

AI & PIM

The Key To Optimized Product Data.



Agenda.

1. Introduction Squadra
2. Developments in PIM
3. AI for product data
4. Examples customer cases





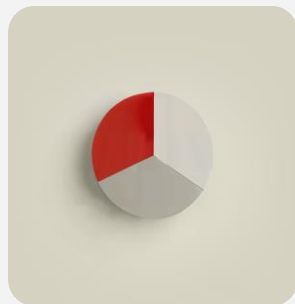
Many organisations are in a **Digital Transformation** towards their North Star and face complex **Data** related challenges and uncertainties on their way forward



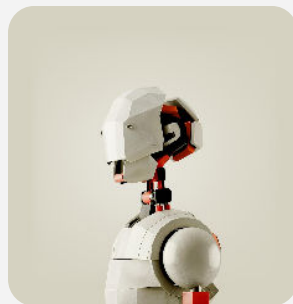
Squadra supports organizations in creating their tech, data and organizational foundation to be more customer centric, effective and innovative.



Data foundation.



Analytics.



Artificial
Intelligence.



Digital commerce.



Digital leadership.



Digital
transformation.

2016
founded

200+
clients

70+
colleagues

Our Main Customers.

Over the last 10 years we have serviced **over 200 happy customers**, ready to be your reference.

Manufacturers



Wholesale/distribution



Retail



Your Speakers.



Jos Schreurs
Partner MDM / PIM



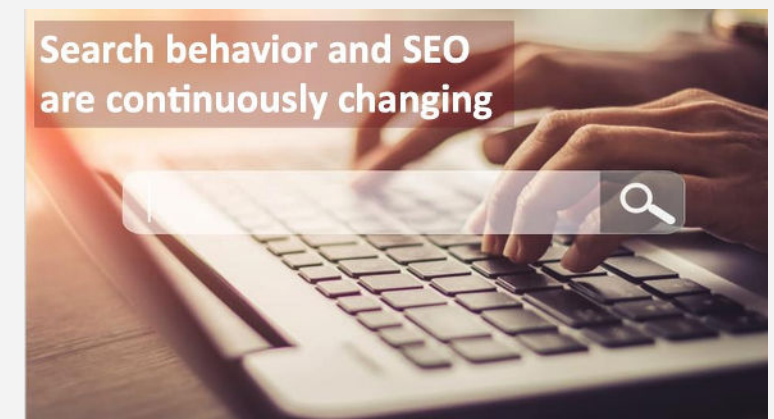
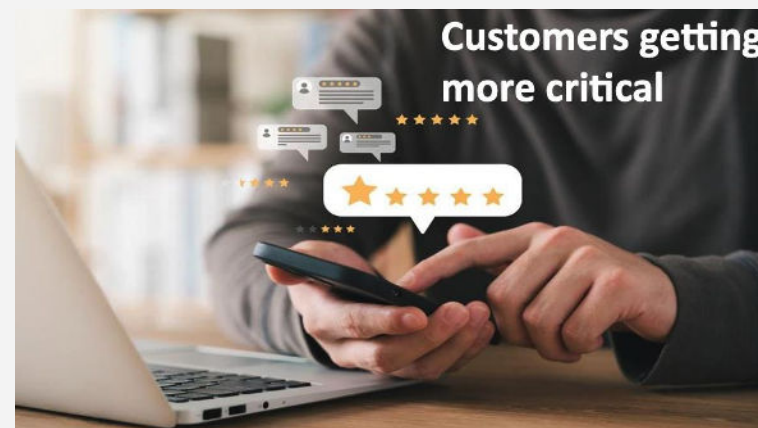
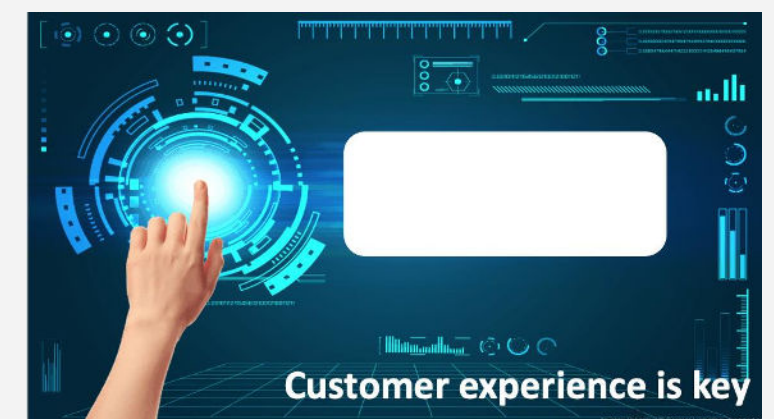
Guus van de Mond
Partner AI / Machine Learning

Agenda.

1. Introduction Squadra
- 2. Developments in PIM**
3. AI for product data
4. Examples customer cases

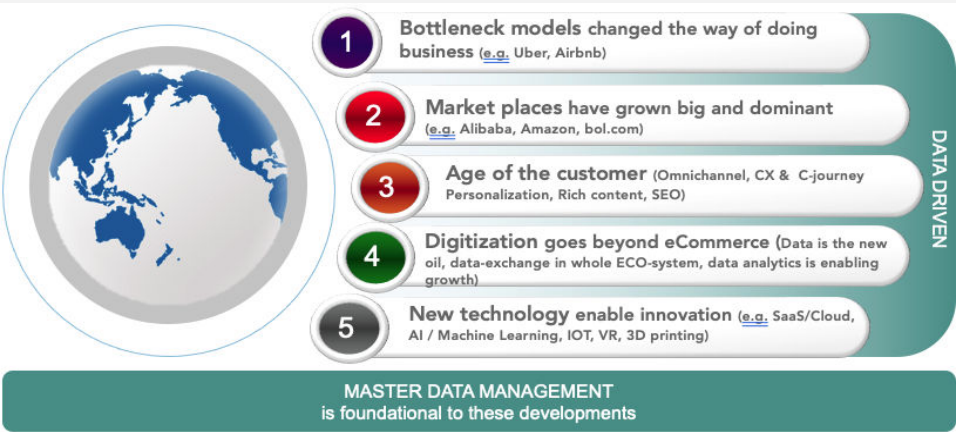


Business Context.



Business Context: The Importance Of Data Is Rapidly Increasing.

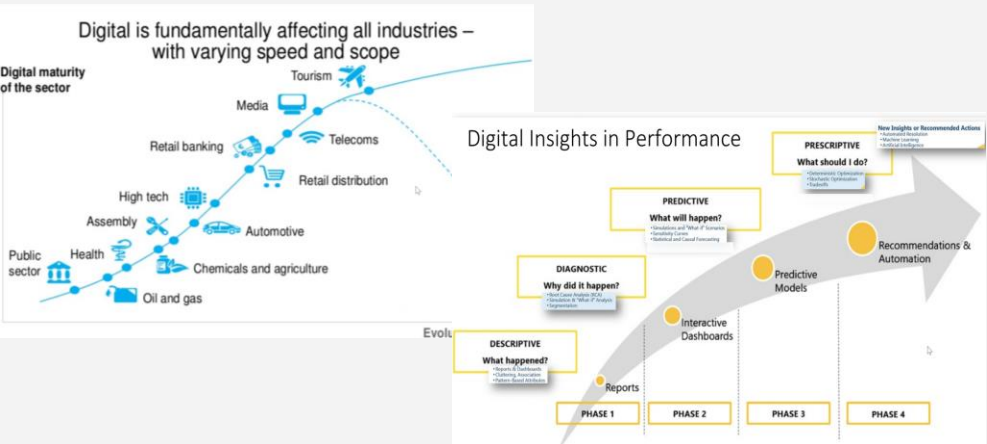
Data enables innovation, quality **master data is foundational**



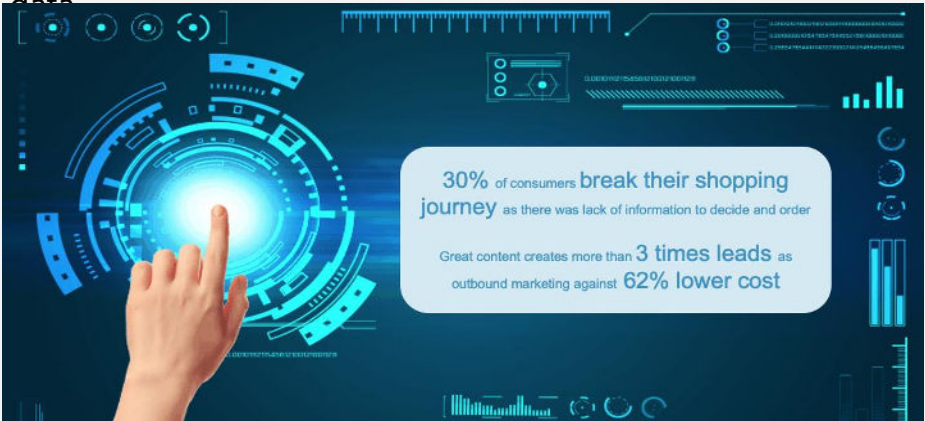
Digitisation **B2B market accelerates** and follows/learns from B2C



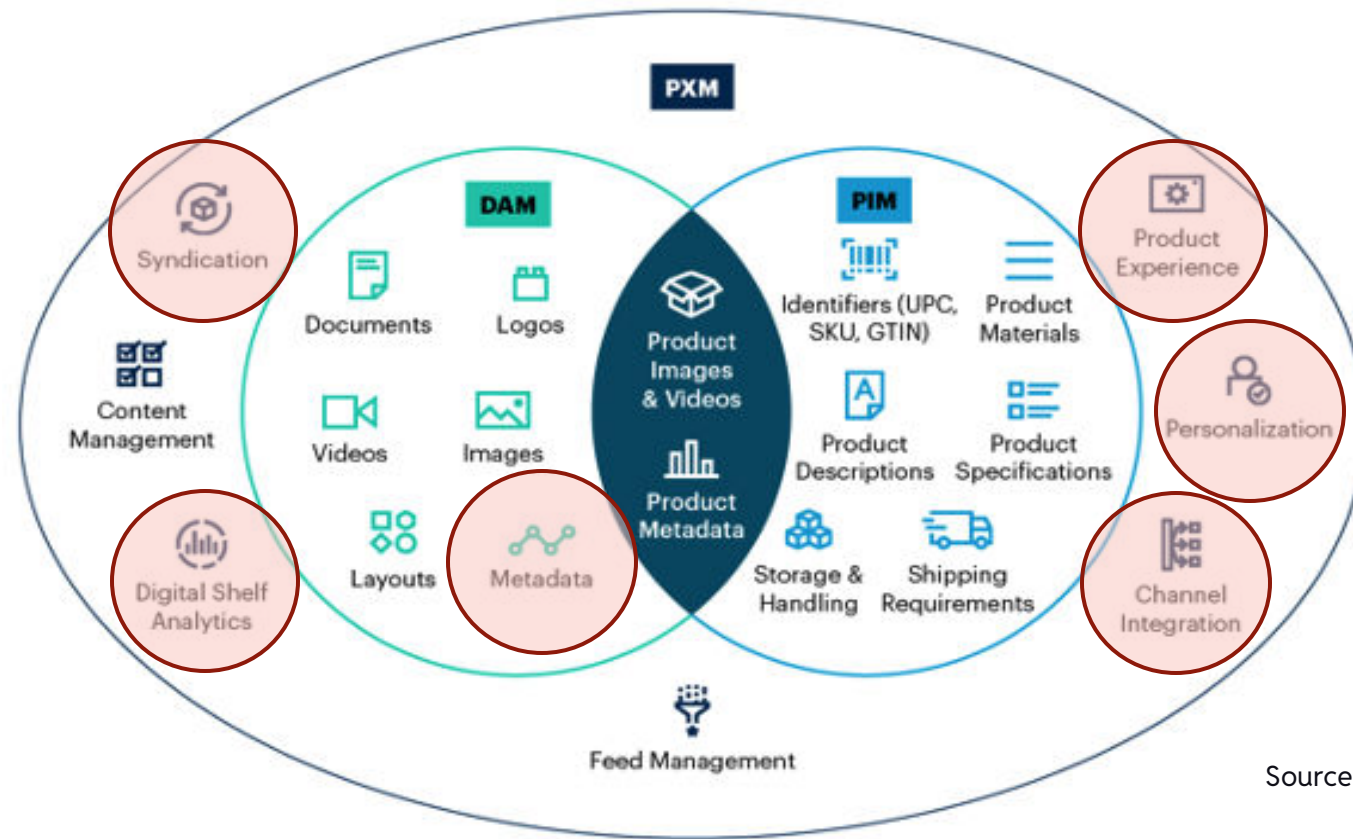
Data is the fuel for **digitalization** and **business insights**



Customer journey is key & needs fuelling by high quality data



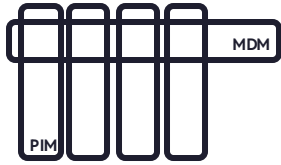
From Market Development to PIM TRENDS.



Source: Gartner and Squadra Research

PIM Trends - 1

From PIM to MDM

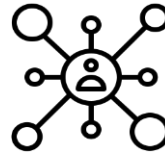


Growing towards higher digital maturity requires managing and combining the data across multiple domains.

Some PIM solutions expanded towards **multi-domain MDM**. Some MDM solutions now also include PIM functionality.

Multidomain
Master Data Management

From PIM to PxM



Consumers and B2B customer expect fit for purpose data and a seamless experience across all sales and marketing channels.

PxM requires combining product data with customer, search and transactional data with the aim to optimize the **Customer eXperience**.

Personalization
& Customer Experience

Fit for purpose product data per channel



Customers want a seamless Product Experience Across Channels.

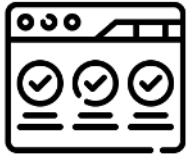
Product data syndication enables channel contextualisation: data diversification and attribute mapping/transformation.

Digital Shelf Analyses provides insight in data effectiveness per sales and marketing channel and also enables content optimisation.

Product Data Syndication &
Digital Shelf Analytics

PIM Trends - 2

Data pool integration / Advanced supplier portal



Squadra research confirms data onboarding is still biggest challenge wholesalers and retailers.

Increased Data pool usage combined with **smart supplier onboarding**, including data mapping & transformation, data quality management and additional vendor agreements increase efficiency.

Efficient product data onboarding

Digital Assets increase CX



Consumers and B2B customer expect fit for purpose data and a seamless experience across all sales and marketing channels .

PxM requires combining product data with customer, search and transactional data with the aim to optimize the **Customer eXperience** .

From text to visual oriented experience

Product Data for a better world



The rapidly growing importance of **sustainability** enforces organisations to extend their data with environmental data to cope with greenwashing and ecolabel requirements.

A **Digital Product Passport** enables enclosure of product origin stories (materials, processing, producer, etc).

Sustainability & Digital Product Passport

PIM Trends - 3

Data Governance



There is increased **data awareness** with leadership and across full organisations.

Data Governance (**controls, procedures, etc.**) & literacy are becoming key topics towards growth towards higher maturity.

Organisations getting more mature

Continuous Improvement



When the **MVP** is implemented, the real journey starts to gain the benefits defined in the business case and to anticipate on ever changing market developments.

A **PIM roadmap** and annual PIM project/operations plan enables organisations to continuously improve.

MVP is only starting point

Dashboards



Besides having enriched information, organisations realise that **consistent** and **trustful** are key to have digital success.

Enhanced **data visualization** through analytics and visualization tools enable organization to track product data status, data quality and analyze data needs per channel.

Data Quality next big thing after initial implementation

PIM Trends - 4

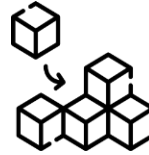
Cloud



Cloud native solutions enable organisations to **secure, scale**, ensuring performance and providing flexibility through a SaaS subscription model.

Usage and needs based cost

Composable and headless PIM



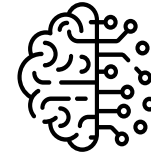
Continuously changing market developments require organisations to be more flexible than ever before.

PIM solutions need to be **open, modular, microservices**-based and easy to integrate.

Headless PIM enables full integration in e.g. ERP or CRM.

Fit for purpose architecture requires flexibility

AI driven product data optimization



ChatGPT increased understanding of and trust in AI.

AI and ML however **go well beyond text generation** as embraced by many PIM suppliers.

AI driven classification data transformation, validation, enrichment and translation increases efficiency and enables eCommerce growth.

AI and Machine Learning enable Smart Data Management

Agenda.

1. Introduction Squadra
2. Developments in PIM
- 3. AI for product data**
4. Examples customer cases



Common Problems With Product Data.

1. Product data is an extremely powerful asset of digital and omnichannel commerce, yet this data is often **not complete**, not in the **right format** or of **low quality**.
2. As a result, sales opportunities are missed: **low findability** of the products and **low conversion rates** (online and in store)
3. Manual labor is required to enrich and improve product data, but this is **expensive** and **not scalable**, especially for larger assortments.

Classification into the right (sub)category

← HVAC > Heating electric > Heating > Radiator (electric) > Oil radiator 2000W (900/1100/2000) - no timer - h630xb435xd281m

DIMPLEX - Oil radiator 2000W (900/1100/2000) - no timer h630xb435xd281mm -

ICDimplex

Cebeo ID 7007636

Ref Cebeo 0CR2000



Show documentation

Important information

- Heating capacity - 2000 W

Packaging info

- 1 piece(s)
- Product standard in stock

No commercial product description which explains the function of the product (900/1100/2000? No timer?) => less sales



Only one picture. No relevant SEO keywords => not found in Google!
No picture of usecase e.g. in study/living room

References

+

Technical specifications

-

Heating capacity

2000 W

Missing related products for cross- and up-sell
(the one with a timer, or in black)

Missing specs:

- * Does it have a thermostat?
- * Has it frost protection?
- * What are the dimensions? Etc.

So also no filter possibilities on this website!

Let's Face Reality.

It's **difficult** to onboard supplier's data.

4 categories of suppliers:

1



Suppliers who are able to deliver in your desired format

- Data might not be 100% complete, but onboarding can be successful

2



Suppliers who have *structured* product data available (e.g., Excel), but in their own format

- Suppliers do not have the knowledge or time to convert to your standard

3



Suppliers who have *unstructured* product data available (e.g., text descriptions, pdf files)

- Suppliers do not have the knowledge or time to convert to structured data in your standard

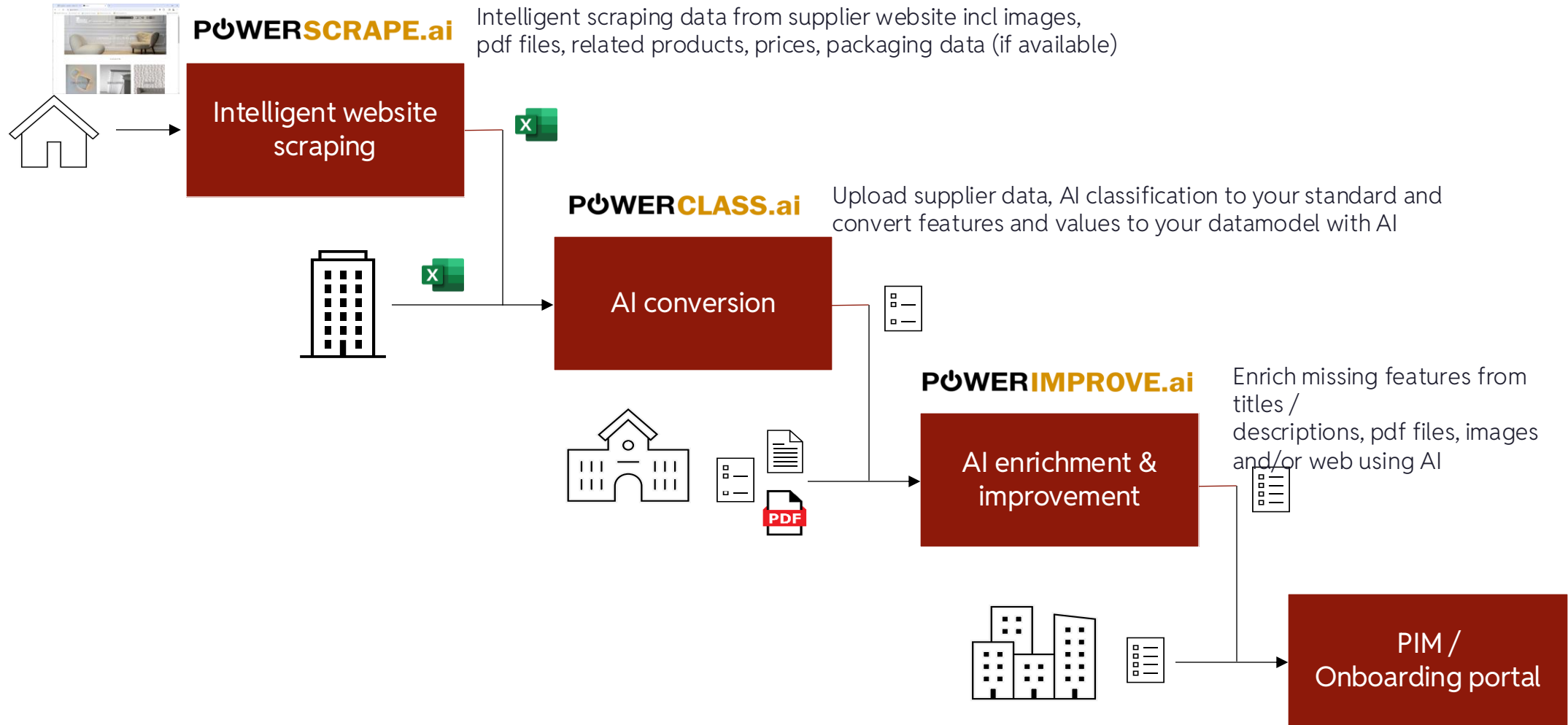
4



Suppliers who do not have product data available at all (but have it on their website)

- Suppliers do not have data to deliver

Maybe AI Can Help?

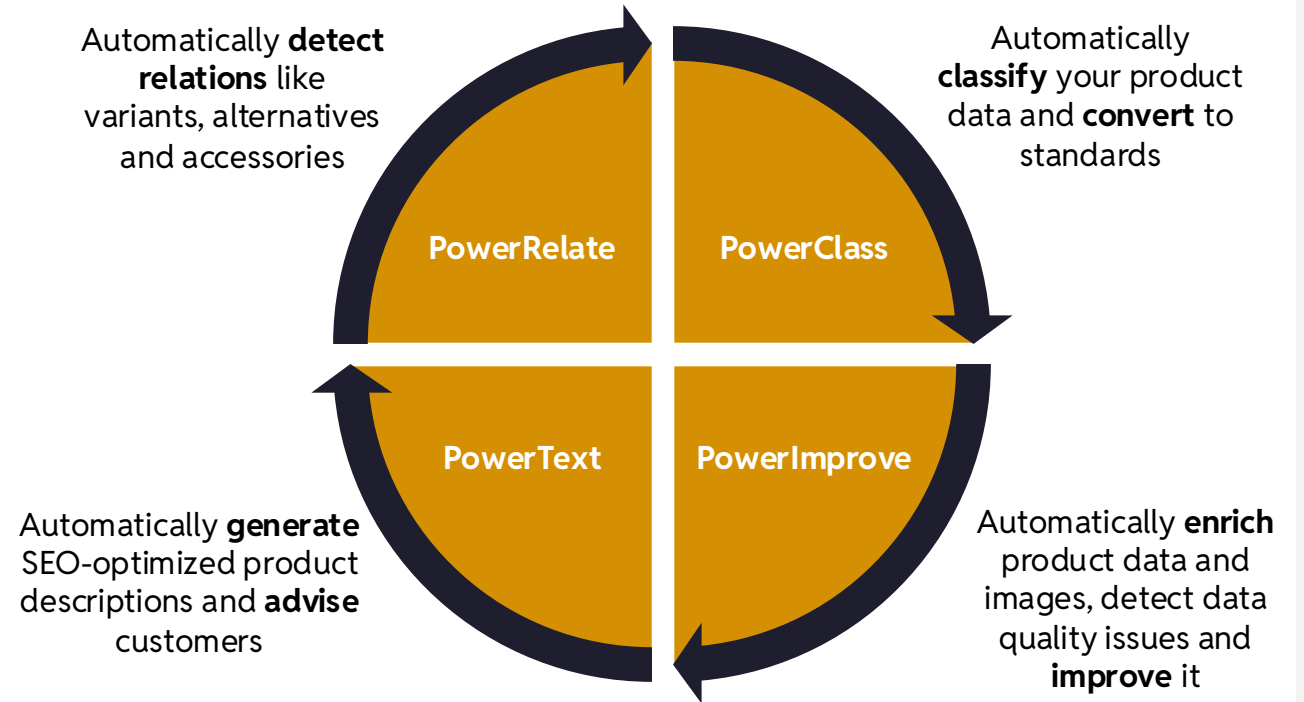


The Solution.

POWERSUITE.ai

- We help companies with **large assortments**
- To get **top quality** product data **and increase conversions**
- By offering 4 **AI integrated** SaaS software modules
- So that manual **time can be saved** and **extra revenue** can be generated

- Scalable
- Fit for composable architecture
- Open API's for PIM/e-commerce integrations
- Supports file processing (e.g., Excel, BMEcat, PDF, images etc.)
- Continuous innovation with the latest AI technologies



PowerSuite.ai is an AI-powered software suite designed to enhance product data and optimize e-commerce operations.

POWERCLASS.ai

AI Automate your:

- Product classification
- Product conversion
- Data model generation

Based on:

- Texts
- Images
- Current data
- Human knowledge

AI Classification.

Products are automatically classified to a proposed category, class, group or brick, using machine Learning models. Supports ETIM, GS1, HS/Intrastat codes or proprietary taxonomies.

Based on textual data like manufacturer, product title/description and keywords or visual data like product images.



The screenshot displays a web application for product classification. It features a table of products with columns for Product ID, Product Description, Product Class, and Action. The 'Product description' section lists six products, each with a small image and a description. The 'Predicted class' section shows a dropdown menu for each product, displaying the predicted class and its probability. For example, for Product ID 00000000000000000000000000000000, the predicted class is 'K00000000000000000000000000000000' with a probability of 100.00%. The 'Product image' section shows a large image of a product, with a label 'Predicted class' pointing to it. Below the image is a table with columns for 'Item' and 'Probability', listing the predicted class and its probability.

Item	Probability
What is Top hat	10.0%
What is Top hat with band	10.0%
What is Top hat	10.0%
What is Top hat with band	10.0%

- Saves time
- Ensures consistency
- Less dependencies on the knowledge of product experts

Copyright © 2025 Squadra. All rights reserved.

22

AI Conversion.

AI supported conversion of product data from one standard to the other.
This can be industry standards like ETIM, GS1, Amazon or proprietary standards.

The screenshot displays two SAP ETM client windows. The top window, titled 'ETM client: 80000347 - Wing nut', shows a table with columns for 'Supplier feature' and 'Proposed matched (ETIM) feature'. The 'Supplier feature' table has columns: value, feature, unit, feature, value, unit, time, value, and action. The 'Proposed matched (ETIM) feature' table has columns: value, unit, time, value, and action. The bottom window, titled 'ETM client: 80000347 - Wing nut', shows a table with columns for 'Supplier value' and 'Proposed ETIM value'. The 'Supplier value' table has columns: feature, value, unit, feature, value, unit, time, value, and action. The 'Proposed ETIM value' table has columns: value, unit, time, value, and action. Arrows indicate the mapping between the two tables.

Supplier feature									Proposed matched (ETIM) feature			
value	feature	unit	feature	value	unit	time	value	action				
Wingnut steel (20)	Wingnut		Wingnut	1.00000000			Wingnut steel (20)					
Wingnut steel (20)	Wingnut		Wingnut	1.00000000			Wingnut steel (20)					
Wingnut steel (20)	Wingnut		Wingnut	1.00000000			Wingnut steel (20)					
Wingnut steel (20)	Wingnut		Wingnut	1.00000000			Wingnut steel (20)					
Wingnut steel (20)	Wingnut		Wingnut	1.00000000			Wingnut steel (20)					

Supplier value		Proposed ETIM value	
feature	value	feature	value
Wingnut	1.00000000	Wingnut	1.00000000
Wingnut	1.00000000	Wingnut	1.00000000
Wingnut	1.00000000	Wingnut	1.00000000
Wingnut	1.00000000	Wingnut	1.00000000
Wingnut	1.00000000	Wingnut	1.00000000

- Saves time
- No more manual mapping
- Possibly done by supplier

Copyright © 2025 Squadra. All rights reserved.

23

AI Classification.

Products are automatically classified to a proposed category, class, group or brick, using machine Learning models. Supports ETIM, GS1, HS/Intrastat codes or proprietary taxonomies.

Based on textual data like manufacturer, product title/description and keywords or visual data like product images.

Select dataset
Liebherr v2

Select data model
ETIM9_BEL_NL

CLASSIFY

		Product description	Predicted class		
☐	Product ID	Product Description	Predicted Classes	Manual Class Selection	Set By
☐	ZKes 453	Liebherr humidor ZKes 453 Humidor, Humidor koelkast	EC000628 Koelkast (89.13%)		classification
☐	SBSes 8496	SBSes 8496 PremiumPlus, Koelkast	EC000628 Koelkast (89.13%) EC000629 Koel-/diepvriescombinatie (7.89%) EC001551 Toebehoren voor koelapparatuur (2.50%) EC001388 Breekhamer (elektrisch) (0.02%) EC000664 Kookplaat (0.01%)		classification
☐	SKBbs 4370	Liebherr koelkast SKBbs 4370 Premium, Koelkast	EC001388 Breekhamer (elektrisch) (0.02%)		classification
☐	SKBes 4380	Liebherr koelkast SKBes 4380 PremiumPlus, Koelkast	EC000628 Koelkast (97....)		classification
☐	IRBd 4151	Liebherr koelkast IRBd 4151 Prime, Koelkast	EC000628 Koelkast (96....)		classification

- Saves time
- Ensures consistency
- Less dependencies on the knowledge of product experts

Submit Image

Enter Image URL

or

Browse local files

File formats accepted: jpg, png, bmp
File size should not exceed: 4mb

Results

Tag	Probability
Web 5: Top link	99.9%
Web 7: Toplink with fork head	99.9%
Web 4: Tractor Linkage	99.9%
Web 6: Mechanical top link	99.9%

AI Conversion.

AI supported conversion of product data from one standard to the other.
This can be industry standards like ETIM, GS1, Amazon or proprietary standards.

ETIM class: EC002347 - Wing nut

0/6 ^

Supplier feature

Supplier			ETIM				Actions	
value	feature	unit	feature	unit	type	value	Match values	Approve
Stainless steel (SS), Stainless steel (2)	Material		EF002169 - Material		A	Stainless steel, Stainless steel (2)	☐	☐
Galvanized (1)	Surface		EF000139 - Surface protection		A	Hot dip galvanized (1)	☐	☐
Metric (1)	Type of thread		EF001758 - Thread type		A	Metric (1)	☐	☐
True (1)	US model		EF005626 - American model		L	1 (1)	☐	☐
20.0 (1)	W	mm	EF000008 - Width		mm	N (0)	☐	☐
10.5 (1)								

Proposed matched (ETIM) feature

Value conversion for supplier feature Material

Supplier value	ETIM feature	ETIM value
PVC	EF002169 - Material	EV000139 - Plastic
Plastic	EF002169 - Material	EV000139 - Plastic

Supplier value

Proposed ETIM value

Cancel Save

- Saves time
- No more manual mapping
- Possibly done by supplier

POWERIMPROVE.ai

Improve your product data by:

- Extracting features from text, pdf or image
- EAN-based feature extraction from internet
- Data quality checks
- Image generation

Based on:

- Current data
- Suppliers data, images and documents
- Competitors data
- Internet
- Data quality algorithms

AI Extraction From Texts, Images and PDF.

A set of algorithms to enrich product feature data from alternative sources. It uses AI to extract data from sources like product descriptions, product images, PDF files and Internet. After extraction, features are converted to the right formats.



Copyright © 2023 Neatly, All rights reserved.

AI Scraping From The Internet.

Smart software which searches for (a list of) EAN on Google or a list of specified websites, automatically scrapes the top 5 results for product features, combines these and maps them to the desired data model.



Copyright © 2023 Neatly, All rights reserved.

AI Data Quality Checks.

Smart algorithms that use a range of Artificial Intelligence techniques to scan a product dataset to find inconsistencies, anomalies, doubles, matches, unlikely data values and missing data.

- Contradictions in titles & attributes



- Outliers

Bathtub with a width of 2,36m??

- Meaningless data: NA, 999, "-",
- Language and spelling errors, etc.

A table showing product data with various attributes. The table has columns for 'Product ID', 'Product Name', 'Product Image', 'Product Price', 'Product Category', 'Product Description', 'Product Features', 'Product Attributes', 'Product Tags', 'Product Status', 'Product Location', 'Product Date', 'Product Time', 'Product User', 'Product Role', 'Product Group', 'Product Type', 'Product Subtype', 'Product Variant', 'Product Option', 'Product Color', 'Product Size', 'Product Weight', 'Product Volume', 'Product Length', 'Product Width', 'Product Height', 'Product Depth', 'Product Diameter', 'Product Radius', 'Product Area', 'Product Volume', 'Product Mass', 'Product Density', 'Product Temperature', 'Product Pressure', 'Product Humidity', 'Product Light', 'Product Sound', 'Product Vibration', 'Product Motion', 'Product Position', 'Product Orientation', 'Product Rotation', 'Product Translation', 'Product Transformation', 'Product Manipulation', 'Product Interaction', 'Product Engagement', 'Product Feedback', 'Product Review', 'Product Rating', 'Product Score', 'Product Grade', 'Product Level', 'Product Rank', 'Product Order', 'Product Priority', 'Product Importance', 'Product Relevance', 'Product Value', 'Product Price', 'Product Cost', 'Product Profit', 'Product Margin', 'Product Return', 'Product Refund', 'Product Exchange', 'Product Replacement', 'Product Repair', 'Product Maintenance', 'Product Care', 'Product Usage', 'Product Instructions', 'Product Warnings', 'Product Precautions', 'Product Contraindications', 'Product Interactions', 'Product Side Effects', 'Product Allergies', 'Product Contraindications', 'Product Interactions', 'Product Side Effects', 'Product Allergies'.

Copyright © 2023 Neatly, All rights reserved.

AI Image Processing.

- Generation of
- 1. product category images
- 2. photographic images
- 3. ambience images

- And processing like:
- 4. ordering
- 5. scaling
- 6. background removal



Copyright © 2023 Neatly, All rights reserved.

AI Extraction From Texts, Images and PDF.

A set of algorithms to enrich product feature data from alternative sources. It uses AI to extract data from sources like product descriptions, product images, PDF files and internet. After extraction, features are converted to the right formats.

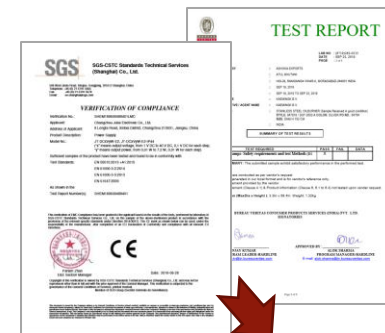
The screenshot displays the Sonepar Feature Extraction application. At the top, there's a navigation bar with a menu icon, the title "Sonepar Feature Extraction - Home", and a search icon with the email "info@sonepar.com". Below this is a breadcrumb trail: < 1 2 3 4 5 ... 116 117 118 119 >. The main content area is titled "Product 6120001272" and shows the product name "EC002087 - Earplug". Below the product name, two feature extraction rules are listed:

- EARPLUG UNCORDED PLATINUM 200PR/BOX PILLOW PK - PROTECT YOUR HEARING WITH THIS CLASSIC PLATINUM E-A-R EARPLUG.
- EARPLUG UNCORDED FOAM SCL80 23DB CLASS 4 SMALL SIZE PILLOW PK 200PR/BOX YELLOW PLATINUM

An orange button labeled "ADD RULES" is positioned below the rules. A table lists the extracted features and their values:

Description	Feature	Value	Actions
☐ EARPLUG <u>UNCORDED</u> PLATINUM 200PR/BOX PILLOW PK	With cord	False	
☐ EARPLUG UNCORDED PLATINUM <u>200PR</u> /BOX PILLOW PK	Number of pairs	200	
☐ EARPLUG UNCORDED FOAM SCL80 23DB CLASS 4 SMALL SIZE PILLOW PK 200PR/BOX <u>YELLOW</u> PLATINUM	Colour	Yellow	

Below the table, there's a section for product details, including a color swatch and the text "Color: Black Heel: Low Heel". On the left side, there's a sidebar with "Settings" (Realtime mode toggle) and "Filters" (category, assistant, products per page, sorting).

[illegible]

Example: Extract Features From Text And PDF With AI.

1234567891011121314

Product: 2CDS274337R0164

Taxonomy Class

Miniature circuit breaker (MCB)

Supplier

ABB

Description

SU204M-C16 Miniature Circuit Breaker

SU204M-C16 Miniature Circuit Breaker C-Char., 10kA, 16A, 4P UL489

Number of poles: 4

Rated current: 16 A

Weight 1 piece: 0.500 kg

Pack unit: 1 pc.

APPROVE ALL

REJECT ALL

ADD RULES

Confidence

Approve

Description

97.3%

✓ X

Number of poles: 4

100%

✓ X

Rated current: 16 A

7.59%

✓ X

Weight 1 piece: 0.500 kg

83.09%

✓ X

SU204M-C16 Miniature Circuit Breaker C-Char., 10kA, 16A, 4P UL489

37.86%

✓ X

Pack unit: 1 pc.

MCBs

SU 200 M series C characteristic

Number of poles	Rated current	Bbn	Order details		Price	Weight	Pack
		4016779			1 piece	1 piece	unit
	In A	EAN	Type code	Order code		kg	pc.
4	0.5	931434	SU204M-C0,5	2CDS274337R0984		0.500	1
	1	931441	SU204M-C1	2CDS274337R0014		0.500	1
	1.6	931458	SU204M-C1,6	2CDS274337R0974		0.500	1
	2	931465	SU204M-C2	2CDS274337R0024		0.500	1
	3	931472	SU204M-C3	2CDS274337R0034		0.500	1
	4	931489	SU204M-C4	2CDS274337R0044		0.500	1
	5	931496	SU204M-C5	2CDS274337R0054		0.500	1
	6	931502	SU204M-C6	2CDS274337R0064		0.500	1
	8	931526	SU204M-C8	2CDS274337R0084		0.500	1
	10	931533	SU204M-C10	2CDS274337R0104		0.500	1
	13	931540	SU204M-C13	2CDS274337R0134		0.500	1
	15	931557	SU204M-C15	2CDS274337R0154		0.500	1
	16	931564	SU204M-C16	2CDS274337R0164		0.500	1
	20	931571	SU204M-C20	2CDS274337R0204		0.500	1

Feature

Value

Number of poles (total)

4

Rated current

16

Current limiting class

1

Release characteristic

C

Width in number of modular spacings

1

Example: Extract Features From Images.

Product: 9991237

Taxonomy Class

Automaat (modulair)

Manufacturer

Cebeo

Description

EATON - Installatieautomaat PLS4-C20/2-MW , C 20A , 2 Polig , 4,5 kA

Merk: Eaton

Serie: xPole

Modelnummer: PLS6-C20/2-DC

Stroomsterkte: In=20A

Aantal polen: 2

Voltage type: DC

APPROVE ALL

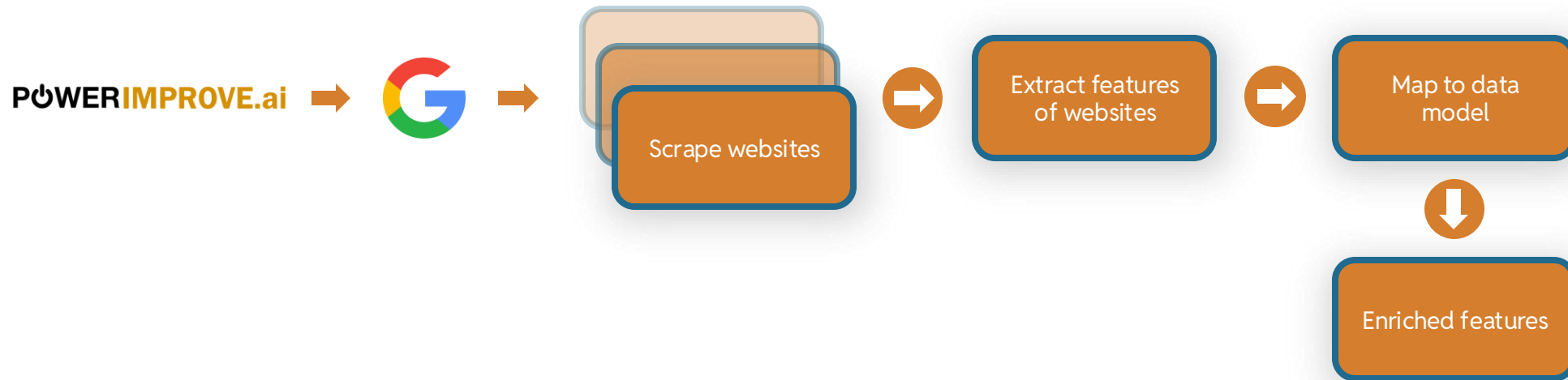
REJECT ALL

+ ADD RULES

Confidence	Approve	Description	Feature	Value	Unit
89.25%	✓ ✕	Aantal polen: <u>2</u>	Aantal polen (totaal)	<u>2</u>	
83.5%	✓ ✕	EATON - Installatieautomaat PLS4-C20/2-MW , C <u>20A</u> , 2 Polig , 4,5 kA	Nom. afschakelvermogen Icn EN 60898 bij 230 V	0.02	kA
72.71%	✓ ✕	Stroomsterkte: In= <u>20A</u>	Nominale stroom	<u>20</u>	A
68.04%	✓ ✕	EATON - Installatieautomaat PLS4-C20/2-MW , <u>C</u> 20A , 2 Polig , 4,5 kA	Uitschakelkarakteristiek	C	
67.15%	✓ ✕	EATON - Installatieautomaat PLS4-C20/2-MW , C 20A , 2 Polig , <u>4,5</u> kA	Energiebegrenzingsklasse	4.5	
63.95%	✓ ✕	EATON - Installatieautomaat PLS4-C20/2-MW , C 20A , <u>2</u> Polig , 4,5 kA	Breedte in module-eenheden	2	
59.73%	✓ ✕	Modelnummer: PLS6-C20/2- <u>DC</u>	Spanningstype	<u>DC</u>	

AI Scraping From The Internet.

Smart software which searches for (a list of) EAN on Google or a list of specified websites, automatically scrapes the top 5 results for product features, combines these and maps them to the desired data model.



Example: Scrapping From Internet.

PowerEnrich

Caractéristiques: Bouton de test

Indicateur de Statut: O. OFF

Symbole d'Avertissement: Avertissement de danger électrique (section jaune)

Marque : Schneider

Courant nominal (ampérage): 63 A

Courant de défaut nominal : 30mA

Type de courant de défaut : A

Type de disjoncteur : Interrupteur différentiel

Gamme : Resi9 XE

Nombre de pôles : 4

Méthode d'installation : Plug-in

Tableaux électriques compatibles : Mureva, Resi9 CX, PrismaSet XS, PrismaSet S

read less

APPROVE ALL

REJECT ALL

+ ADD RULES

Confidence	Approve	Description	Feature	Value
84.57%	✓ X	Courant de défaut nominal : 30mA	sensibilité / courant de déf	0.03
94.51%	✓ X	Niveau de pollution: 2	degré de pollution	2
91.09%	✓ X	Degré de protection IP: IP20, IP40 (boîtier modulaire)	indice de protection (IP)	IP20
84.49%	✓ X	Fréquence du réseau: 50 Hz	fréquence	50 Hz
79.98%	✓ X	Classe de différentiel: Type A	type de courant différentie	A
72.78%	✓ X	Température de fonctionnement: -25...40 °C	température ambiante en f	40
72.48%	✓ X	Sensibilité du différentiel: 30 mA conforme à EN/CEI 61008	section de raccordement c	30
67.98%	✓ X	Longueur de dénudage des fils: 13 mm pour haut connexion	profondeur d'encastrement	13

Connected to server

Schneider - disjoncteur différentiel Resi9 XE 3P+N 63A 30mA | Zelektro - Personal - Microsoft Edge

https://www.zelektro.be/fr/differentiel-resi9-xe-3p-n-63a-30ma.html#attr=31532,31534,31535,31536,31...

Zelektro.be e-shop Recherche... FR Se connecter



Article nr : R9RA1463 Code-barres : 3606482215368 Fabricant : Schneider

Différentiel 4 pôles de 63A 30mA type A dans la gamme Resi9 XE. Cette gamme est conçue pour une installation sans vis où vous clipsez le différentiel dans le tableau électrique. Cette connexion plug-in réduit le risque de connexions lâches et permet moins de câblage dans le boîtier.

Fiche technique

Brochure Resi9 XE

Tableaux électriques compatibles: Mureva, Resi9 CX, PrismaSet XS (petit/grand) et PrismaSet S.

En stock

85,06 € TVA incluse

- 1 +

AJOUTER AU PANIER

Livraison gratuite à partir de €60

Service rapide et professionnel de qualité

Retourner sous 60 jours

Au moins 2 ans de garantie sur chaque produit

Spécifications

Marque	Schneider
Courant nominal (ampérage)	63 A
Courant de défaut nominal	30mA
Type de courant de défaut	A
Type de disjoncteur	Interrupteur différentiel
Gamme	Resi9 XE

Copyright © 2025 Squadra. All rights reserved.

29

AI Data Quality Checks.

Smart algorithms that use a range of Artificial Intelligence techniques to scan a product dataset to find inconsistencies, anomalies, doublures, matches, unlikely data values and missing data.

- Contradictions in titles & attributes

HG schoendeo | 250 ml



?

PIM system:

Contents	100 ml
----------	--------

- Outliers

Bathtap with a width of 2,36m??

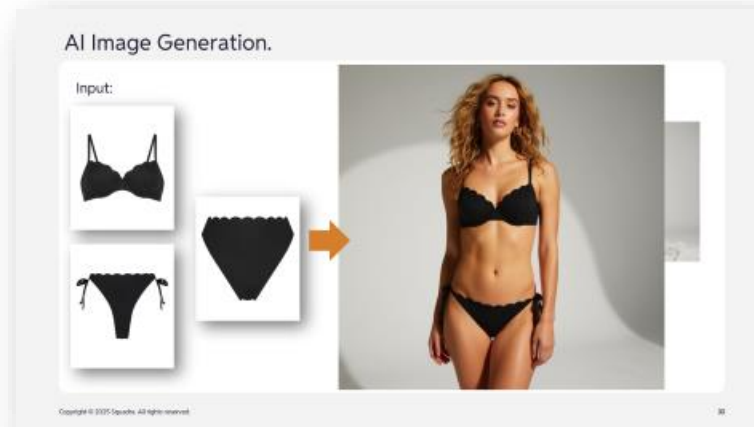
- Meaningless data: NA, 999, “-”
- Language and spelling errors, etc.

Damixa Thermixa THERMIXA 600 TMC DOUCHE						
820,00		2.360,00		2.800,00	2.263,00	
Hoogte (mm)		Breedte (mm)		Diepte (mm)	Gewicht (gr)	
Risk level	quality check	attribute	value_in	value_out	details	
orange	Outliers Dimensions	Breedte (mm)	2360		eps = 6.167272802794109	
orange	Outliers Dimensions	Diepte (mm)	2800		eps = 4.097859770425521	
orange	Outliers Dimensions	Hoogte (mm)	820		eps = 4.6325630879052415	
orange	Suspicious value in Attributes	Kraanmondstuk	Overig			
orange	Suspicious value in Attributes	Type handdouche	N.v.t.			

AI Image Processing.

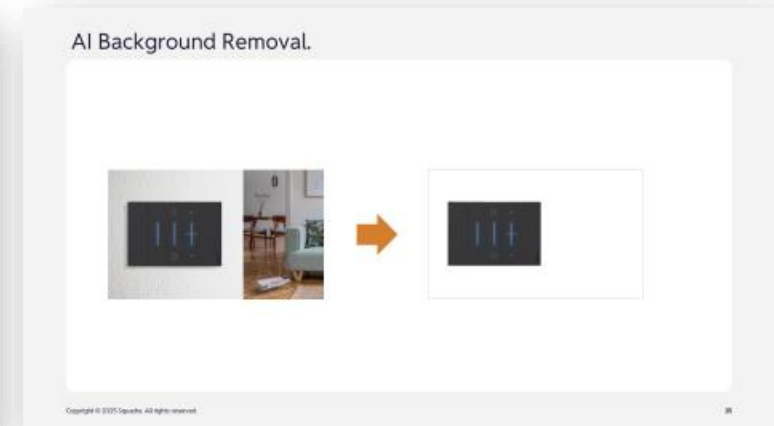
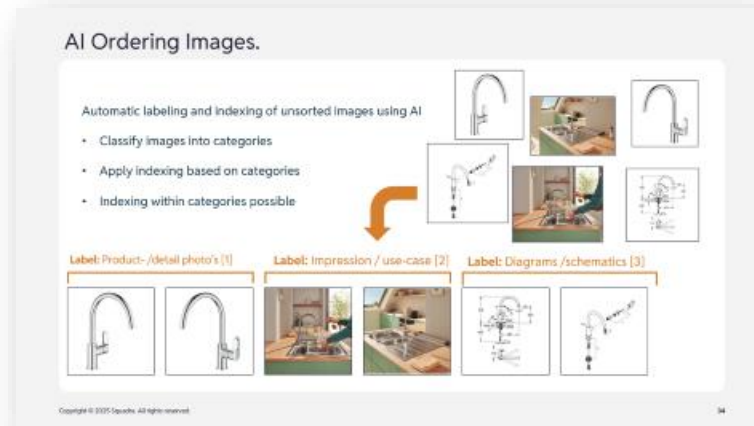
Generation of

1. product category images
2. photographic images
3. ambiance images



And **processing** like:

4. ordering
5. scaling
6. background removal



POWERTEXT.ai

Automatically generate your:

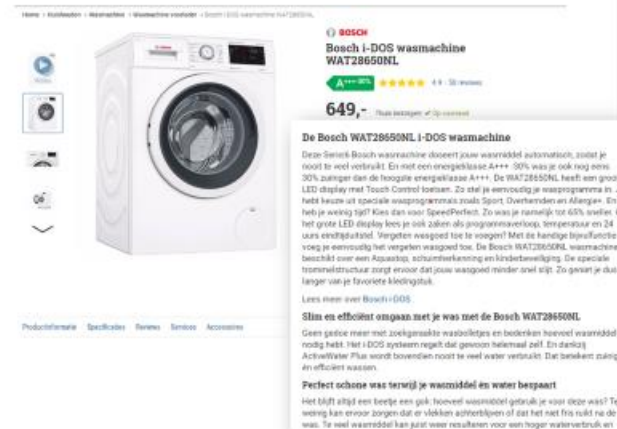
- SEO product descriptions
 - Based on features
 - Based on images
- Category texts
- Translated texts and pdf files
- Paraphrased texts
- Summarized texts

Next

AI Text Generation.

Generation of new content

- ✓ Powerful text generation software which generates SEO optimized commercial product descriptions / marketing texts and titles.
- ✓ All the text are generated as unique texts and possible in multiple variations.
- ✓ Save on translation costs by generating texts in multiple languages
- ✓ Next level text generation, not just an interface with ChatGPT

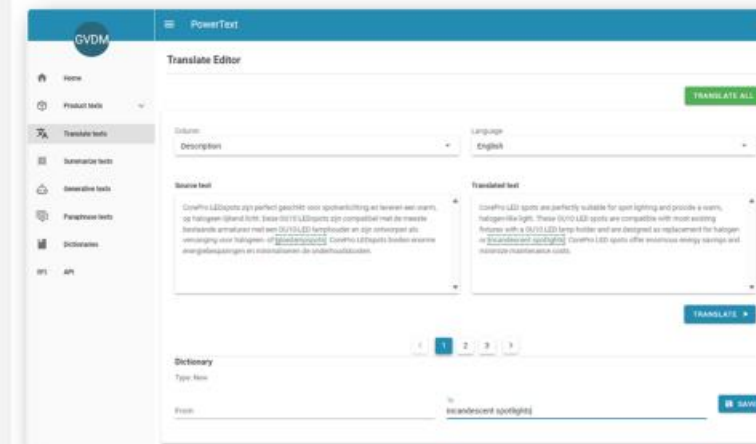


The screenshot shows a product page for a Bosch i-DOS washing machine (WAT28650NL). The page includes a product image, a star rating (4.9), and a price (649,-). The AI-generated text describes the machine's features, such as its energy efficiency (A+++), large LED display, and various washing programs. The text is written in a professional, marketing-oriented style.

Copyright © 2025 Squadra. All rights reserved.

37

AI Translations.



The screenshot shows the PowerText AI Translations interface. It features a sidebar with navigation options like Home, Product texts, Translate texts, Summarize texts, Generate texts, Paraphrase texts, and Dictionary. The main area is titled 'Translate Editor' and contains a 'Translate ALL' button. Below this, there are sections for 'Source text' and 'Translated text', each with a text area and a 'TRANSLATE' button. At the bottom, there is a 'Dictionary' section with a 'Type: New' dropdown and a 'From' field.

- Review translations and add words to dictionaries if required
- Translate features
- Translate PDF documents

Copyright © 2025 Squadra. All rights reserved.

44

POWERRELATE.ai

Optimize your PDP:

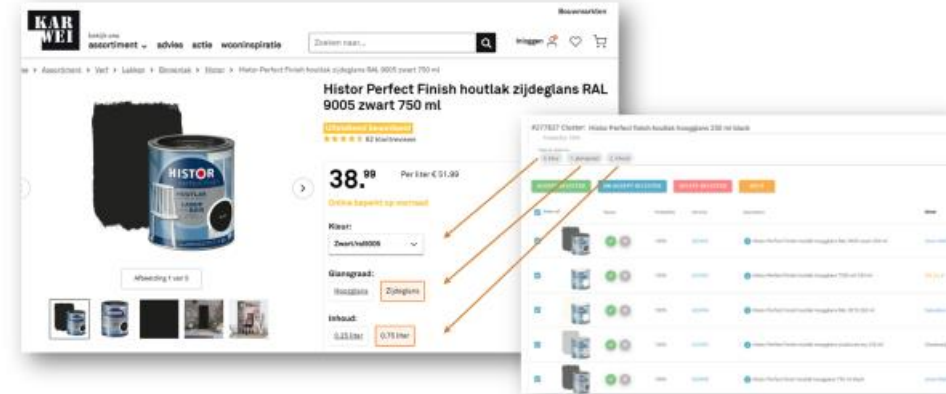
- Variants
- Lines
- Accessories
- Samples
- Alternatives
- Recommendations

Based on:

- Productdata
- Click/search data
- Sales data
- Other data

AI Variant Detection.

Example of how the software automatically detects **variants** of the same product and shows it on the pdp.

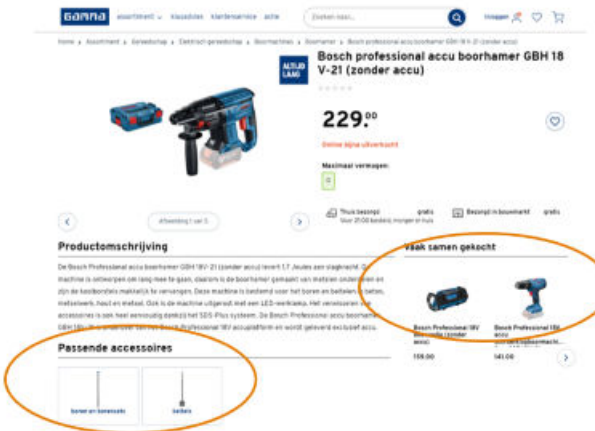


Copyright © 2025 Squadra. All rights reserved.

46

AI Accessory Detection.

The software automatically shows **accessories** of products that are often purchased together/related through product specs.



Copyright © 2025 Squadra. All rights reserved.

47

AI Variant Detection.

Example of how the software automatically detects **variants** of the same product and shows it on the pdp.

KARWEI

bekijk ons assortiment ▾ advies actie wooninspiratie

Zoeken naar... Inloggen

ne > Assortiment > Verf > Lakken > Binnenlak > Histor > Histor Perfect Finish houtlak zijdegls RAL 9005 zwart 750 ml

Histor Perfect Finish houtlak zijdegls RAL 9005 zwart 750 ml

Uitstekend beoordeeld

★★★★★ 82 klantreviews

38.⁹⁹

Per liter € 51.99

Online beperkt op voorraad

Kleur:

Zwart/ral9005 ▾

Glansgraad:

Hogglans

Zijdegls

Inhoud:

0.25 liter

0.75 liter

Afbeelding 1 van 5

#277827 Cluster: Histor Perfect finish houtlak hogglans 250 ml black
Probability: 100%
Feature relations
0. kleur 1. glansgraad 2. inhoud

ACCEPT SELECTED UN-ACCEPT SELECTED DELETE SELECTED SPLIT

Select all	Status	Probability	#Article	Description	Kleur
☒		100%	622492	Histor Perfect Finish houtlak hogglans RAL 9005 zwart 250 ml	Zwart/Ral9005
☒		100%	622493	Histor Perfect Finish houtlak hogglans 7000 wit 250 ml	Wit (S) ✓
☒		100%	622494	Histor Perfect Finish houtlak hogglans RAL 9010 250 ml	Gebroken wit/F
☒		100%	622495	Histor Perfect Finish houtlak hogglans clockwork toy 250 ml	Clockwork Toy
☒		100%	622498	Histor Perfect finish houtlak hogglans 750 ml black	Zwart/Ral9005

AI Accessory Detection.

The software automatically shows **accessories** of products that are often purchased together/related through product specs.

 assortiment ▾ klusadvies klantenservice actie

Zoeken naar... 

Inloggen   

Home > Assortiment > Gereedschap > Elektrisch gereedschap > Boormachines > Boorhamer > Bosch professional accu boorhamer GBH 18 V-21 (zonder accu)



ALTIJD LAAG

Bosch professional accu boorhamer GBH 18 V-21 (zonder accu)

★★★★★

229.⁰⁰

Online bijna uitverkocht

Maximaal vermogen:

0

 Thuis bezorgd gratis Voor 21:00 besteld, morgen in huis

 Bezorgd in bouwmarkt gratis

 Afbeelding 1 van 5 

Productomschrijving

De Bosch Professional accu boorhamer GBH 18V-21 (zonder accu) levert 1,7 Joules aan slagkracht. De machine is ontworpen om lang mee te gaan, daarom is de boorhamer gemaakt van metalen onderdelen en zijn de koolborstels makkelijk te vervangen. Deze machine is bestemd voor het boren en beitelen in beton, metselwerk, hout en metaal. Ook is de machine uitgerust met een LED-werklamp. Het verwisselen van accessoires is ook heel eenvoudig dankzij het SDS-Plus systeem. De Bosch Professional accu boorhamer GBH 18V-21 is onderdeel van het Bosch Professional 18V accuplatform en wordt geleverd exclusief accu.

Passende accessoires

 boren en borensets

 beitels

vaak samen gekocht

 Bosch Professional 18V bouwradio (zonder accu) 159.00

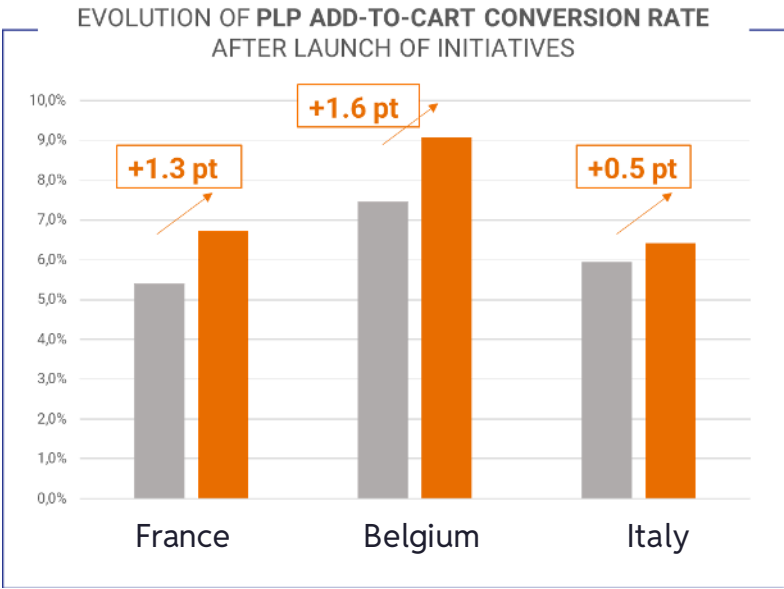
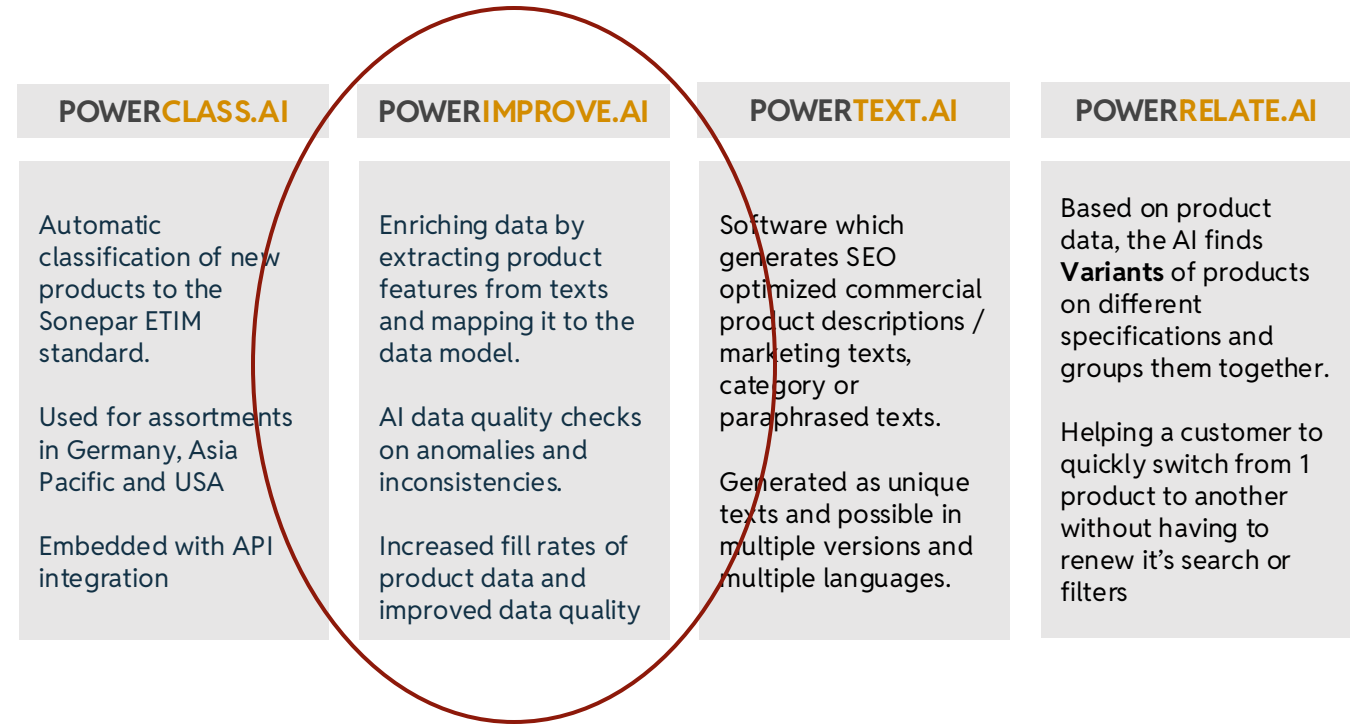
 Bosch Professional 18V accu schroefklopboormachi... 141.00 

Agenda.

1. Introduction Squadra
2. Developments in PIM
3. AI for product data
- 4. Examples customer cases**



Case: Large International Electronic Wholesaler.



Case: Intergamma.

Intergamma



POWERCLASS.AI

Automatic validation of GS1 class assignments and internal taxonomy.

Used for data quality checks and purchasing department.

Available as a web based user interface

POWERIMPROVE.AI

Enriching data by extracting product features from texts and mapping it to the data model.

AI data quality checks on anomalies and inconsistencies.

Increased fill rates of product data and improved data quality

POWERTEXT.AI

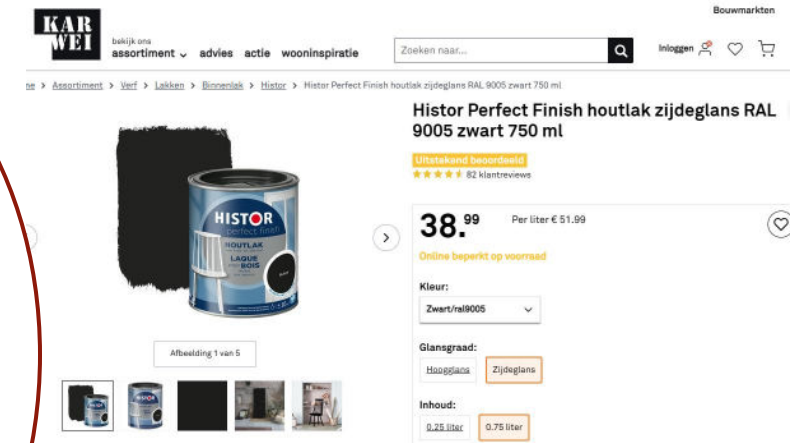
Software which generates SEO optimized commercial product descriptions / marketing texts, category or paraphrased texts.

Generated as unique texts and possible in multiple versions and multiple languages.

POWERRELATE.AI

Based on product data, the AI finds **Variants** of products on different specifications and groups them together.

Helping a customer to quickly switch from 1 product to another without having to renew it's search or filters



A/B testing showed 4,9% increase in conversions

Thank You!



Jos Schreurs
Partner MDM / PIM
jos.schreurs@squadra.nl



Guus van de Mond
Partner AI / Machine Learning
guus.vandemond@squadra.nl



Squadra

Data Driven Value Creation