEROS you can automatically output catalogs, price lists, data sheets or instruction manuals in different languages. In addition to exports to InDesign, ANTEROS allows you to generate even complex catalogs in PDF format 100% automatically, whether for printing or digital use.

## Print-on-Demand

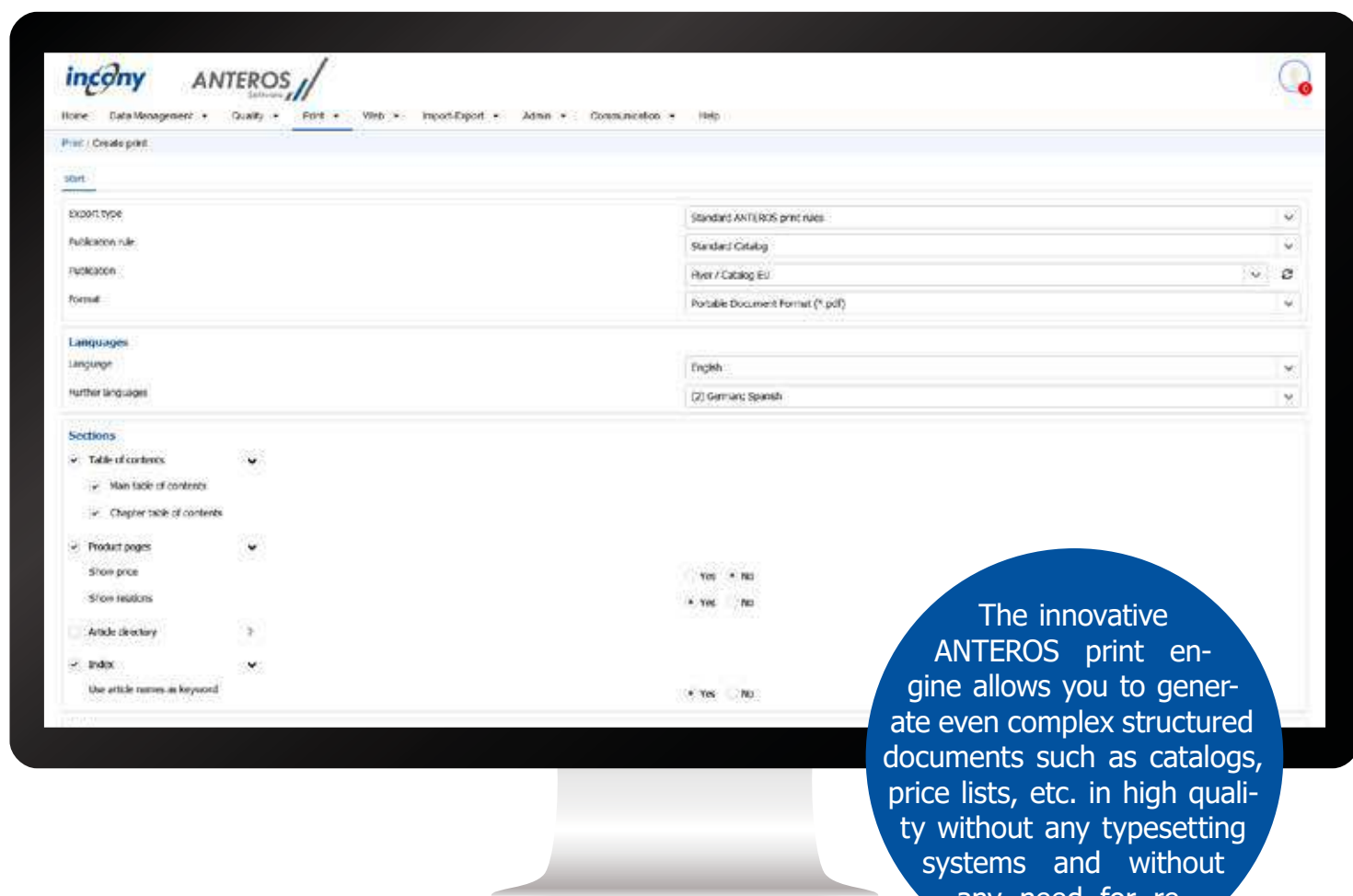
You can generate catalogs, price lists or instructions either in their entirety or as excerpts at any time. For example, target group catalogs (such as classic car catalogs) can be created with just a few clicks for a trade fair, catalog excerpts for a quotation system, or a new product catalog every quarter.

## More Flexible Print Pages with 100% Automation

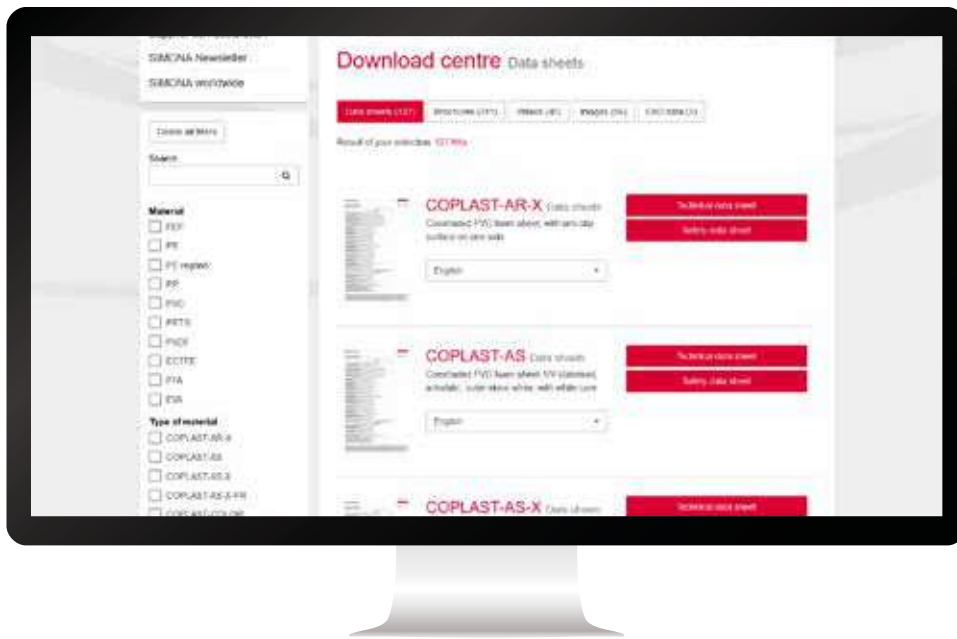
By implementing flexible rules, ANTEROS.print makes it possible to fully automate even complex structured print documents with just a few rule sets. In order to recreate this competitors would need to use countless templates (e.g. ANTEROS would need only 5 print rules instead of more than 100 templates a competitor product would require).

## Print Form

Various specific options can be specified in the print form, e.g. to generate a catalog with or without prices or to only generate a main table of contents as a table of contents or also include a chapter table of contents before each chapter.

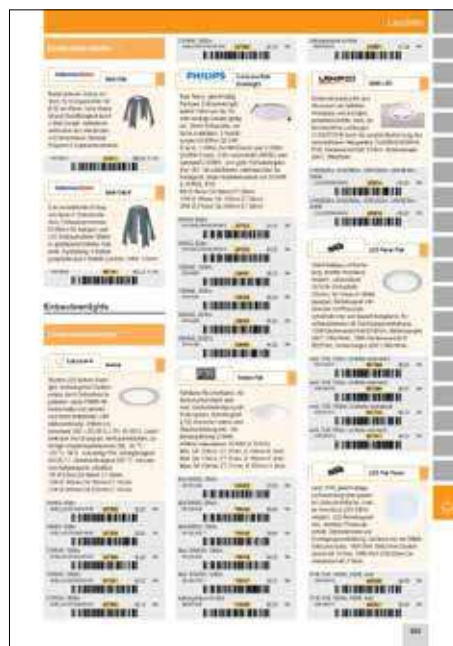






## Print Function can be Integrated into Other Applications

You can even decide to integrate the print function of ANTEROS into your web pages or into a customer portal. This allows distributors, partners or customers to use the innovative print function of ANTEROS via a conventional web browser to generate data sheets or catalog extracts with current data.



## Correction Mode in PDF

You can run the print generation of the new catalog, price list or data sheet in ANTEROS in correction mode and use it to perform your own, very efficient review.

If you discover an error in the content of your product data in the generated PDF file, simply click on the incorrect value or text and a link from the PDF file will take you directly to the PIM system and to the correct product and the corresponding data field.

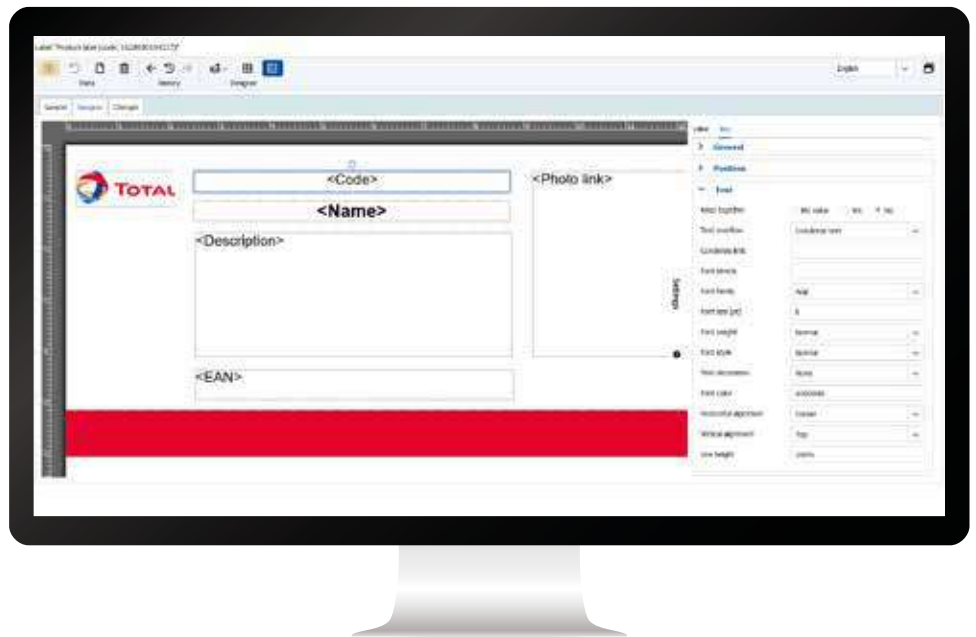
## Readjustments via the Web Interface

Not only are the print rules more flexible, you can even easily fine-tune the rules yourself via the web interface, e.g. which main color a chapter should have, where images should be positioned or which logo or page header should be used for the current print generation.

The ANTEROS label module allows you to automatically generate labels based on your product data, e.g. for the product itself, for packaging or repackaging. The label editor and the layout editor provide you with the tools to do this.

## Create Your Own Label Types

Using the so-called label editor designer, you can create several blocks on the label type. Each of these blocks has specific setting and output options and can be freely positioned and adjusted on the label according to your wishes. Not only can you use drag-and-drop to position, enlarge, reduce and rotate the boxes, you can also adjust font sizes and types, the orientation of the information in the box and much more extremely easily and intuitively.



In the label editor you can create the layout with dynamic PIM data such as name, art.no. and parameters or fixed texts and images.

## Dynamic Elements

Dynamic elements contain content related to specific product data. For example, it is possible to create a box for the label type for the article number, the product or category name, the product photo, parameters or an assigned icon. You can also automatically generate barcodes or QR codes from your product data and have these printed on the label, e.g. the barcode for the product from the EAN or Gtin of the product..

## Static Elements

Static elements are the same on every label of this type that is generated, e.g. the company logo or the company address.





## Your Corporate Design

You can customize the layout of your labels in the ANTEROS label editor to suit your individual layout requirements. Different labels can be defined via different custom label types.

## Fully Integrated with Product Maintenance

Product data is transferred directly from ANTEROS.pim, meaning that you do not have to re-maintain product data for labels. Thanks to the deep integration of the modules, there are no interfaces to other systems to configure, program or modify with updates.

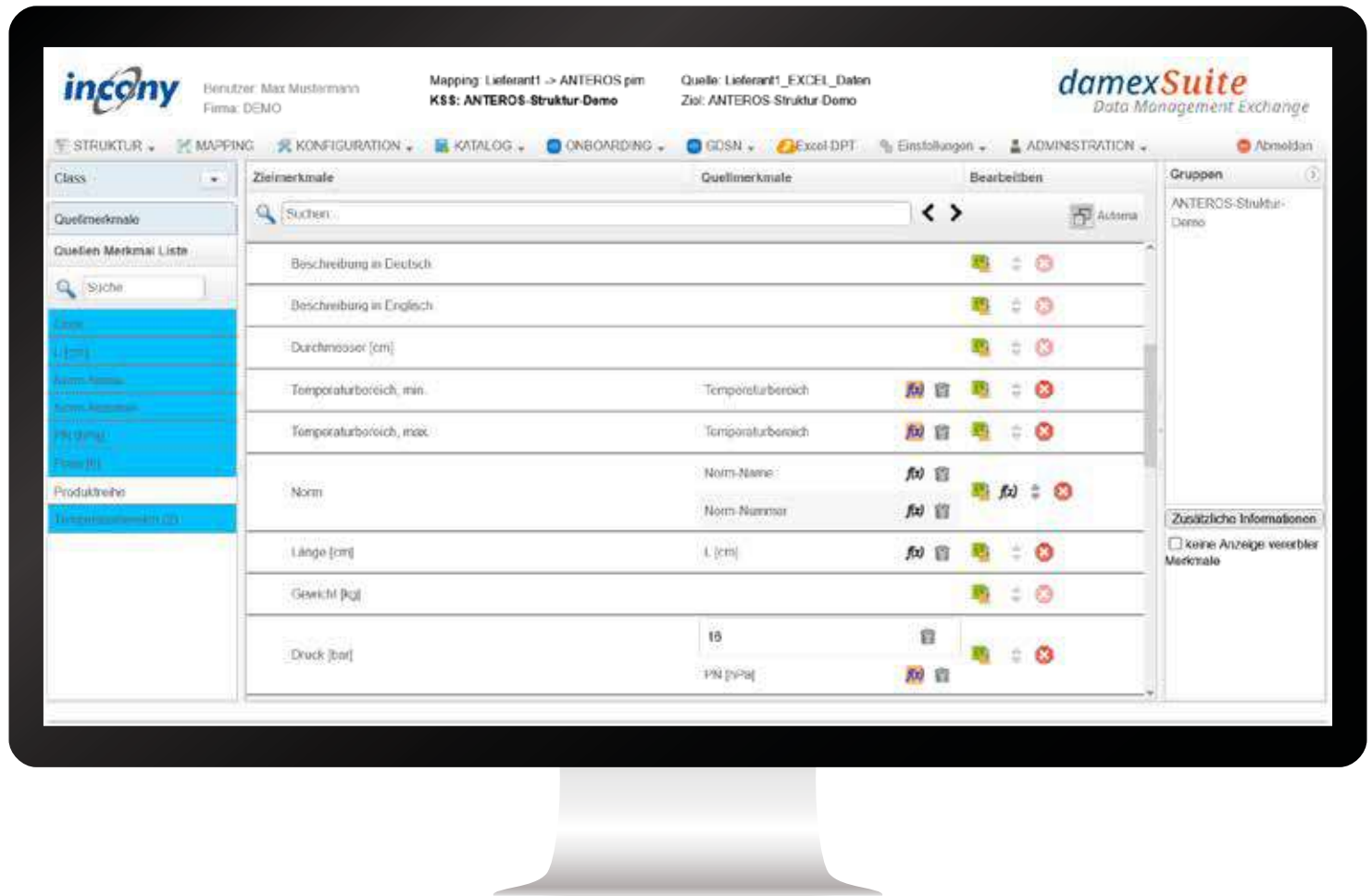


## Automatic Space Validation

When generating one or more labels, ANTEROS automatically checks whether the product data for dynamic elements will fit on the space available on the label. Using settings for the label you can define that in the case of space problems the font should be changed or a warning should appear during the print generation.



If you want to transfer data from suppliers or external systems to the PIM, although the structure is not suitable, you can use onboarding functions to flexibly map the structures on top of each other.



## Preparation of Data from External Systems

During onboarding, you can prepare external data for import into the PIM system. Using rules, you can use ANTEROS.damex to make one-time settings for each system or supplier as to which data should be filtered, converted or otherwise mapped.

These settings can then be used to automatically prepare data that would otherwise not be fully suitable with little effort and then import it directly into ANTEROS.

## Flexible Exports for Your Customers and Partners

In addition to onboarding, ANTEROS.damex can also become relevant during export, namely when individual retailers, customers or partners require certain data in a different way, e.g. enriched with certain data from your ERP system, but this enrichment is only needed for this one partner and should therefore not be included in the PIM system. Or a partner requires parameters in other compositions.





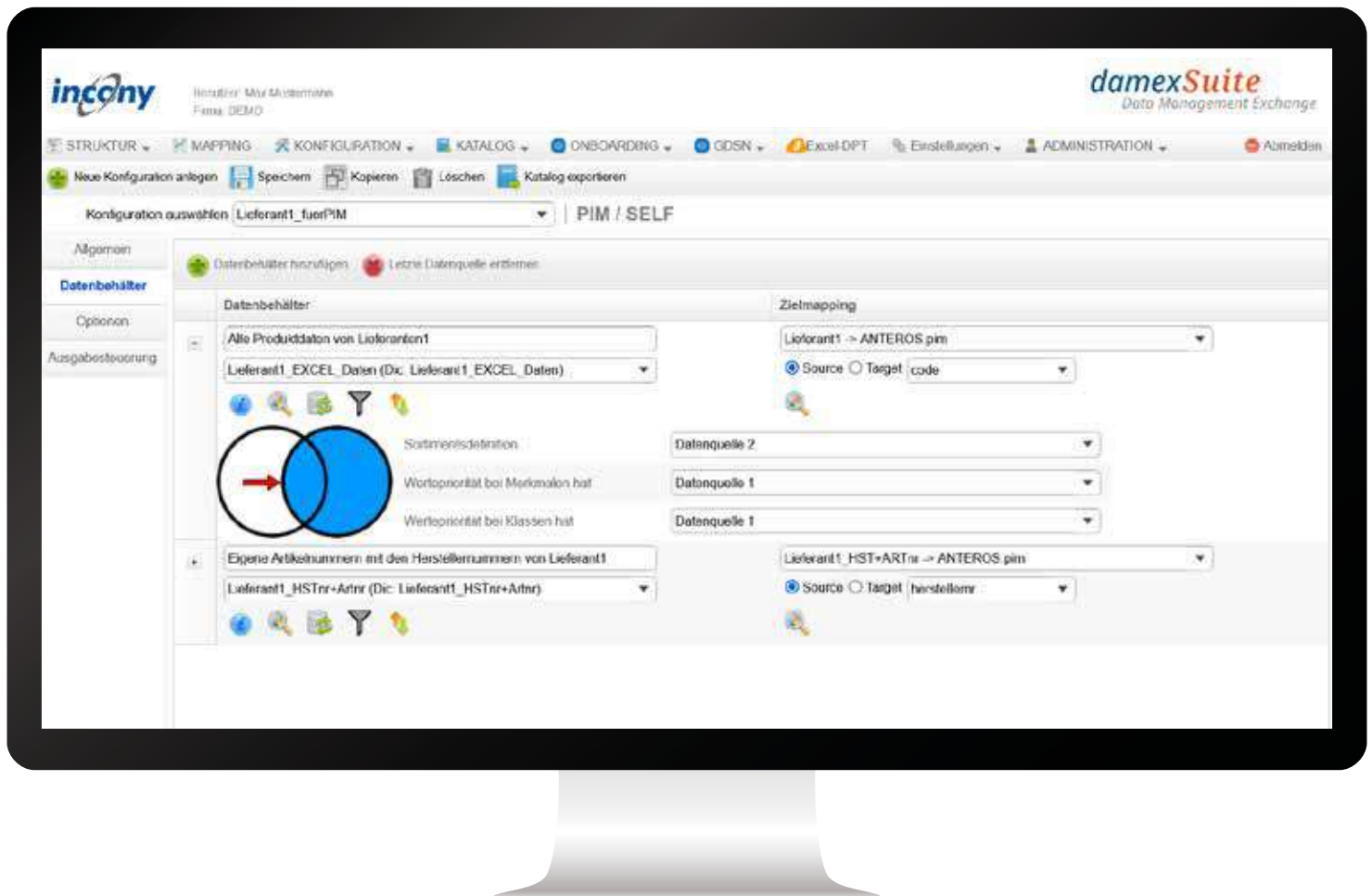
## Reduce Amount of Data

If some suppliers provide product data on their total assortment, but you only sell a selection of this assortment and therefore only want to transfer this selection to the PIM, then you can filter these specifically.

To do this, upload a file to ANTEROS.damex alongside the supplier's complete range, containing only the products listed by this manufacturer, with your own article number and the manufacturer's article number (e.g. as an export from your ERP). ANTEROS.damex then creates the cross-section and lists the data supplied by suppliers with your article numbers.

## Convert Data

If your supplier sends data in a different quality than you have defined in the PIM or your customer wants the data differently, you can define mappings between information from the PIM and the structures expected in the import / export. Some examples are unit conversions, combining multiple attributes into one parameter, splitting an attribute into multiple parameters, and setting default values.



## Extend Data

If you want to merge data from multiple sources, you can upload files from these systems and join them using various operations

such as inner join and outer join. For example, when exporting product data for a customer, you can merge their product

data and images from the PIM with their customer prices from the ERP system and design data from the CAD system.



INCONY serves clients from a variety of industries and company sizes, ranging from 10 employees up to several thousand. Here we have listed some of INCONY's customers for you. More information and detailed case studies can be found on our website.









































# Our Customers



## Professional PIM with Exports and an Innovative Print Engine



"In just two years we have developed our PIM system, automated price lists for multiple countries, exported data for Arge and Dat-anorm and developed our web catalogs using ANTEROS. Tremendous! ANTEROS is very easy to use. INCONY's partnership and customer service really impressed me throughout the process."

Holger Kleine-Tebbe, TECE

The user report



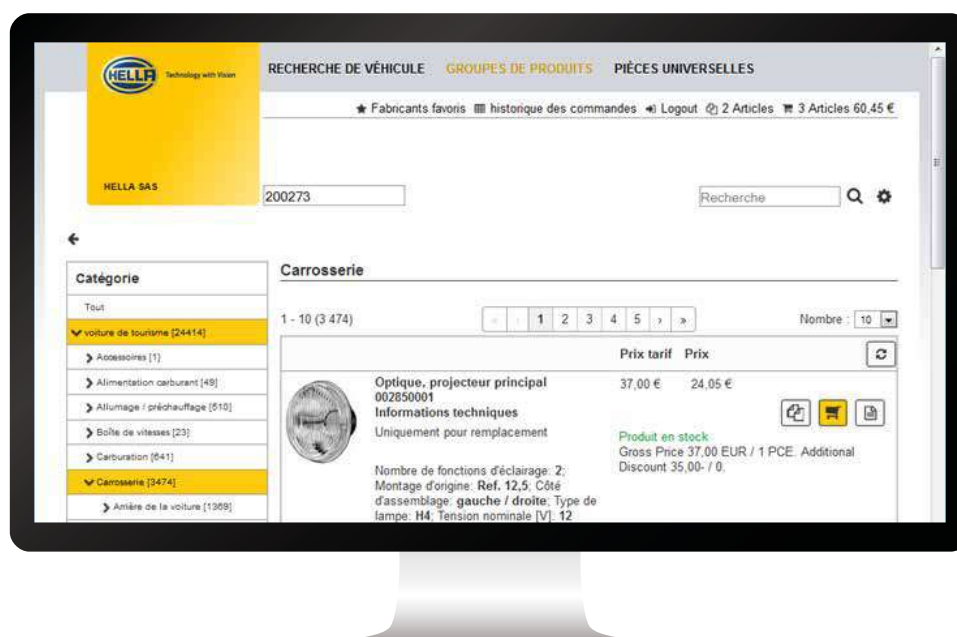
## International Online Shops with a Direct Link to TecDoc and SAP



"I was very happy with the development time of the international online stores. We were able to integrate the system and it worked very well. The feedback we received from the national companies has almost been too good, now all countries want to have this kind of online store, which also enhances the company's image. The number of incoming orders has been growing significantly."

Rainer Holthaus, Hella

The user report





## Automated Price Lists with ANTEROS



"Our price lists have been made even more appealing while still saving us 220 hours a year. We are delighted with the product and services of INCONY and the Swiss partner ppa, as they provide us with fast, competent and friendly support when needed."

Lukas Zumstiegl, Rapid

The user report



Rapid		Rapid REX 1.1	
Rapid REX			
Grundeigenschaften			
Art. Nr.	Bezeichnung/Artikel	Einheit	Preis
1000	Rapid REX 1.1 elektr. Huben, Huben 0,5/1,0 m/s mit: 1.1, 1.1	Stk	1.1
			
Zusätzliche Eigenschaften			
1001	Huben 0,5/1,0 m/s	Stk	1.1
1002	Huben 0,5/1,0 m/s	Stk	1.1
1003	Huben 0,5/1,0 m/s	Stk	1.1
1004	Huben 0,5/1,0 m/s	Stk	1.1
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1230	Huben 0,5/1,0 m/s	Stk	1.1
1231	Huben 0,5/1,0 m/s	Stk	1.1
1232	Huben 0,5/1,0 m/s	Stk	1.1
1233	Huben 0,5/1,0 m/s	Stk	1.1



Rapid		Messerkatzen und Fingerzinken Rapid 2.01	
Art. Nr.	Bezeichnung/Artikel	Einheit	Preis
1000	Messerkatze Rapid 2.01	Stk	1.1
1001	Fingerzinken Rapid 2.01	Stk	1.1
1002	Messerkatze Rapid 2.01	Stk	1.1
1003	Fingerzinken Rapid 2.01	Stk	1.1
1004	Messerkatze Rapid 2.01	Stk	1.1
1005	Fingerzinken Rapid 2.01	Stk	1.1
1006	Messerkatze Rapid 2.01	Stk	1.1
1007	Fingerzinken Rapid 2.01	Stk	1.1
1008	Messerkatze Rapid 2.01	Stk	1.1
1009	Fingerzinken Rapid 2.01	Stk	1.1
1010	Messerkatze Rapid 2.01	Stk	1.1

## Efficient Data Maintenance with Automated Print Generation



"We can efficiently manage data in ANTEROS for our wide range of products in 24 languages. Our ERP Infor is connected via XML interface and we export data in Arge and BMEcat format for our dealers using standard ANTEROS exports. Our over 1000-page print catalog is generated 100% automatically from ANTEROS, despite its complex layout. INCONY supports us competently and purposefully, contact partners are easily reachable and offer us fantastic support."

Roland Kreutzmann, Oventrop

The user report







[www.xing.com/pages/inconyag](http://www.xing.com/pages/inconyag)



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