

WHITEPAPER

LAGO E-COMMERCE

Process your product data for the E-Commerce channel.

LAGO E-Commerce processes your product data for export to the E-Commerce channel. LAGO has various functions for the channel-specific processing and exporting of product data, images, copy, etc. This whitepaper addresses the E-Commerce solution in LAGO Enterprise System, identifies the advantages of a holistic solution using specific examples and focuses on the interaction of different LAGO modules to create a Best Practice solution.

Shops & Product Allocation

To deliver channel-specific content to your webshop, the products are processed in a specified project and allocated to a shop structure. Shop folders in LAGO typically reflect the webshop structure and are set up in a hierarchy. Shop hierarchies can be across several projects or defined specifically for each project. If you are running webshops in several countries, they can be served from a single project, and the shop structures in this case are specific to a country or language. You also define validity periods for individual shops, for example, for campaigns in the webshop that are available for a limited time only. The products are easily allocated to the respective shop folder by drag & drop operations or automatically by means of rules. Automatic allocation of products to shops is based on rules that can be applied individually to each shop folder.

Export formats

Product images are classically stored in LAGO in print format for print production. Instead of processing product images for the shop system in a later process for each export, they can now be converted automatically into the right export formats for export to the webshops from LAGO. This is an easy and fast way of producing and exporting different formats of the product images in the LAGO system. If your media are processed in LAGO DAM, the next time you export the media you receive the new export formats written by LAGO.

Cropping functionality

Do you need selected excerpts or close-ups of product images to highlight your products in the webshop? Use the LAGO E-Commerce cropping functionality. Produce media variants by making a free selection or choosing pre-defined templates without using image editing programs. The actual image processing takes place automatically in the background using our built in tools.

Media-neutral product copy including placeholders

Product copy is needed for print production and for internet export, but they are often completely separate. In LAGO, you can create media-neutral product copy. LAGO makes sure you get your copy in the corresponding format export once you have selected the channel-specific use or export. Mark sections written in HTML, for example, which are not to be printed or only advertise certain parts of the text in your webshop export. Text can also just as easily be created in the PIM project and then be copied for a specific project and channel. With LAGO you have the advantage of production supported by a database and can add placeholders to the text with LAGO. This lets you always keep prices, attributes and other product information in your copy up-to-date.

WebPreview

To review copy and images of the processed products in a standard webshop site prior to the actual export, LAGO E-Commerce has a WebPreview function. Check text lengths, attributes or price information in a preview with the help of individual templates.

“ EVERYTHING FROM A SINGLE SOURCE (PROJECT) ”

Combine Functions & Features

Use the advantages of a master data project and serve different export channels from a project. Create and maintain attributes, copy, media, etc. and serve your print and E-Commerce project channels from a central project. You only need to adapt your copy instead of rewriting them for every export channel.

Create structures

By classifying articles by type, you create clear structures. You define the necessary attribute allocations for these article types. In conjunction with the rule-based shop allocation described above, products are easily and quickly added to the shop hierarchies.

Define your own workflows

Use the advantages of the LAGO Workflows and use the LAGO system to manage the creation and maintenance process for your products sustainably. You always know what needs to be done and the progress of product data maintenance by using the scheduling overview in the form of LAGO Reports. Integrate an image order process, for example, or the correction workflow for product managers. Assign rights and tasks for each workflow step to guarantee effective work on the product and to avoid repetition and loops.

Combine the advantages

Easily combine the advantages of different modules and functions in LAGO and integrate the most efficient production process. Process your products in a master data project in a workflow designed to meet your needs. All departments are involved in the digital correction process - on the same database in one system. Missing images can be ordered and necessary details defined. Create product copy independent of the export channel, integrate required tables and use placeholders of attributes or user-defined fields.

Add product data or just maintained content to channel-specific projects. Adapt the copy as needed, create layouts for print or assign keywords. Create your projects in the workflow that is best for the corporate processes and manage order dispatch and automatic export in Print and E-Commerce.

List of Features

- Text processing independent of channel
- Channel-specific export of text and media
- Use of placeholders in copy
- Calculated fields and attributes in copy
- Definition of export formats for images
- Export via XML exports (full/diff)
- Integration of post-processes after export
- Create image details without image editing programs
- Global and variant-specific shop structures
- Shop folder structures with periods of validity
- Freely configurable fields at the shop folder level
- WebPreview for a fast preview of product content