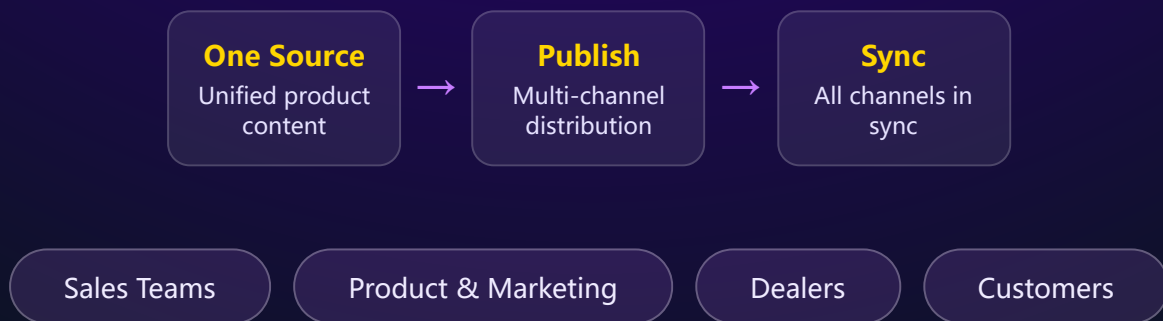


PRODUCT INFORMATION MANAGEMENT • PIM

Build a Product Content Center for Digital Marketing

Give sales, product and marketing teams, dealers and customers the latest, most accurate product and marketing content — one source, everywhere, always in sync. Manage rich multimedia product materials, publish across channels and keep every version consistent.



◆ Sales Teams

A multimedia file library with the latest product materials at hand.

◆ Product & Marketing

Push updates to every channel the moment content changes.

◆ Dealers

Fully self-serve access to the latest product, marketing and pricing info.

◆ Customers

Show every aspect of your product and build trust in your brand.

WHY PIM

Product content is the heart of digital marketing

A recent survey of 3,500 global B2B procurement managers shows that buyers increasingly prefer to understand suppliers through digital content.

1 One consistent story

Whether customers see your product on Tmall or JD, in a trade-show brochure, or in a sales PDF, they expect one consistent product message — not multiple versions.

2 Latest materials in one place

With more online channels, sales partners need the latest product materials from a single place — not asking around in WeChat groups.

3 Multi-language in one place

Selling into many countries? Create and keep the latest multi-language materials in one place, ready for every market.

4 Sync that updates itself

Product managers edit once, and all online channels update automatically — instead of exchanging EXCEL files back and forth.

TWIN ENGINES SOLUTION

Feature Overview

1 Strong Permission Management

Fine-grained permissions keep information secure.

2 Taobao-like Browsing

Fast category and product-detail management with a familiar shopping experience.

3 Multi-platform Integration

WeChat, WeCom, DingTalk, Teams, Salesforce and more.

4 Easy File Viewing

PDF, video and PPT — online preview and download; a true sales file library.

5 Multiple Login Methods

Sign in via WeChat, DingTalk, Microsoft mail or Salesforce.

6 Watermark Management

Dynamic watermarks on web pages, online previews and video.

7 Live & Online Meetings

Integrate external live-streaming and online-meeting systems.

8 Internal Forum

Let internal sales teams collaborate with each other.

9 Official Account Integration

Seamless WeChat official-account connection.

10 Department Calendar

Manage and display the latest activities.

11 Product Knowledge Base

PMs consolidate common questions so sales find answers fast.

12 Training & Quizzes

PMs create mini online courses and quizzes for sales.

13 Real-time Tracking & Reports

Track user behavior and generate reports in real time.

14 Category Management

Industry-standard (ec@ss) category management with scalable structures.

CUSTOMER CASES

China's typical customer cases

01 Dealer Product Management System

World's #2 food & beverage company

Dealer product info & quote access

Connected to Microsoft Cloud, SAP and WeChat Mini Program; dealers get the latest product campaign materials online and receive the latest quotes and B2B order info by their rating tier.

02 Digital Content & Live Center

World's #1 medical device company

Professional content & surgery-live video platform

Front-end connects 3 official accounts + 1 web portal; medical professionals watch comprehensive surgery videos and study materials, book via WeChat and watch hundreds of live surgeries every year.

03 Product Marketing Center

Top-3 global electrical brand

Product data hub for sales, dealers & e-commerce

Manages parameters, basics, images, video and 3D assets for 300,000 electrical products; 4,000 categories managed by ecl@ss standard and published via API to content sites, self-run e-commerce, official accounts and external platforms — one center, multi-channel digitalization.

04 Product Marketing Center

China's largest textile machinery trader

Global sales enablement & brand globalization

Consolidates China's finest textile-machinery product data into a large, comprehensive product center for brand globalization — with a powerful, flexible product-modeling backend covering all machinery info, plus bidding & quotation systems.

EXTRA ADVANTAGES

Extra advantages of the **Twin Engines** system

1 Offline Deployment

Everything runs on your own server; data is retained and managed by you — secure and compliant.

2 Powerful Scalability

Beyond PIM, extend into UX, CMS, DAM and e-commerce. Every purchase investment accumulates.

3 Open Source

You own all the code. No per-user fees, no license fees for secondary development.

4 Low Start Cost

From RMB 60,000 including one year of server — a one-time investment. Additional customization is billed by workload above the base.

Make product content your marketing advantage

Book a demo and see how one product content center powers every channel.

[Book a Demo / Learn More](#)



TURBO DIGITAL
双引擎

TURBO DIGITAL

Twin Engines



www.turbo.digital



Shanghai:

上海市普陀区岚皋路567号品尊国际中心B座11楼3

Tokyo:

150-0041 東京都渋谷区神南1-12-14 渋谷宮田ビル 6F



021-52797363



contactus@turbo.digital

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