

Product Information Management

Centralize your product information in one place and make it available anywhere



Liferay's product information management (PIM) tool gives you the ability to centralize, standardize, and optimize your product data management processes, resulting in improved data quality, operational efficiency, and the ability to provide a consistent and personalized customer experience across multiple channels. If you already have a PIM or ERP system that houses this information, you can use Liferay's integration capabilities to surface this information on your sites and also enhance the information with additional details, images, or diagrams.

Benefits



Easily organize and standardize product information in one central location and make it available on any channel.



Quickly create product hierarchies, define attributes, and establish relationships between products.



Simplify product selection for complex parts with shop by diagram options.



Enrich product data by adding more detailed descriptions, images, videos, and other content to improve the product selection experience for customers.



Support advanced pricing, promotions, and discounts by account, group, and channel.

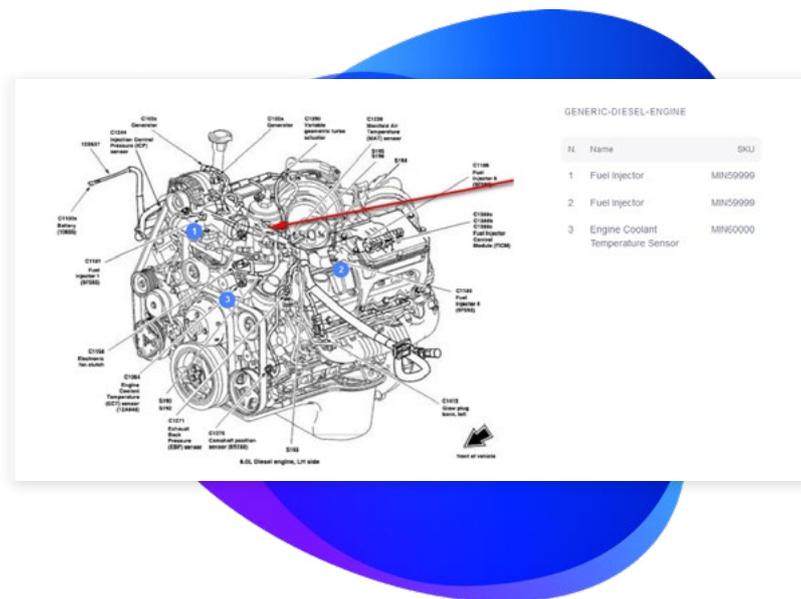
Core Features

Product Information

Liferay integrates with your existing PIM or ERP system so that you can easily surface product information that resides within these systems.

If you do not have a system for managing your product information or need to enrich the product information you have from an existing tool, you can use Liferay to enter and manage the following type of product content:

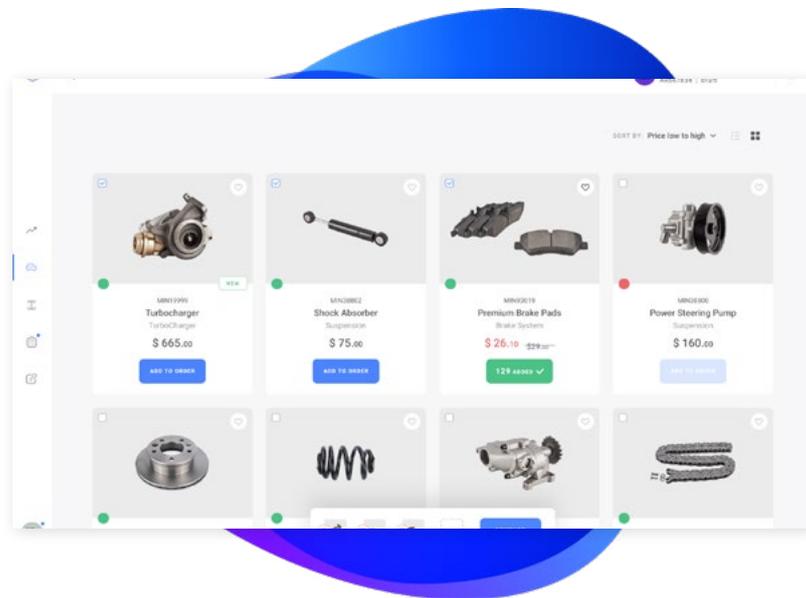
- Product options such as size, color, and discounted bundles. Define different types of content (ex. articles, case studies, press releases).
- Specifications such as dimensions, color, weight, and capacity.
- Images to help customers make a product selection.
- Categories to help organize your products.
- Exploded diagrams that help customers find parts for larger equipment.



Product Types

Liferay's product information management system supports a variety of product types, including:

- Simple products, is any physical product for which inventory is tracked.
- Products with variants, such as for special bundles or different color options.
- Grouped products for customer convenience or to offer a special price.
- Product bundles for products that can be configured with different complementary products, such as purchasing a laptop with a special graphics card or more powerful processor.
- Virtual products such as videos, electronic publications, warranties, and service contracts.
- Subscription products for items such as magazines, renewable service contracts, and automatic ordering for regularly consumed items. You can also use channels to connect catalogs and products to any place your products are sold: a Liferay-based storefront, third party marketplaces, or even back office phone sales.



Price Management and Discounts

Liferay provides a robust pricing engine to ensure your customers see the price they're entitled to, including any promotions or discounts applicable to them. You can define multiple price entries for a single product SKU and determine which accounts, account groups, and account roles are eligible to receive each price. Pricing and discount components include:

- Base price list for storing the starting price entry for every product SKU in a catalog.
- Price lists that allow you to create special pricing for specific accounts or customers.
- Promotion lists which allow you to make special sale pricing available to eligible customers and highlight the pricing in a way that shows a promotional discount has been applied.
- Price modifiers that enable you to define prices in relation to a base price for certain segments of your customers at scale. For example, customers designated as gold members get a 3% discount for products in category A. If the price of a product in category A changes, then the price for gold members is automatically recalculated with their discount.
- Price tiers which allow you to define specific prices for orders that meet certain requirements, such as volume discounts.
- Scheduling limited time promotions.
- Offering free shipping.
- Discounting based on a special bundle or total price of the order.

You can tailor discounts and promotions broadly, or refine your offers so that they only display for a select group of accounts or a small group of specially selected customers.

Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.