Product information management

One catalog. Every channel.



Utomo for brands, manufacturers and distributors

Get your range in front of more buyers.

Open your own webshop. Give retailers the files to list your range. Put a current catalog in your sales team's hands.

utomopim.com

One product launch. Three teams to equip.

A new speaker comes in three colors. Your ecommerce team needs the right image for each one. A retailer wants the specifications. Sales needs a catalog in Swedish.

In Utomo, each variant has one record for its facts, files and approved copy. When a finish changes, your team knows where to correct it before publishing the page, sharing the feed or generating a fresh PDF.



Illustrated launch example

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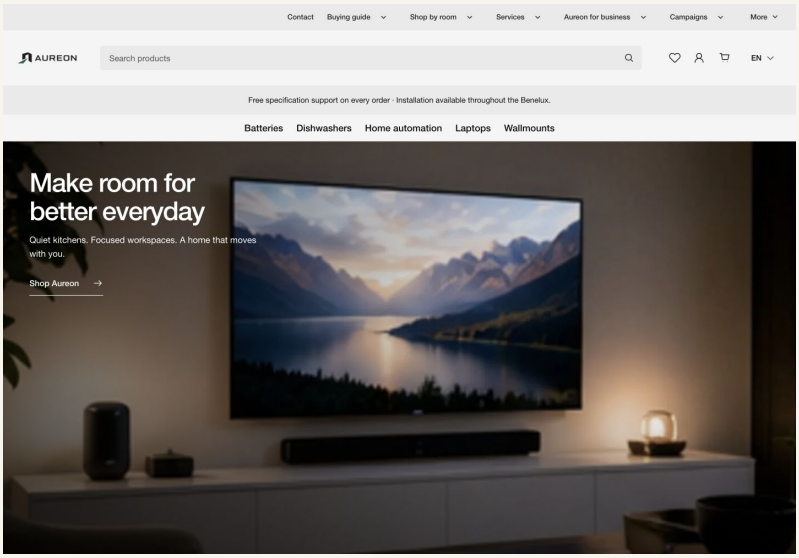
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Let customers buy directly from your brand.

Utomo includes an ecommerce storefront. Pick the range you want to sell, use your own product photos and descriptions, and give customers a way to order.





From browsing to ordering

Aureon demo webshop · published storefront

Give shoppers the details

Show images and specifications for the variant a shopper is considering. Marketing can reuse the product story it already maintains.

Serve trade buyers too

Link a business account to its ERP price list so the buyer can order the right quantity at the agreed price.

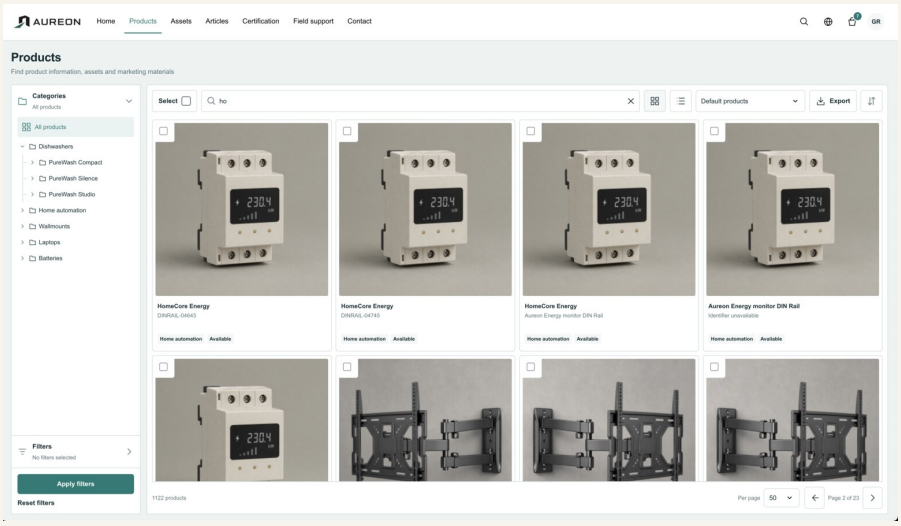
Explore ecommerce

Give retailers what they need to list your range.

A retailer asks for launch images, specifications and a manual. Give them one branded portal where they can find the products and files you have cleared for them.



One range, one retailer kit



Aureon demo portal · partner product library

Choose who sees what

Give each retailer or distributor access to its own assortment, product stories and downloadable files.

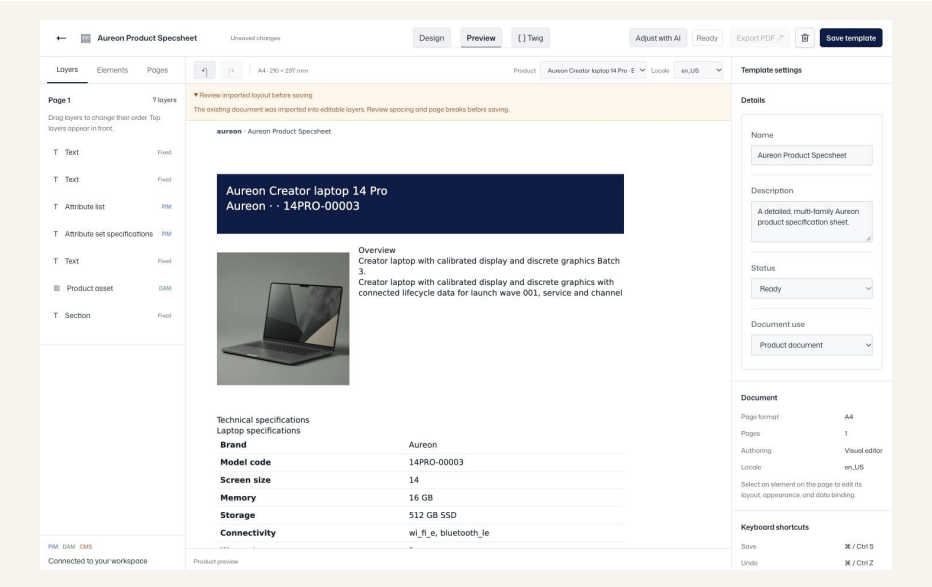
Free up your sales team

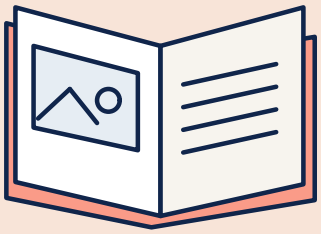
When a buyer needs the packshot again, they can download it themselves. Your account manager can spend that conversation on the next listing.

Explore partner portals

Get more from every product shoot.

One set of campaign images can serve your webshop, a retailer launch and a printed catalog. Keep the hero image, detail shots and product story together so marketing can reuse them.





Product content in print

Aureon demo workspace · product sheet in the designer

Build sales material from the source

Design a branded sheet or catalog layout. Pull in product images, benefits and specifications, choose a language, then preview and export the PDF.

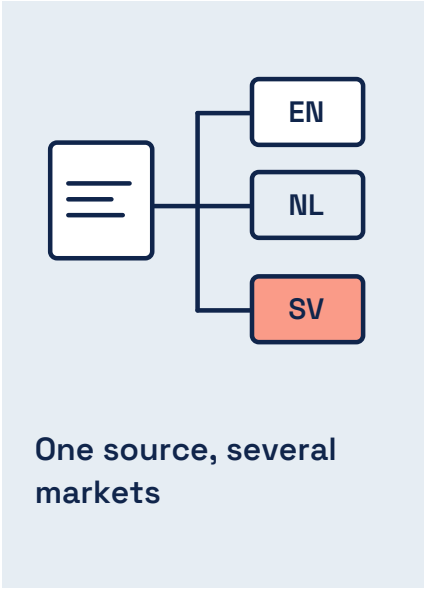
Make corrections carry through

When a specification changes, correct the product record and regenerate the sheet. Sales can send the revised edition without retyping the details.

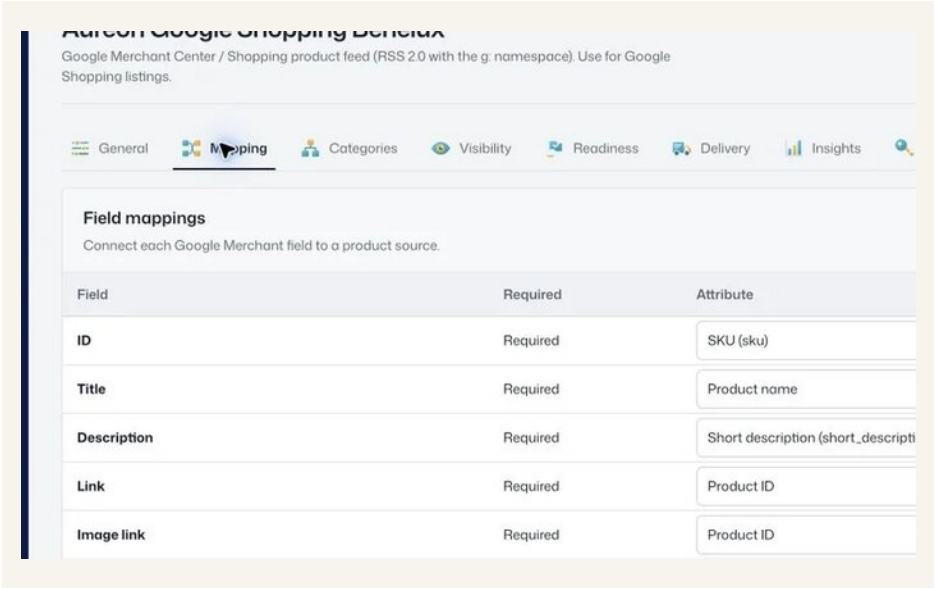
Explore catalog generation

Say yes to the next retailer.

A new market can mean another language, a different spreadsheet and a new set of required fields. Keep one source of product facts and adapt what each destination receives.



One source, several markets



Aureon demo workspace · Google Shopping field mapping

Prepare the local range

Reuse approved images, translate the copy and review missing content. Keep supplier evidence and product passport information with the products that need it.

Meet the retailer's format

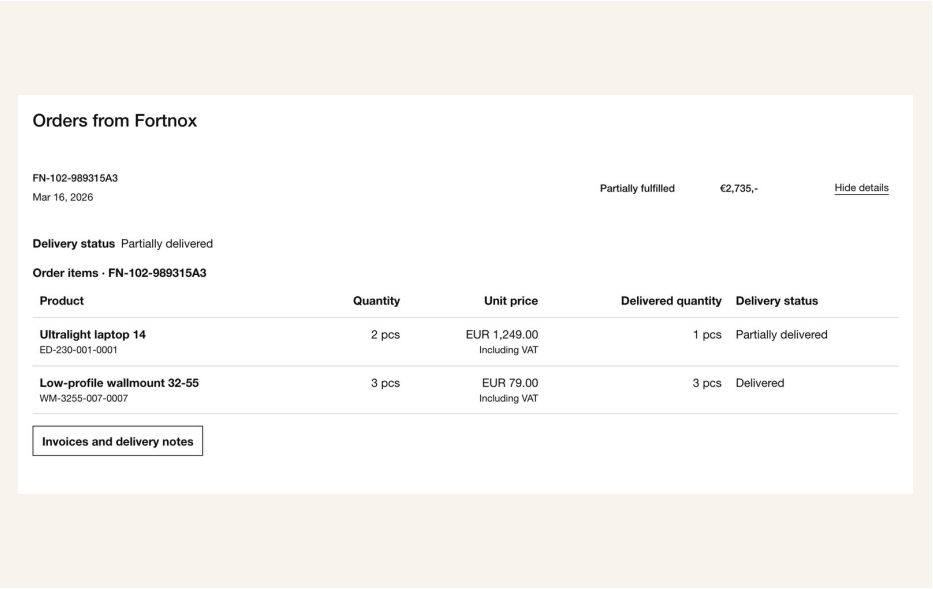
Select the assortment and map its attributes to the retailer's fields. Share the resulting feed, ready for that destination.

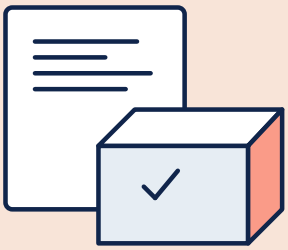
AOC reports distributing product content to hundreds of digital destinations with less effort than it once took to reach a fraction of them.

Read the AOC customer story

Take the order online. Fulfill it in your ERP.

Connect each webshop to SAP Business One, Fortnox or Exact Online. Choose which stock, prices and order flows to enable for that storefront.





From checkout to fulfillment

Aureon demo webshop · order linked to Fortnox

Before checkout

Show availability from your chosen warehouse or stock point. A linked buyer can see the price for their account and quantity.

After checkout

Send the webshop order into the ERP for fulfillment. Buyers can follow their order and open available invoices or delivery documents, depending on the connection.

See the ERP connections

Index and app links

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Explore the apps on our website

Ecommerce

Branded Portals

Generated Materials

Product Information

Cloud Storage

Content Enrichment

Product Syndication

Market Compliance

Bring one product. See where it can sell.

Bring a SKU, a product image and a retailer request. I'll walk you through the shopper's page, the files your retailer can download and the catalog sheet your sales team can send. We can also trace an order into the ERP you use.



Germain Riahi

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LinkedIn

Arrange a walkthrough

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Offices in the Netherlands, Sweden and the United States