BCP launch new Oporteo PIM system to make managing data simple

Wednesday 26 September, 2018

BCP, a leading supplier of digital and ecommerce solutions, has today announced the launch of their new Product Information Management (PIM) System. Oporteo PIM will be available from 1 October 2018 and promises to be a simpler way for wholesalers and retailers to manage, maintain and monitor their product data.

Anticipation for the launch has been growing as the new product was teased across social media. Oporteo PIM was finally revealed at the Ecommerce Expo where BCP's Oporteo team are exhibiting in the Innovation Pavilion.

Oporteo PIM is the latest product by BCP to help their clients overcome the challenges of today's digital world. They launched an innovative ecommerce platform in 2017 which has already had great success. Andy Pratt, Oporteo Executive said "Ecommerce is a fantastic tool that enables businesses to increase product exposure. However, for it to be a success businesses need to store a large amount of product information, attributes and images."

BCP found that this growth in product data was becoming a problem for their clients. Mainly because a lot of ERP systems only hold a limited amount of information. "Most product information recorded by businesses is not enough to comply with ever-increasing regulations. Nor does it provide customers with relevant and correct information on a consistent basis" says Andy.

Seeing a gap in the market, BCP set out to create a new solution. The result was Oporteo PIM. A central data repository designed for businesses who sell an extensive range of products, both online and offline. The key benefits being lower operational costs, less duplication of effort and better data quality.

"Our goal with Oporteo PIM is to help businesses overcome the struggle of having to manually manage vast amounts of product data" Andy concludes.

Media:



Related Sectors:

Business & Finance :: Food & Drink :: Manufacturing, Engineering & Energy :: Retail & Fashion :: Transport & Logistics ::

Related Keywords:

PIM System :: PIM Software :: Product Information Management ::

Scan Me:

Company Contact:

Business Computer Projects (BCP)

T. 0161 355 3000
E. shannon.elkins@bcpsoftware.com
W. https://www.bcpsoftware.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.bcpsoftware.pressat.co.uk