The hybris Product Information Management system helps you to store your product information in a central place. With hybris.connect for celum Team Edition, you store your valuable multimedia product content centrally as well.

Forming a symbiosis between the extensive information management capabilities of hybris and the multimedia content management done by celum, hybris.connect allows you to use the same digital asset repository for your PIM-controlled channels than for all your other content marketing endpoints. This helps you to achieve consistency in your multimedia-driven communication by using the same content in your e-commerce portal as in all other communication.

The hybris.connect integration thus offers you a time-efficient possibility to access all content in celum Team Edition directly from within hybris.

Benefits and Features

Access your assets easily to ensure a unified content presentation on your e-commerce platforms

» Build up a consistent brand image by using multimedia content from a central source

» Be able to easily align multimedia communication across all endpoints, including hybris-controlled e-commerce platforms

» Be able to immediately supply your webshop with the most up-to-date content

» Prevent inconsistencies and redundant data by using celum Team Edition as single source of truth for all multimedia content
This is how it works in Detail:

» Download Format Mapping
hybris uses 5 different formats for displaying product media: original format, params format, picture format, thumbnail format and raw format. Those formats are preconfigured in the hybris.connect integration. Thus you do not have to bother with manual conversion and resizing of images for your webshop which saves significant amounts of time.

» Notification of Change
After transferring an asset to hybris through hybris.connect for celum Team Edition, the copy in hybris remains connected to the original on the celum Team Edition server. If you update the server object with a new version, a notification icon inside hybris notifies you of those changes. You can then choose to synchronize the asset in hybris which automatically updates the asset to the newest version. This function offers you a convenient possibility to ensure an up-to-date e-commerce presence and helps you to clearly separate the roles of an asset manager and an e-commerce manager.

» Image Editor
When transferring images from celum Team Edition to hybris PIM, you are able to choose whether you want to transfer the original image or to use the inbuilt celum Team Edition image editor. This editor allows you to make simple modifications or corrections, like scaling, cropping or correcting the contrast without having to exit the application to use external image editing software.

Use Case
A distributor of tools decided to restructure and redesign the organization’s webshop. Because of the high number of different products and product variants, the company decides to use the hybris PIM solution to be able to handle the vast amount of data and specifications. In addition, the company installs celum Team Edition as media backend to also be able to control their product media content.

This gives the distributor the chance to align all their external communication by using the same central image source for their e-mail campaigns, their sales presentations and their webshop, helping them to increase efficiency of their webshop channel. Handling a larger volume of the day-to-day business over the webshop gives the organization the possibility to free sales resources to focus more on key accounts and on the acquisition of new customers.