About KatanaPIM

General information

Company name: Katana BV

Company address: Vondellaan 47, 2332 AA Leiden, The Netherlands

Audience: SMEs, SMEs+

Slogan: Easy to use, easy to integrate, easy to implement.

Short description: The easy to use, easy to integrate and easy to implement PIM tool that helps you optimize your operations and boost sales effortlessly.

The company

After twenty years of experience in the ecommerce industry, we have discovered the undeniable importance of centralizing product data for the success of a business. This is why, in 2017, we launched KatanaPIM. Since then, **we aim to improve the way our customers work by understanding their needs and supporting them in achieving their goals. Therefore, we have created an easy to use, easy to integrate and easy to implement PIM solution.**

The product

KatanaPIM is here to support your digital journey by keeping your product data always up-to-date—because we know that's key to your success. With KatanaPIM, you have complete control over managing and sharing your product information, with no limits holding you back.

KatanaPIM is an **easy to use** Product Information Management (PIM) tool that serves as the single source of truth for all your product data. It allows you to collect information from different sources and centralize it in one place. From there, teams can collaborate to enrich, validate, and prepare the data for distribution across various channels.

KatanaPIM is **easy to integrate**, whether through an open API, prebuilt integrations, feeds, or our partner ecosystem. It seamlessly fits into your existing tech stack and supports a composable commerce strategy.

KatanaPIM is **easy to implement** because it's a ready-to-use SaaS solution, designed with simplicity in mind. Thanks to its intuitive setup, onboarding is smooth and quick, getting your team up and running within just a few months, fully prepared to manage and streamline their product data.

The benefits

KatanaPIM is a powerful tool for companies that want to grow. We understand that businesses often focus on three key goals: replatforming, optimizing operations, and increasing sales. Whether you're outgrowing your current tools, looking to boost efficiency, or aiming to expand your market reach, KatanaPIM has you covered.

Replatforming. KatanaPIM makes it easy to upgrade your tech stack. It centralizes product data and integrates seamlessly, ensuring a smooth transition to a more advanced system without any loss of time or valuable information

Optimizing operations. KatanaPIM streamlines operations by bringing all product data into one place. This improves team collaboration, reduces errors, and speeds up day-to-day tasks, helping your business run more efficiently.

Increasing sales. KatanaPIM supports your growth by managing larger catalogs, enabling expansion into new markets, and ensuring consistent, high-quality product information across all channels. This means you can reach more customers and drive more sales with confidence.