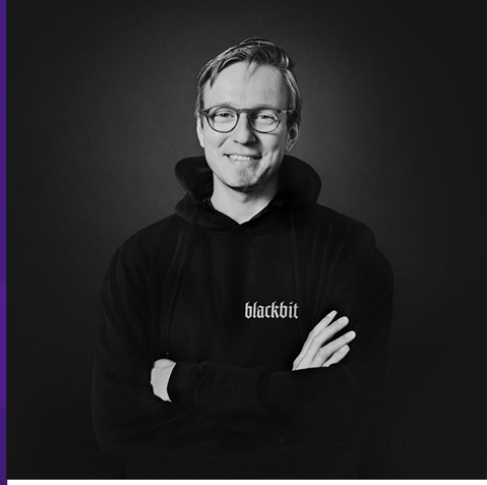
PIMCORE INSPIRE' 21

The Data Director Bundle

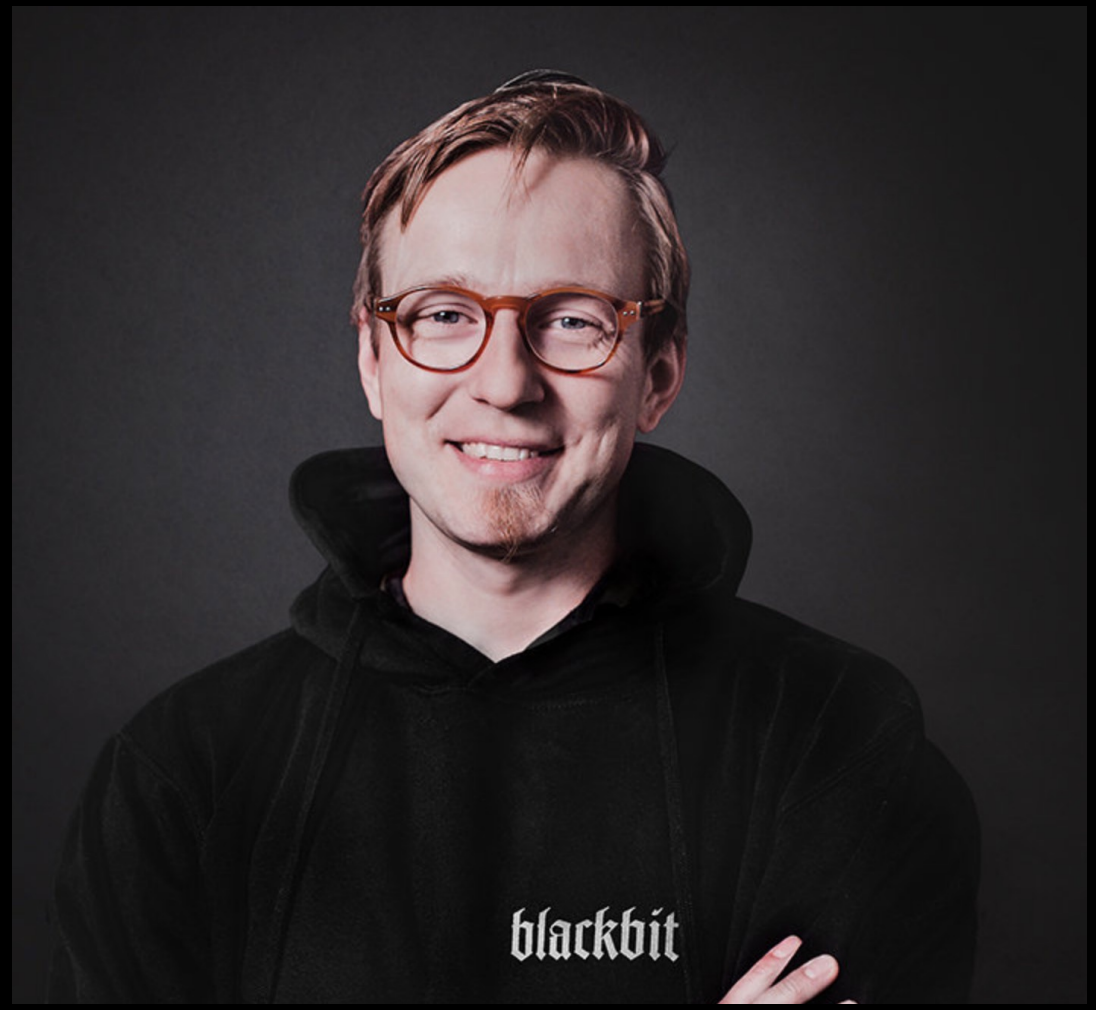


Jan Walther

blackbit
digital Commerce

PIMCORE
GOLD PARTNER

Who?



- Jan Walther @ Blackbit
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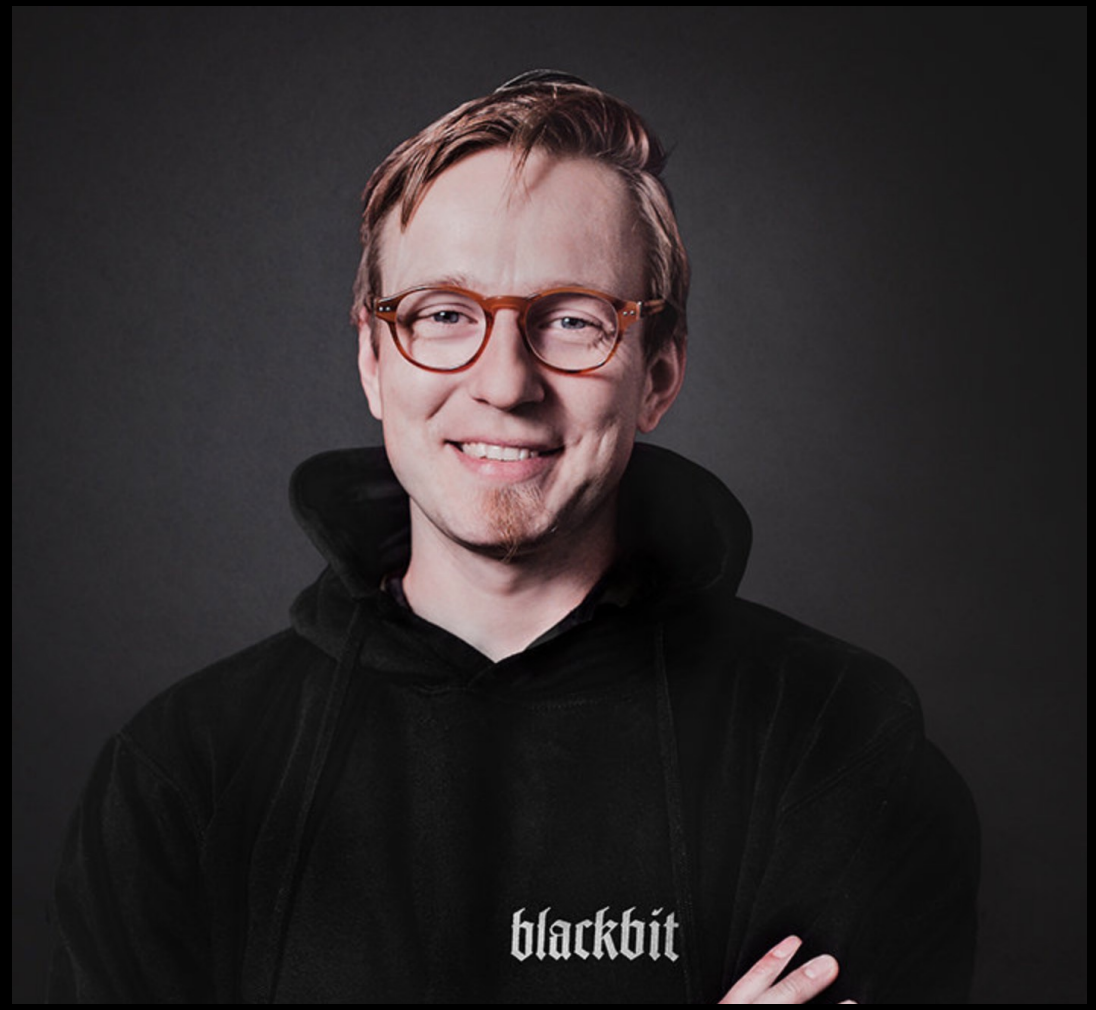

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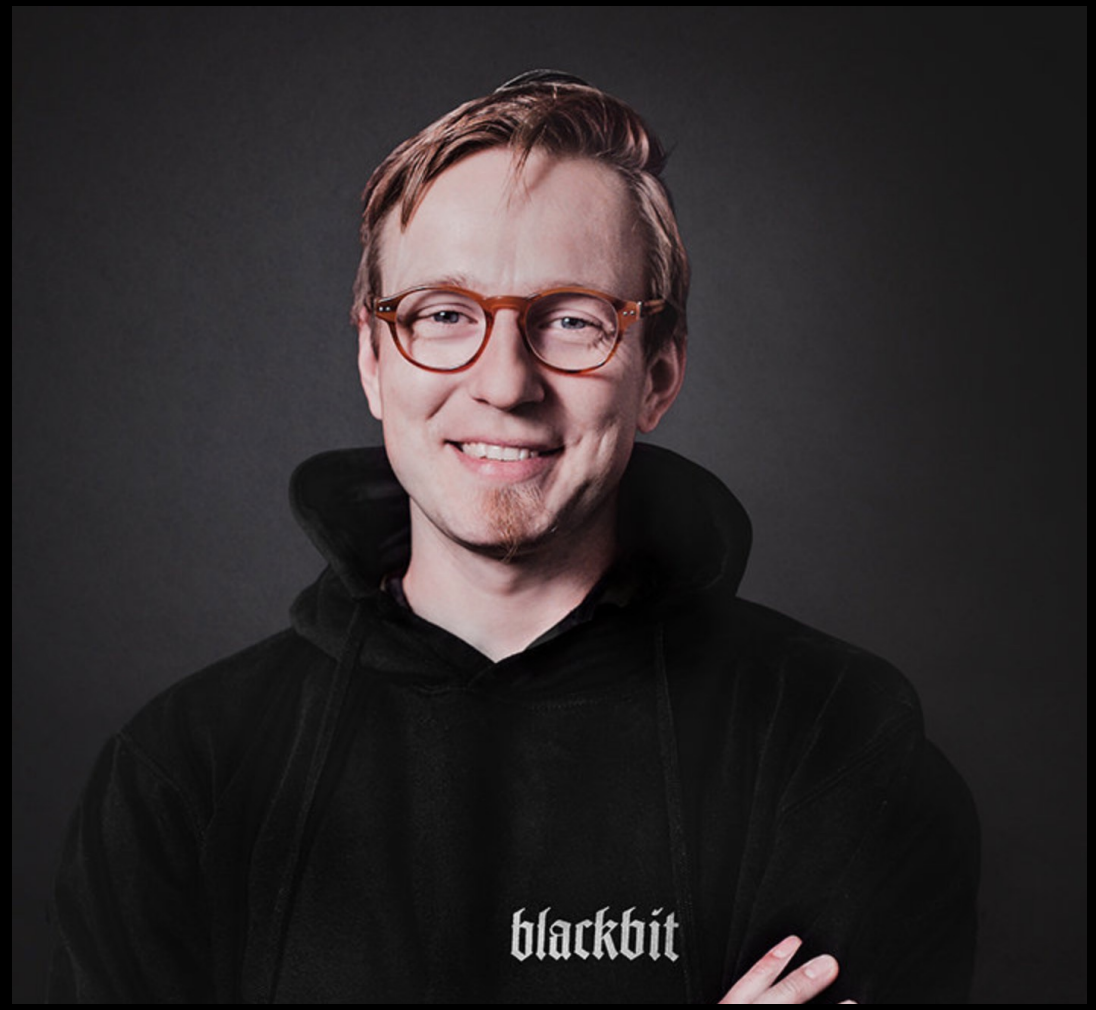

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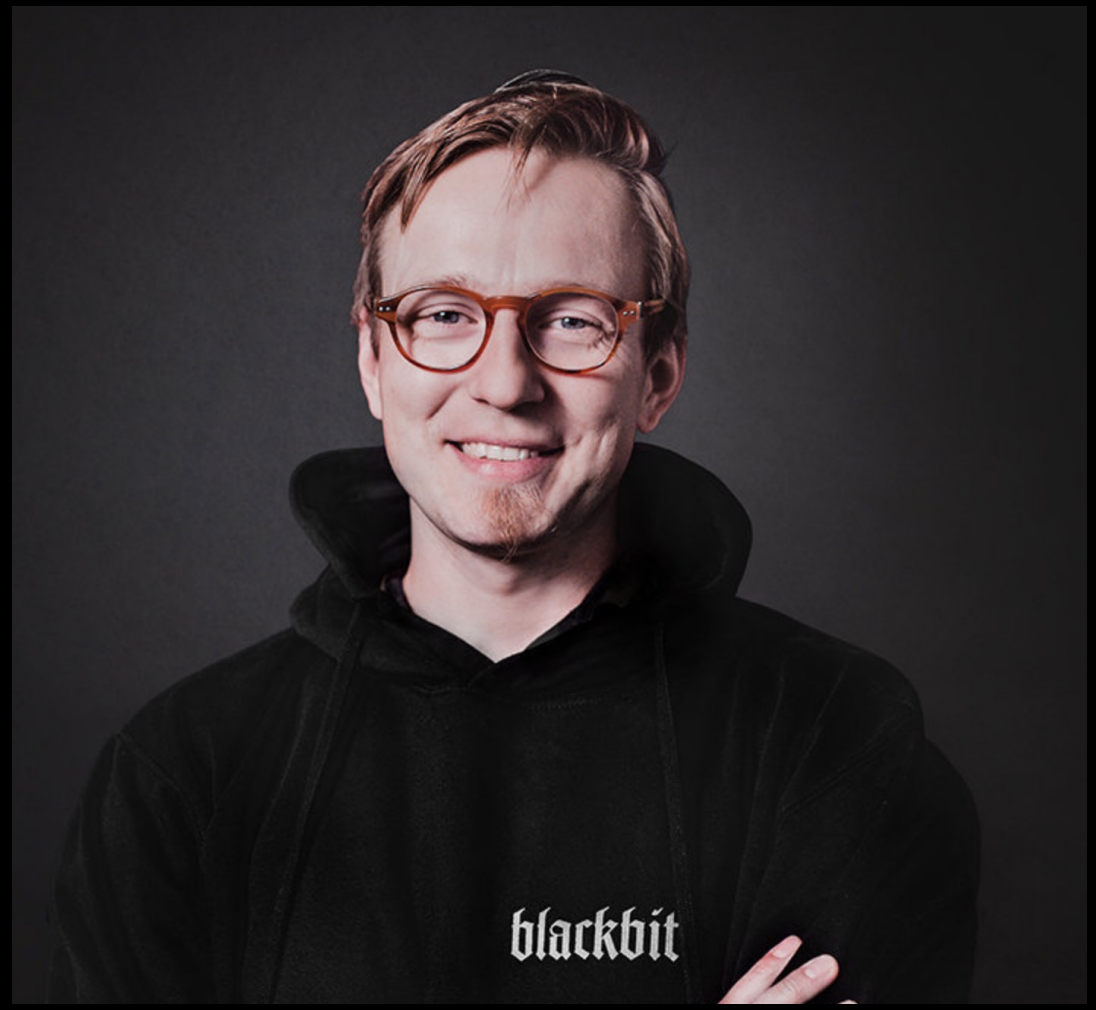

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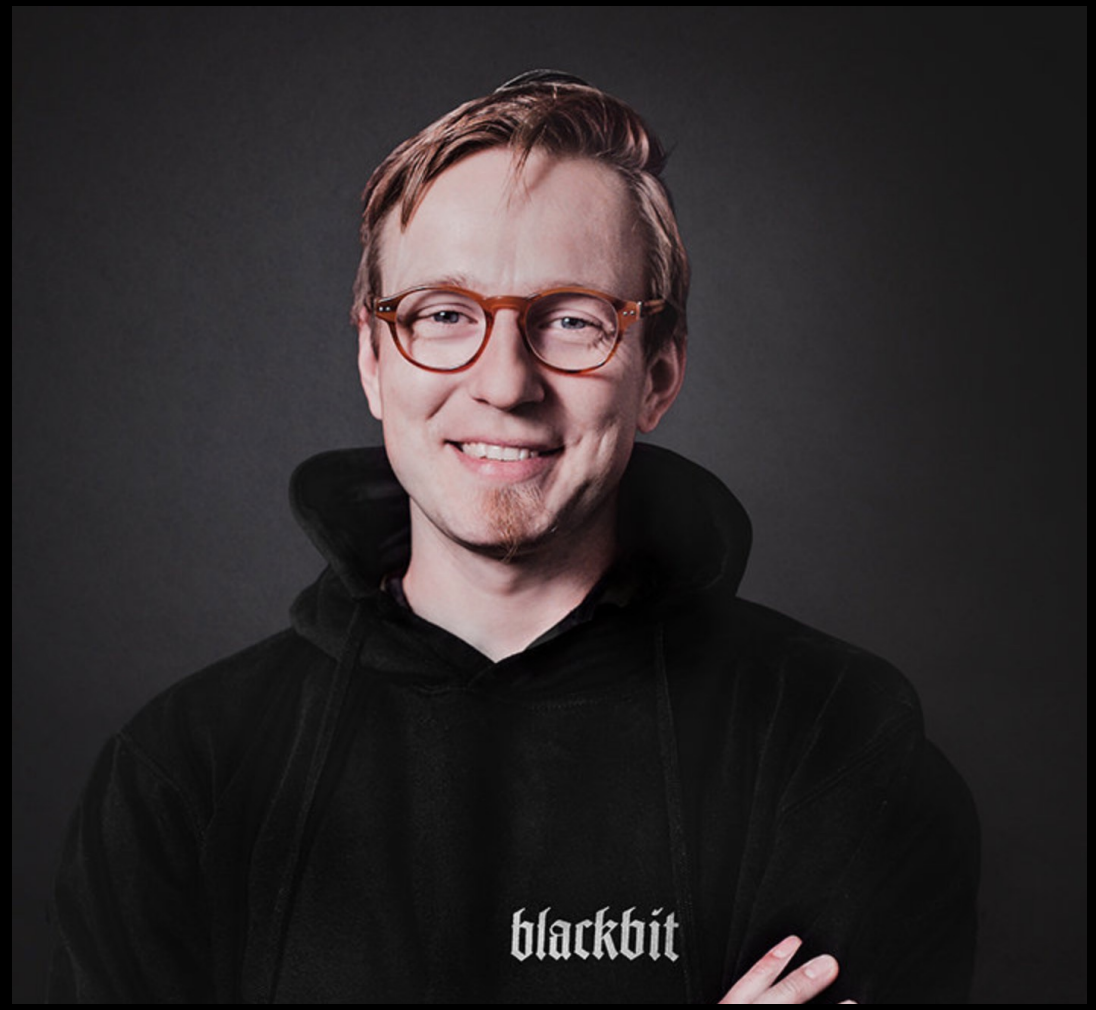

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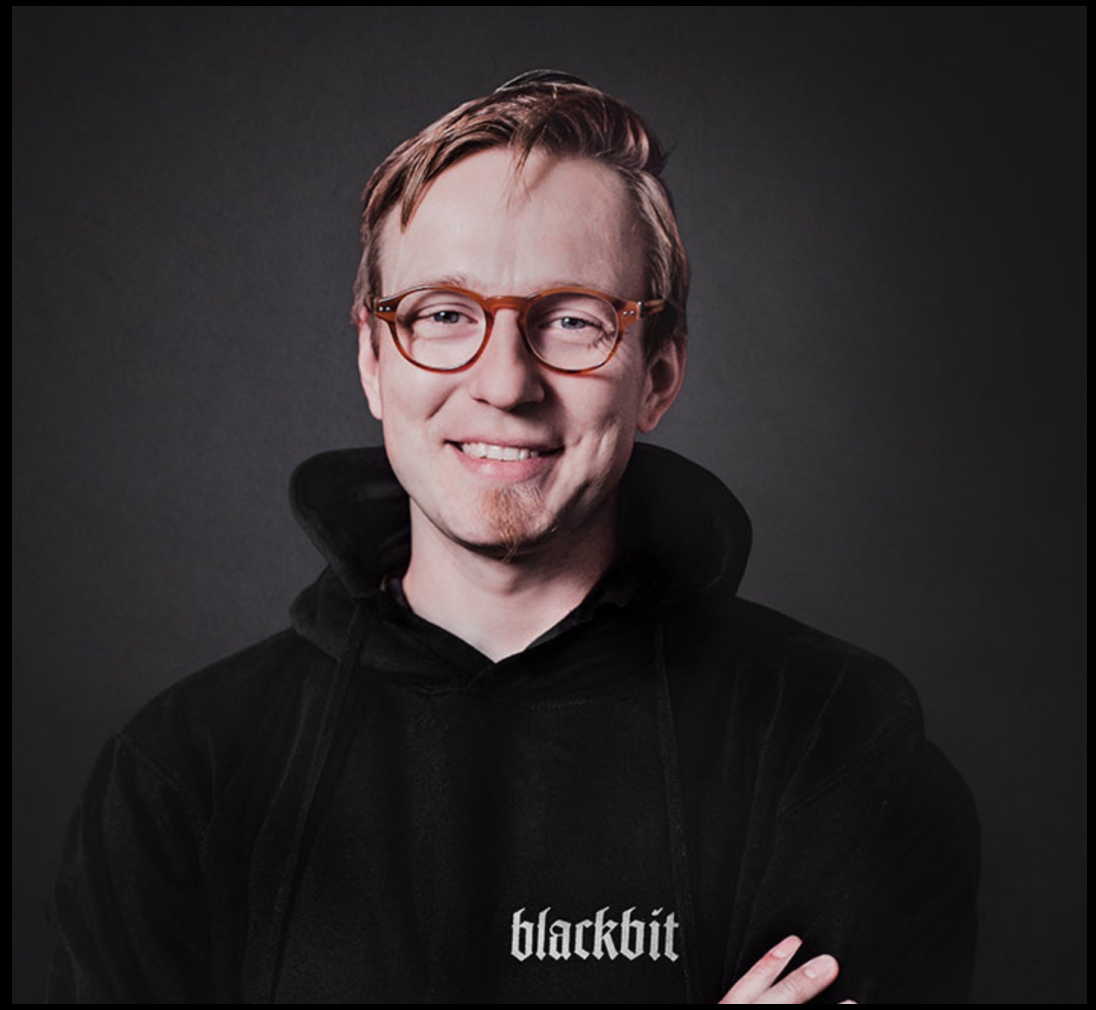

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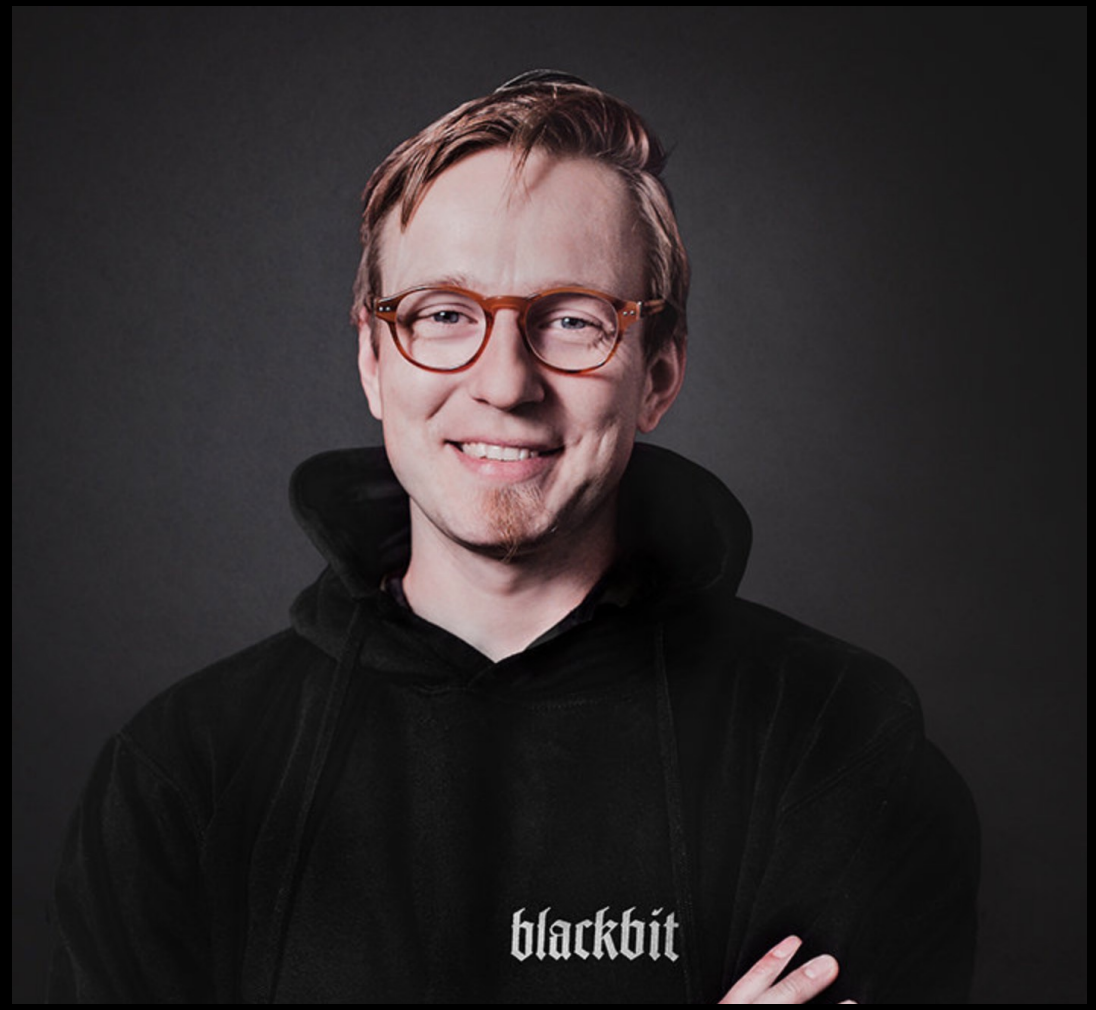

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  - Pimcore Community Contribution Rally 2020 Winner
  - Pimcore Contributor of the Month July 2021
- Specialist for imports, exports and automation with Pimcore

Data Director?

- Bundle for efficient connection of external systems to Pimcore (imports + exports)

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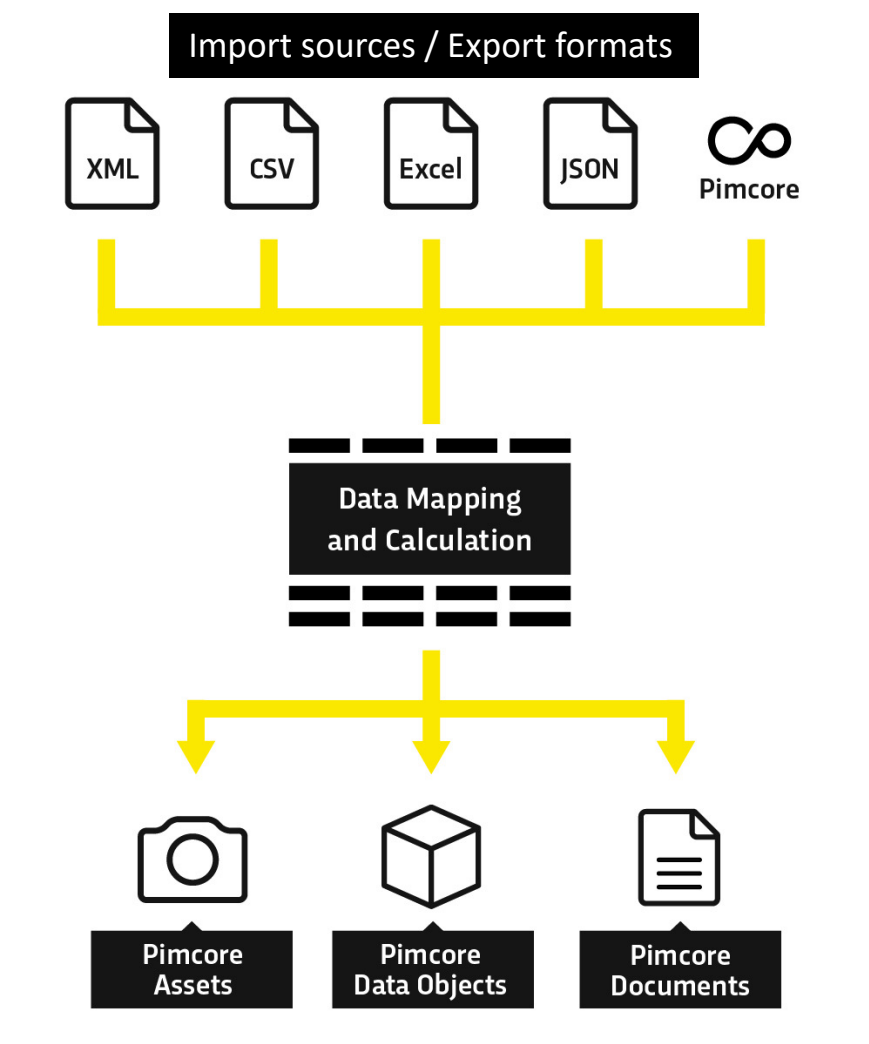
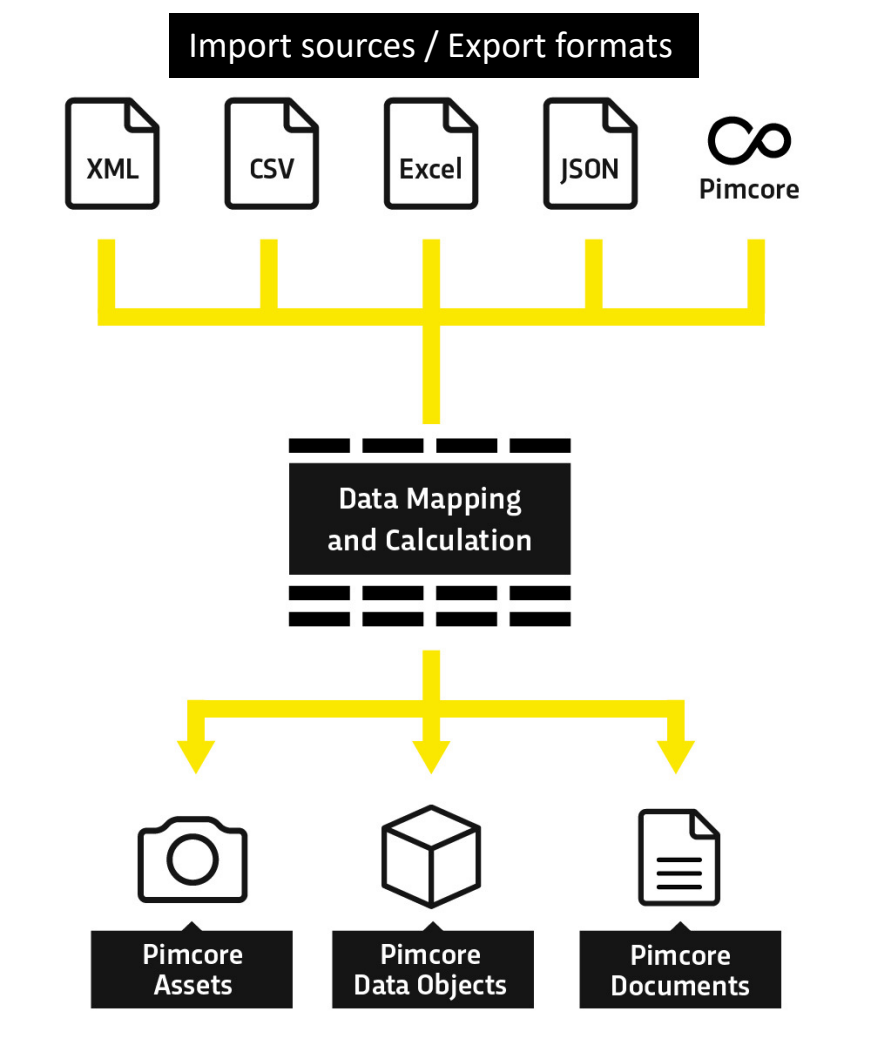
And lots more through our collaborations with agencies and Pimcore partners

Data Director – Process flow



Setup of imports:

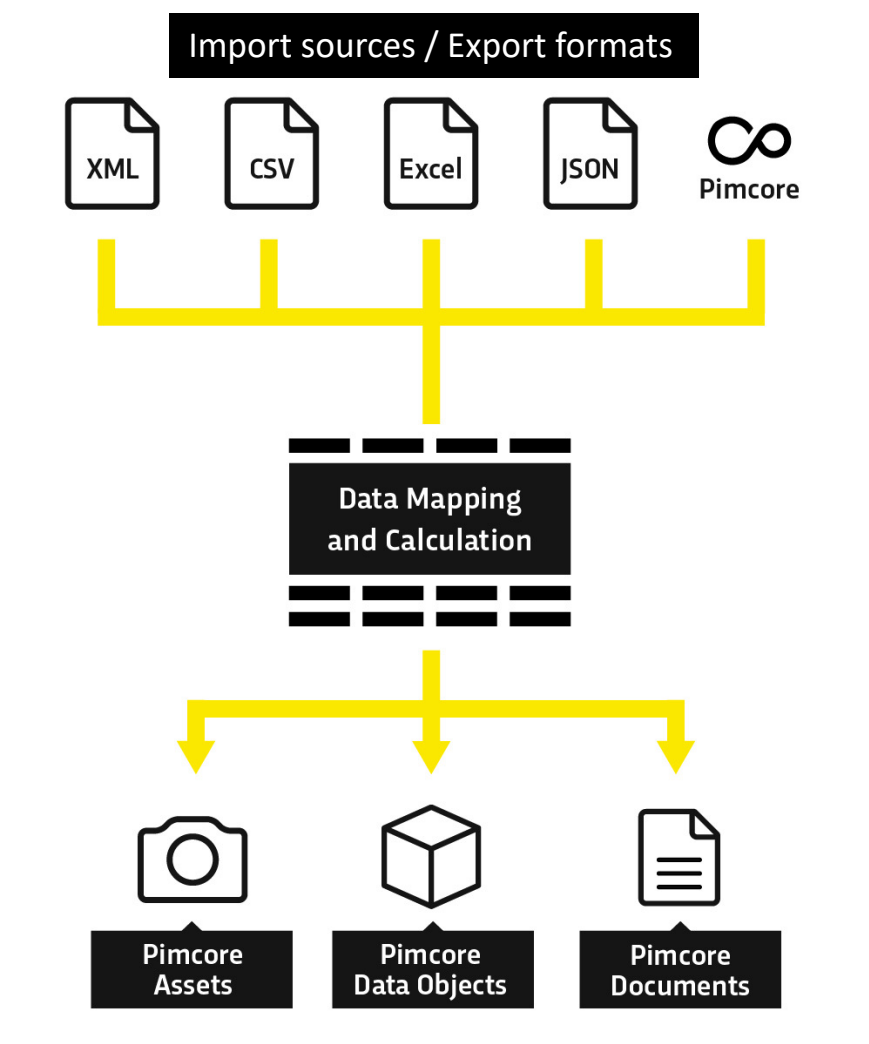
Data Director – Process flow



Setup of imports:

1. Extract raw data from data source

Data Director – Process flow



Setup of imports:

1. Extract raw data from data source
2. Map raw data fields to target class fields

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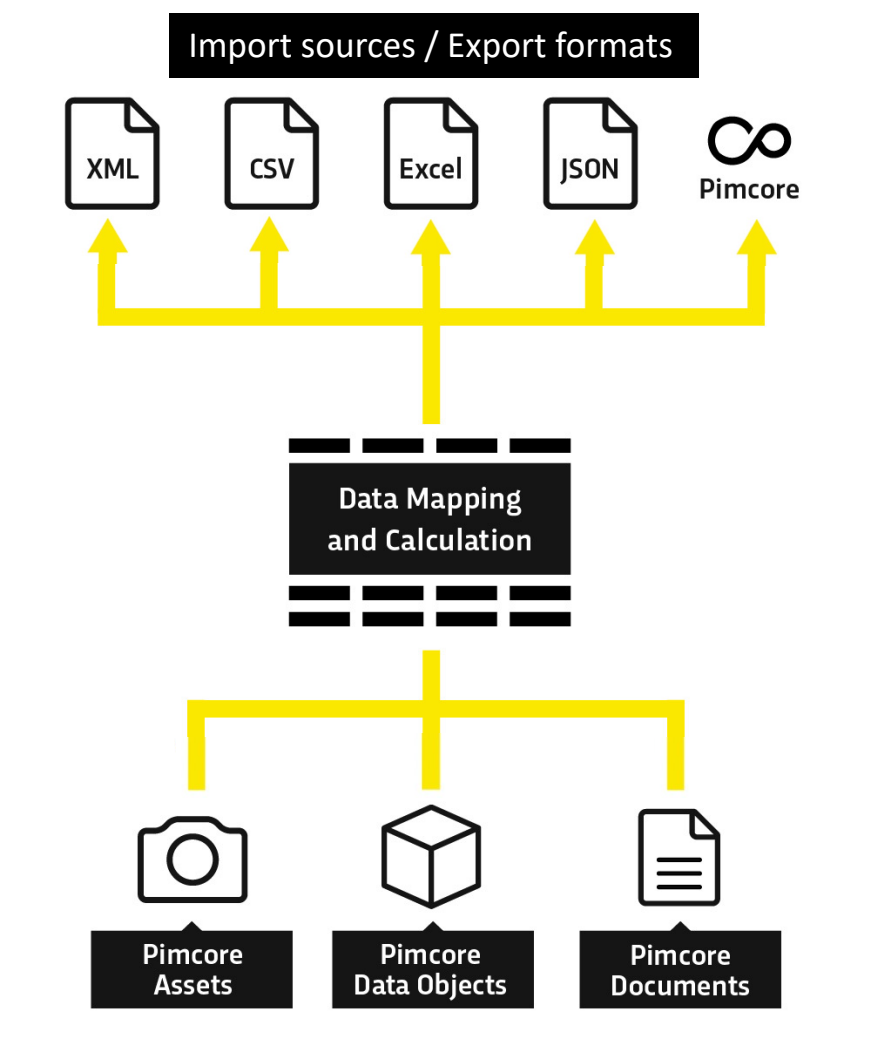

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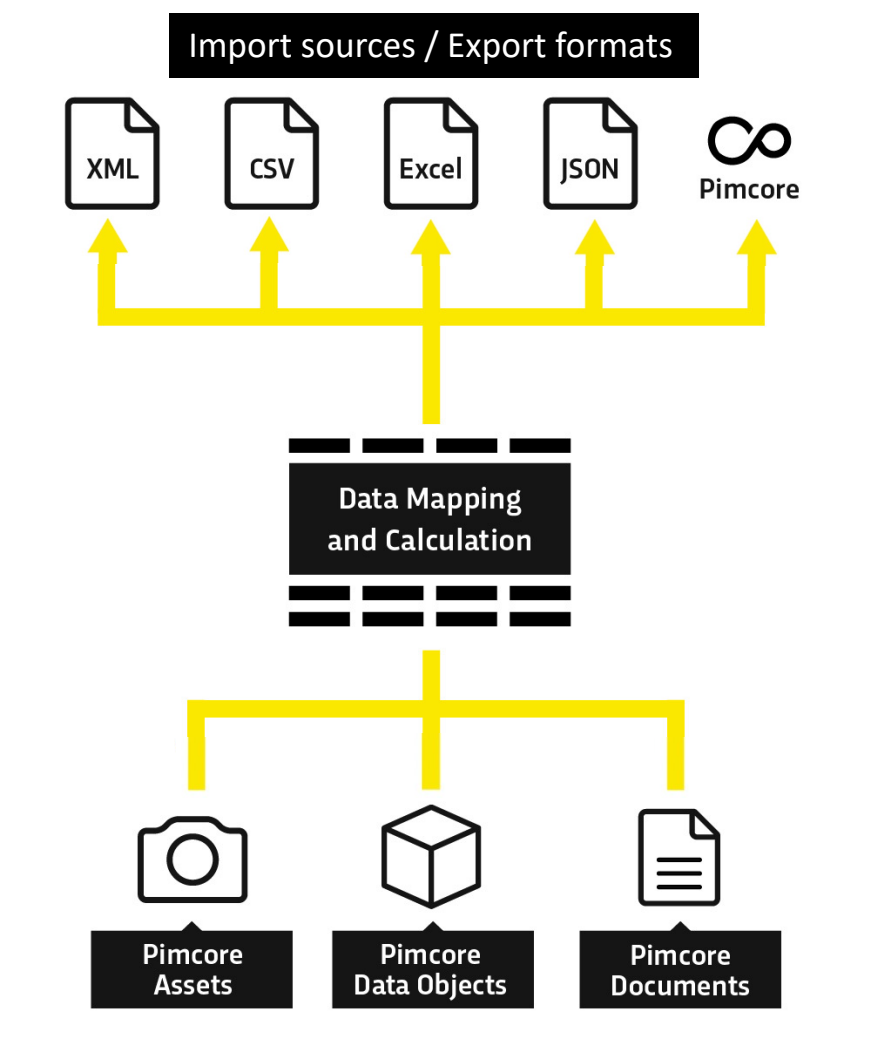

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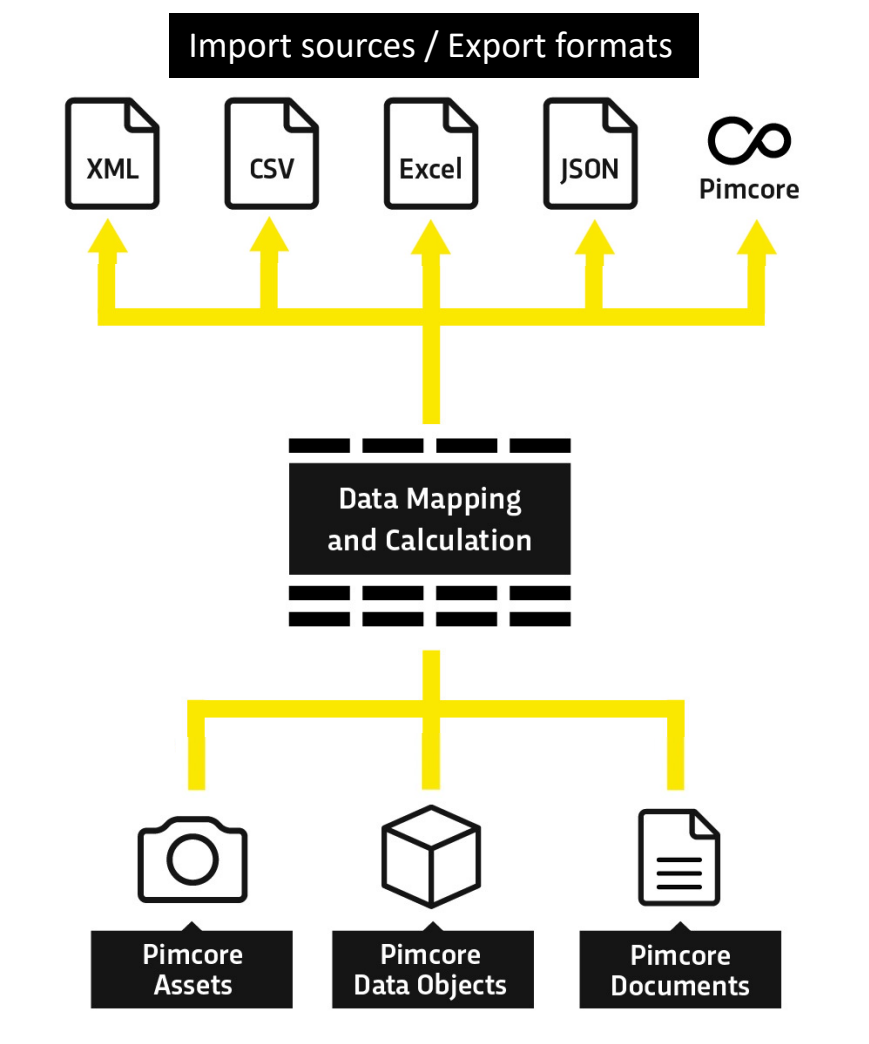
Setup of exports:

1. Extract raw data from Pimcore elements

Data Director – Process flow



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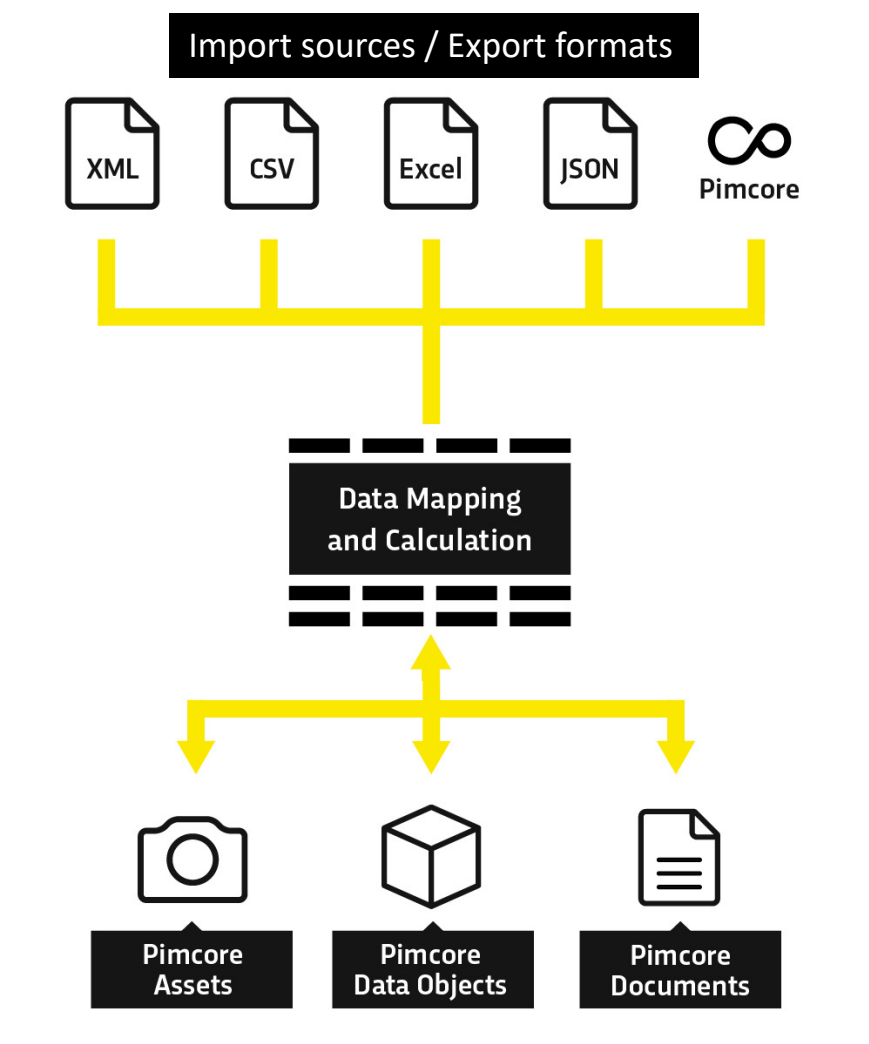
Setup of exports:

1. Extract raw data from Pimcore elements
2. Map raw data fields to fields of export document

Data Director – Process flow



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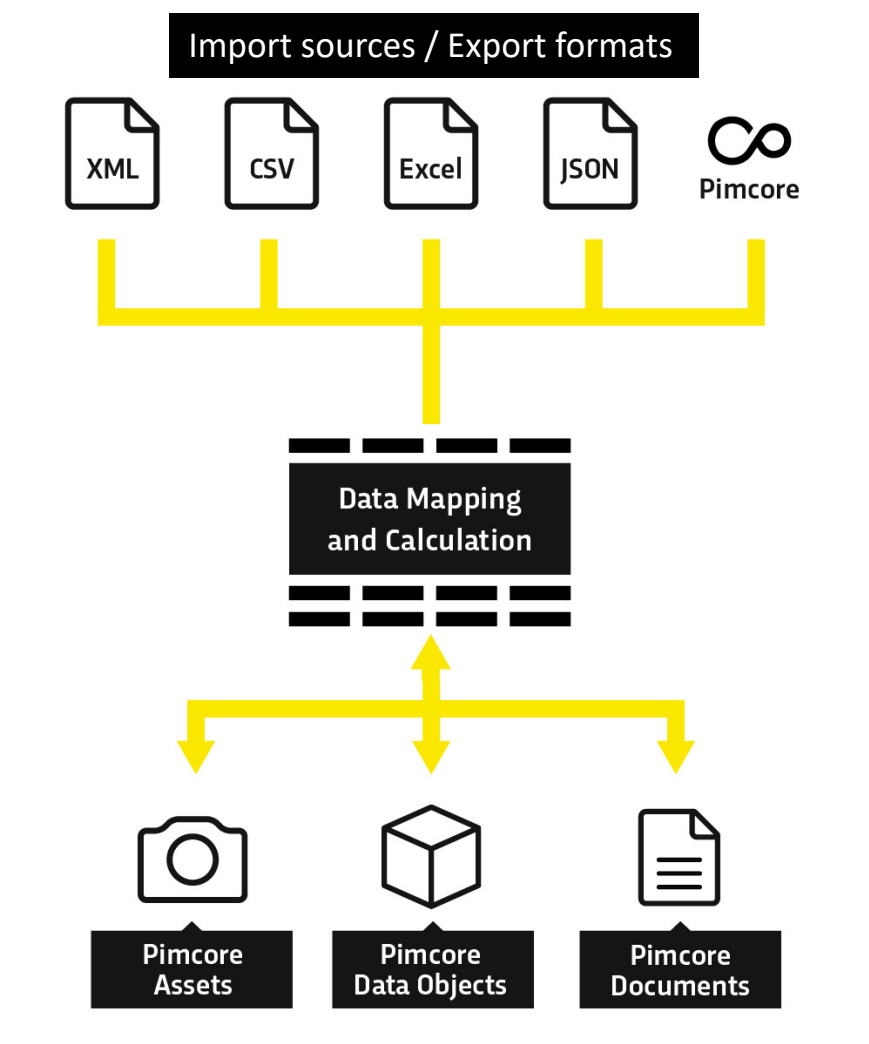

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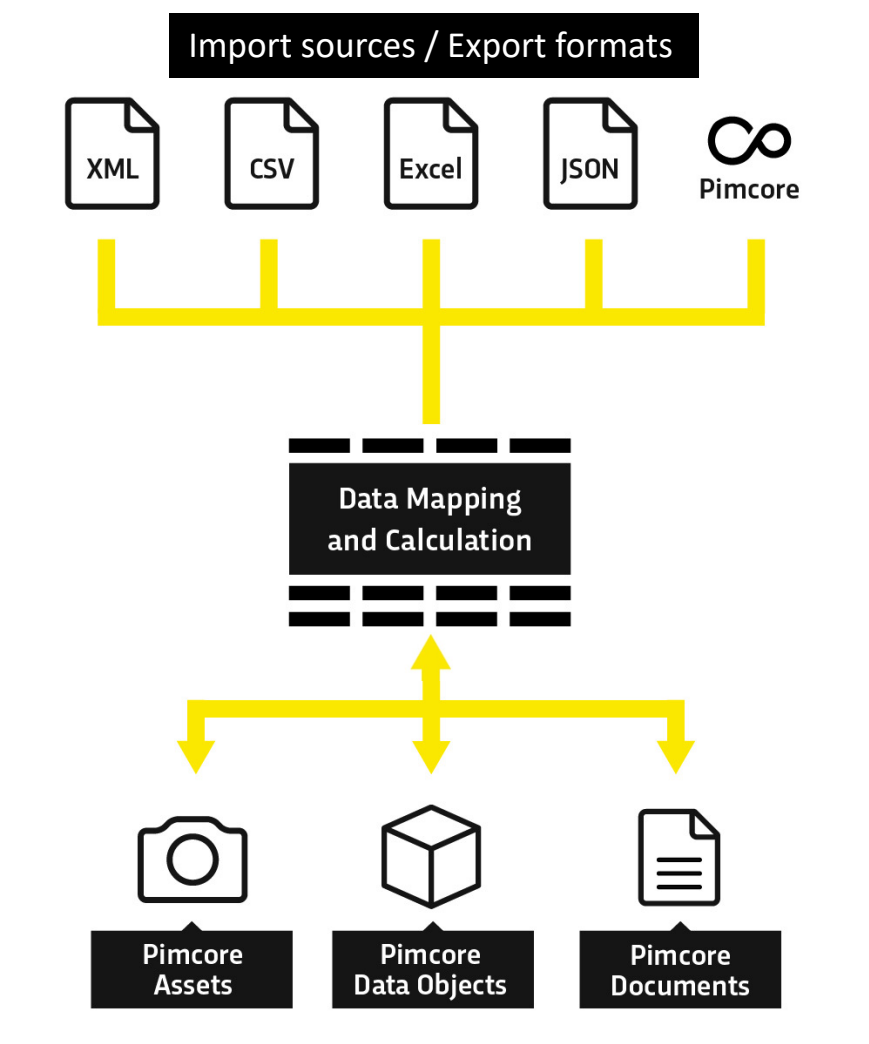

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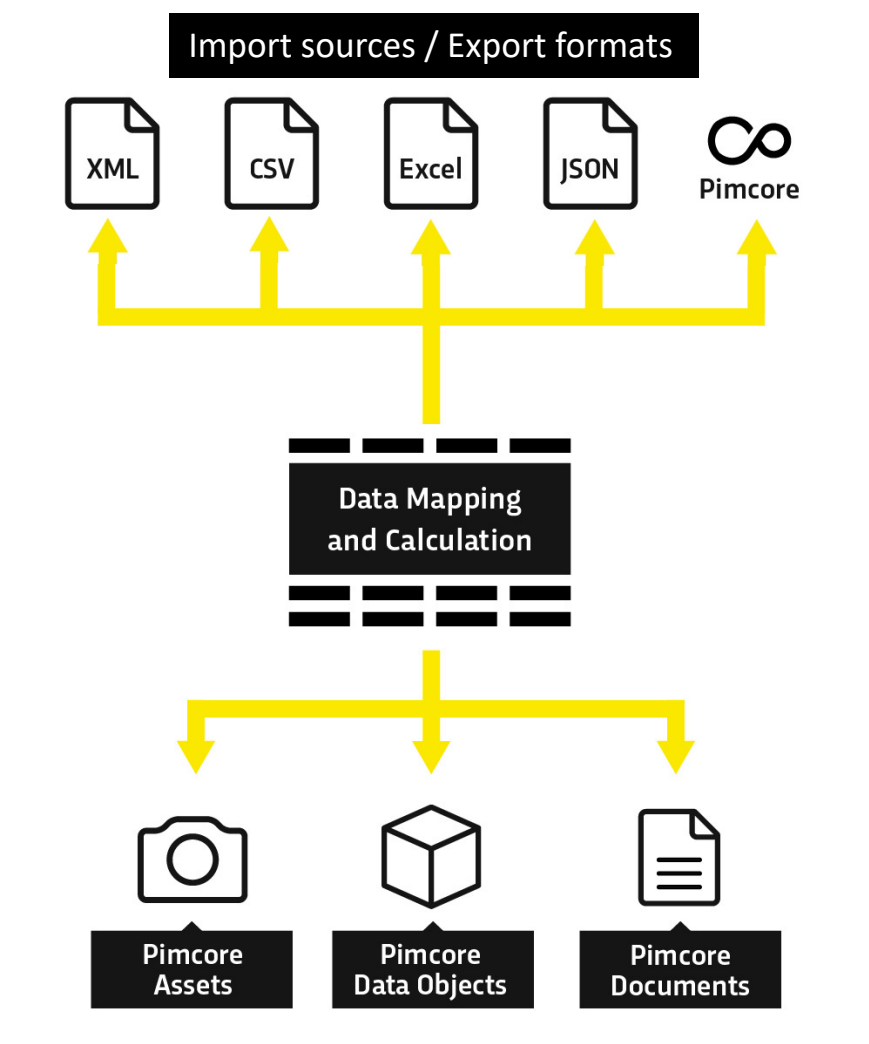

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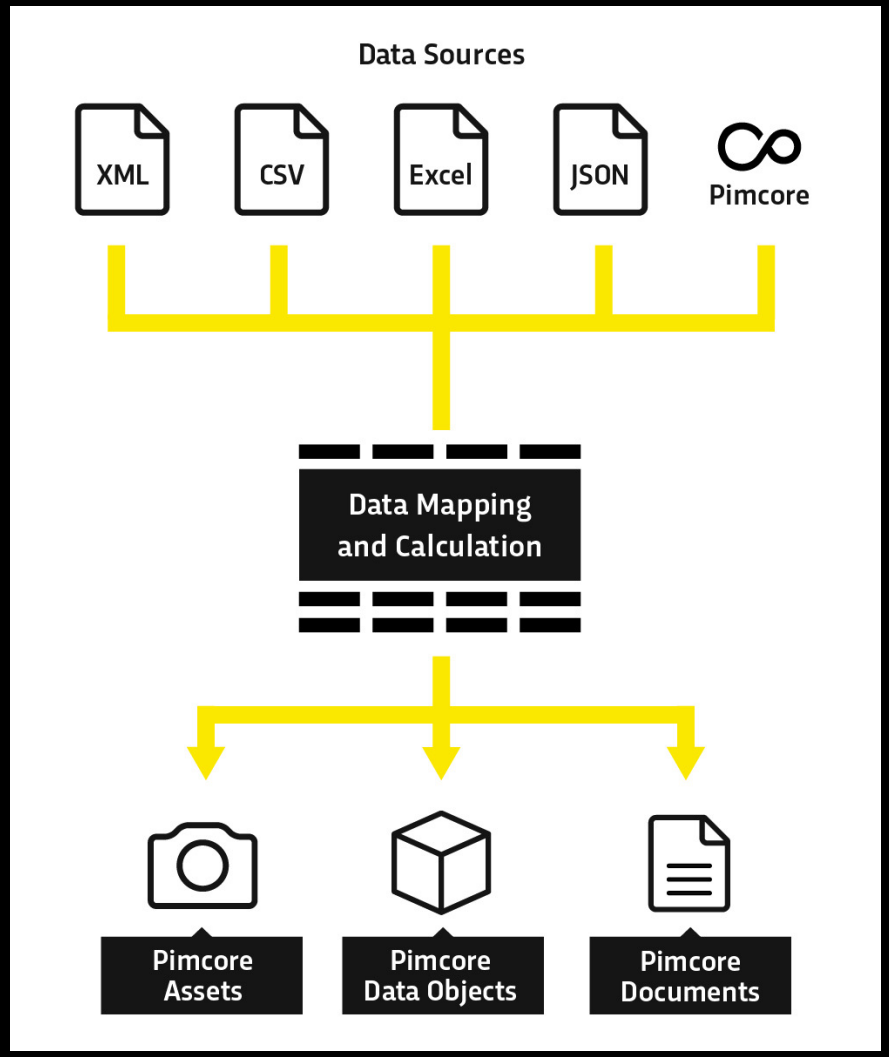
ALL THE SAME!
UNIFIED INTERFACE FOR ALL OPERATIONS

Live Demo Import



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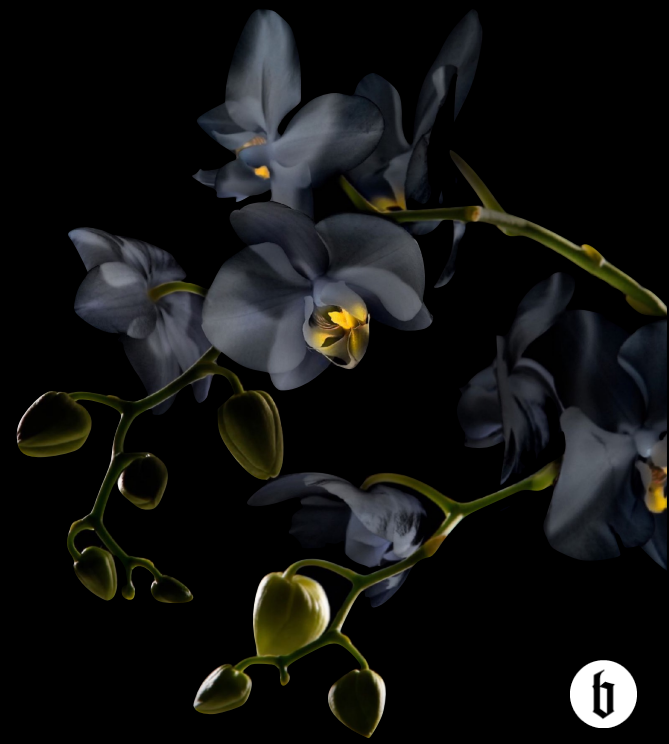
There are plenty of other fish in the sea

Advantages of Data Director compared to other bundles

Imports



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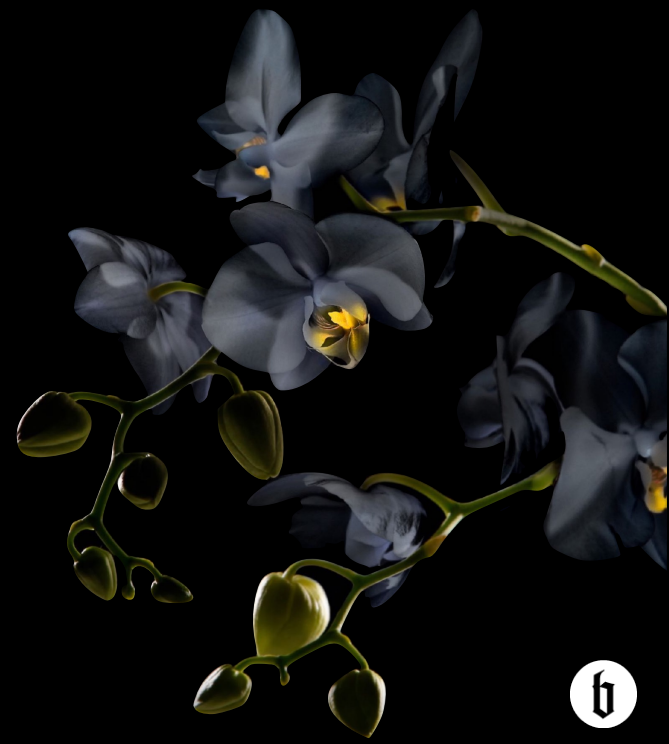
Flexible import resources

- Pimcore assets or filesystem:
  - Files



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Flexible import resources

- Pimcore assets or filesystem:
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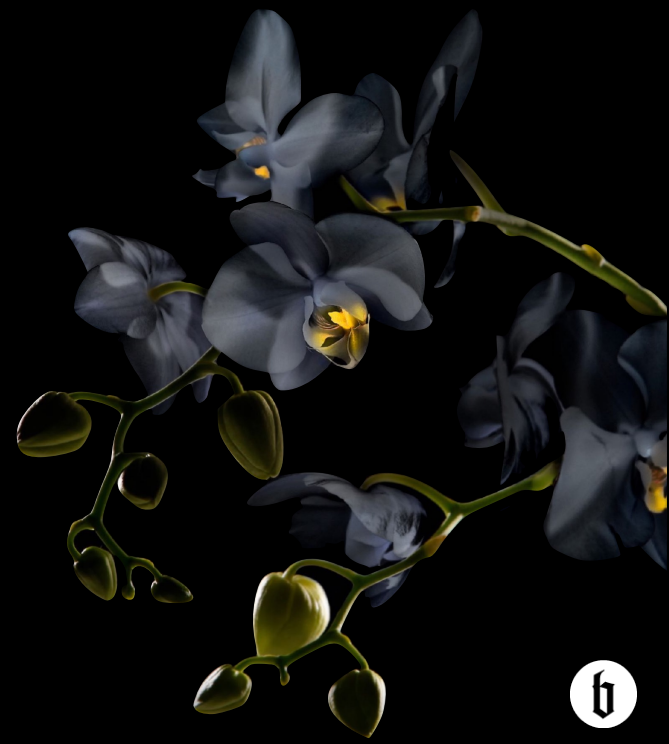

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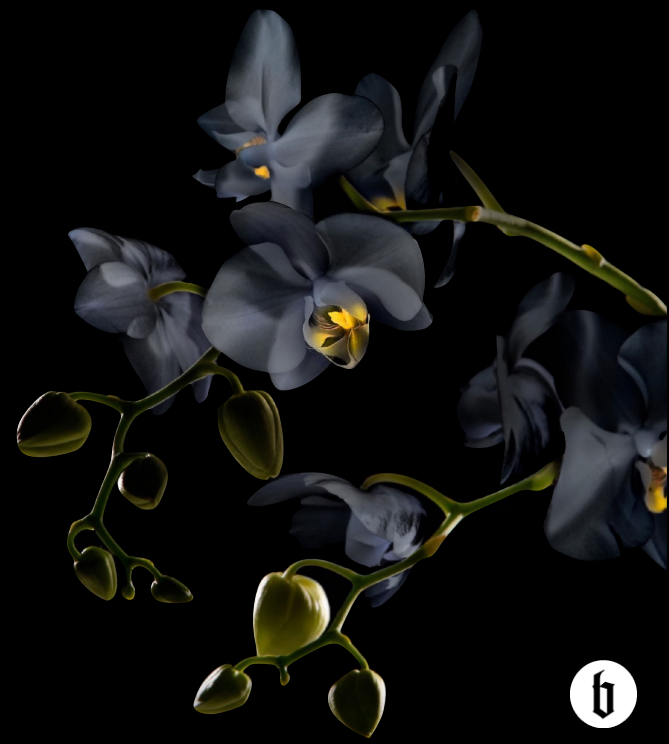

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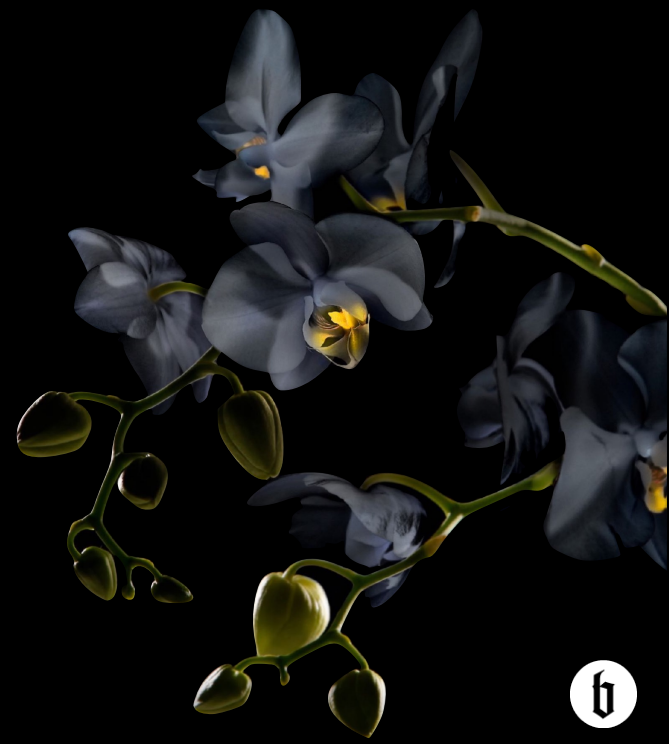

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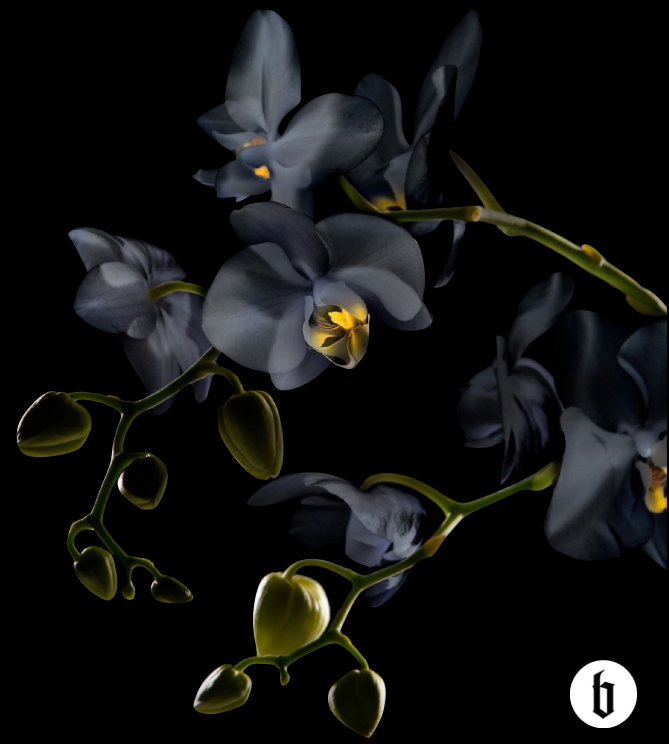

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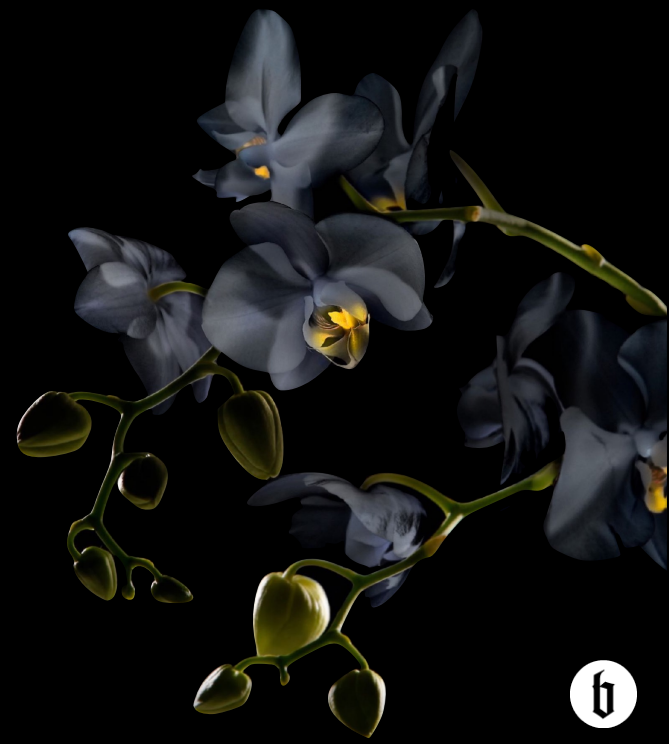
- URLs
- cURL requests



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Flexible import resources

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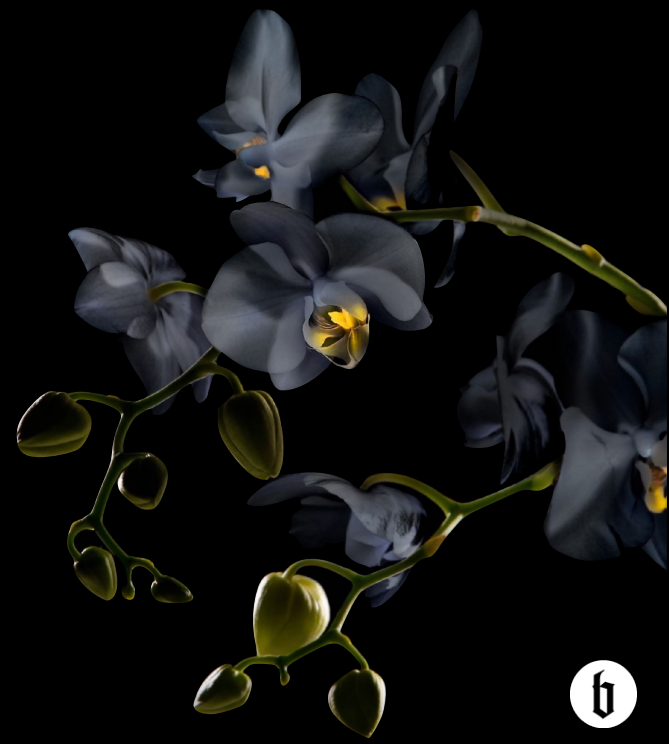
- Custom PHP scripts



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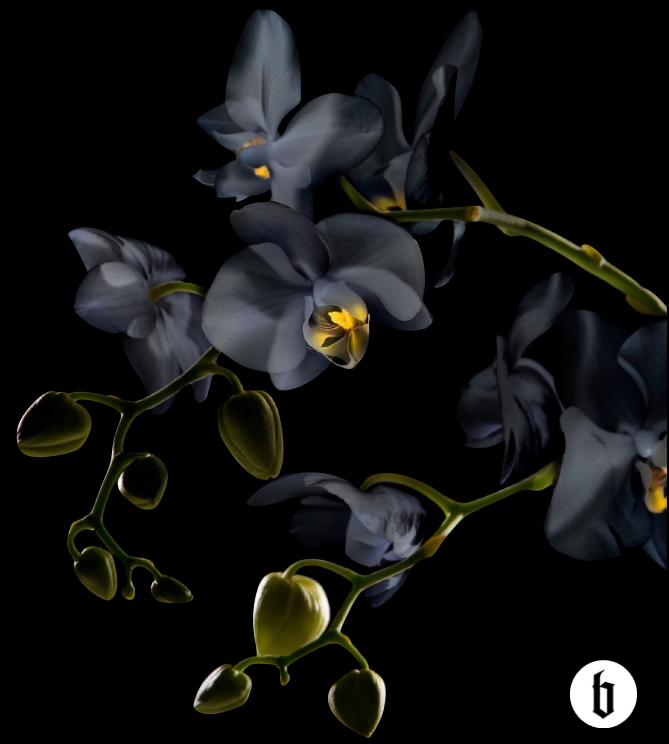
Flexible import source formats

- CSV



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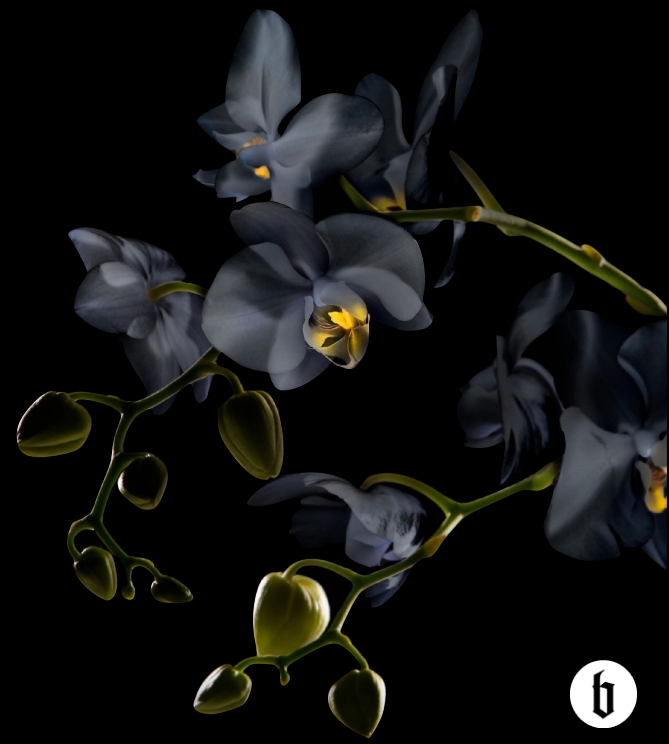
Flexible import source formats

- CSV
- XML / HTML



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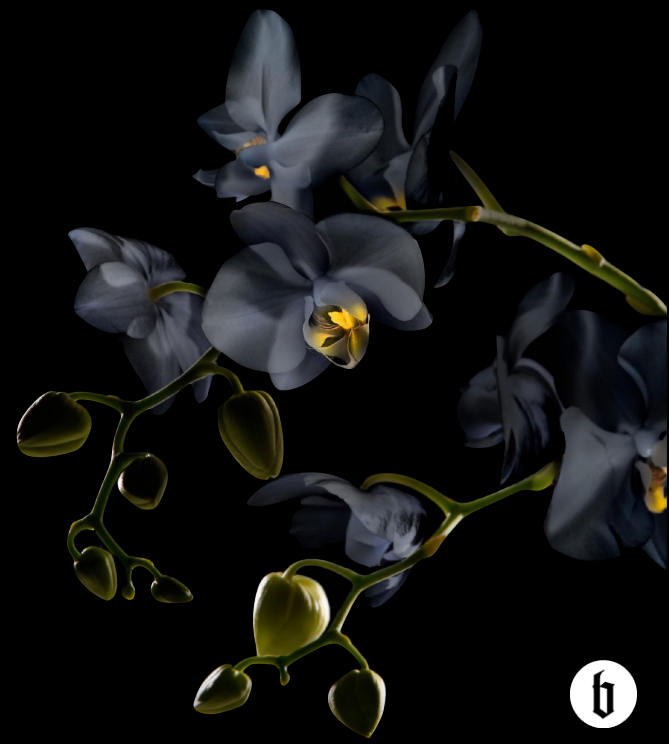
Flexible import source formats

- CSV
- XML / HTML
- JSON



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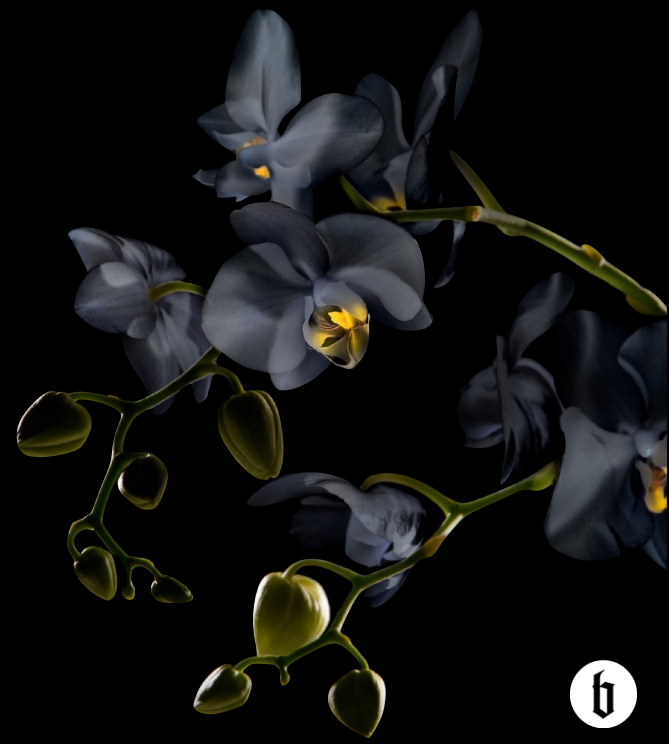
Flexible import source formats

- CSV
- XML / HTML
- JSON
- Excel



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- JSON
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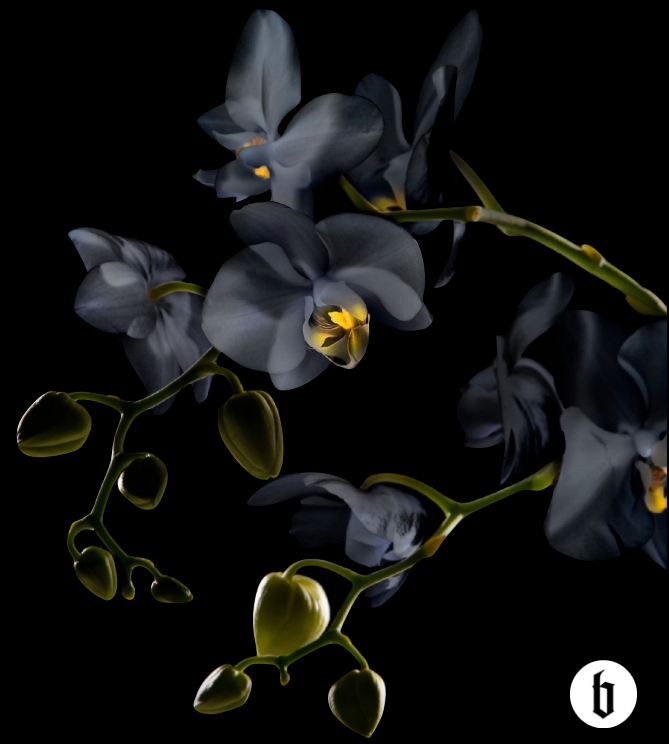
- Pimcore elements (data objects, assets, documents)



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Flexible import source formats

- CSV
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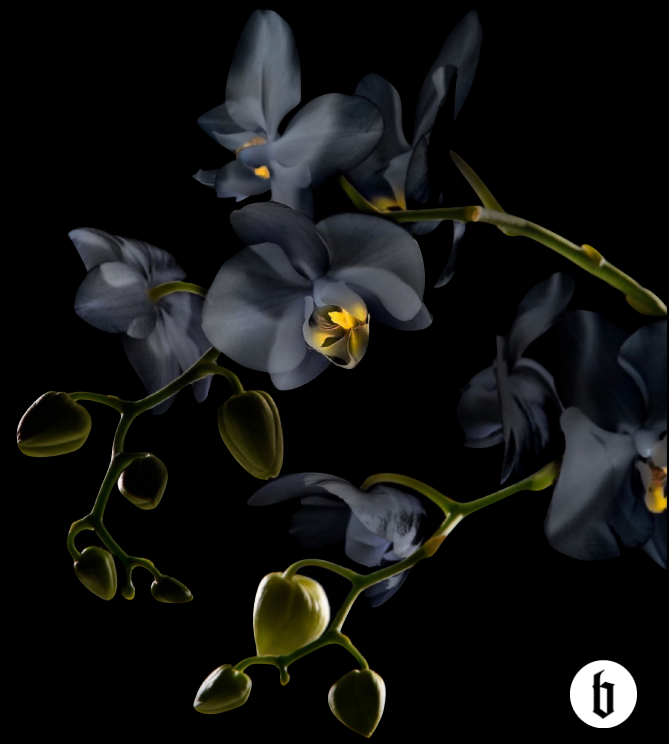
- Pimcore elements (data objects, assets, documents)
- Pimcore reports



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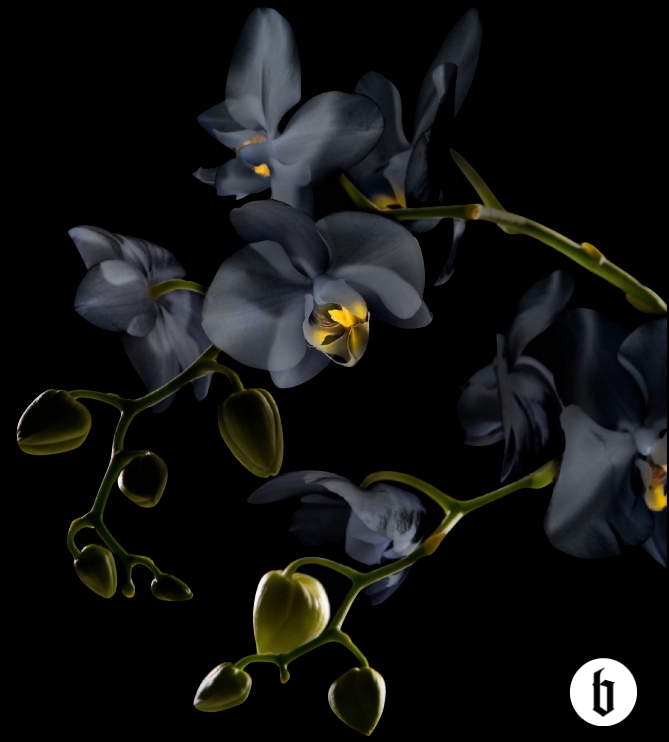
- File system



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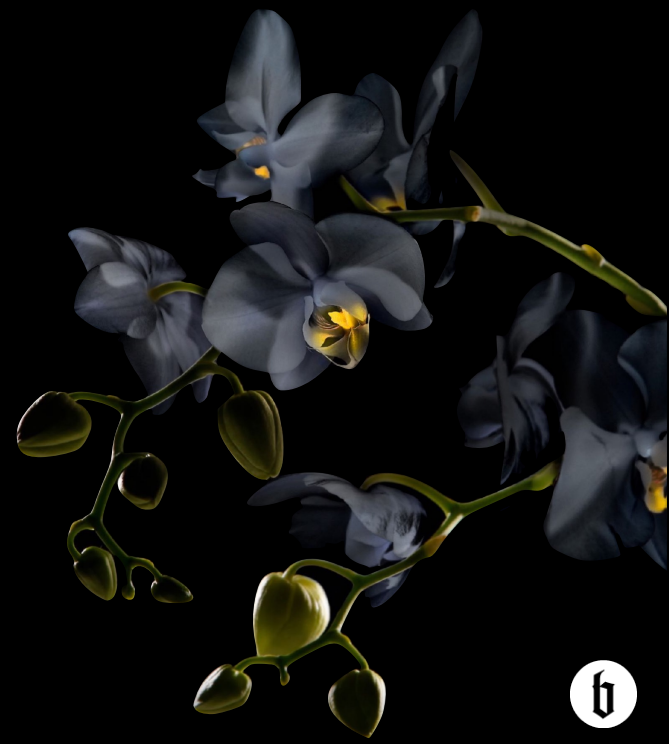
Context-sensitivity

- Skip items if certain criteria are not fulfilled



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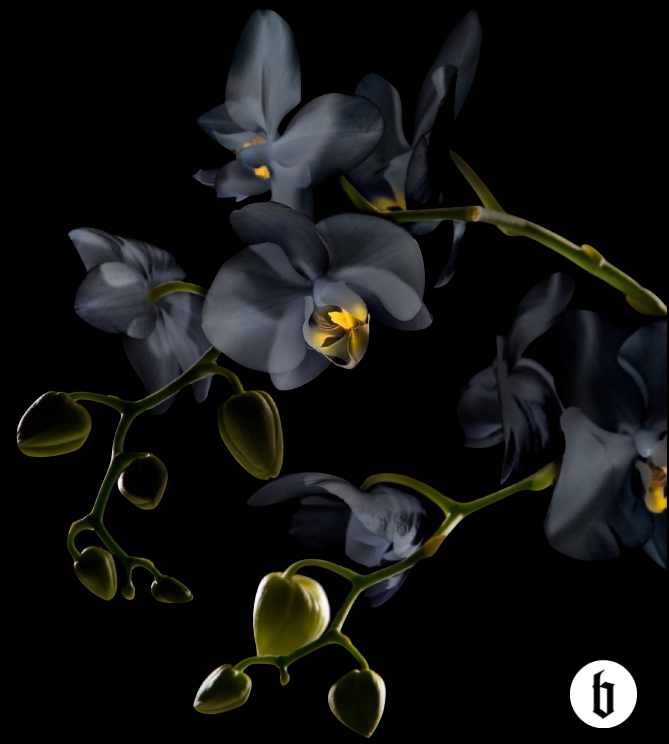
Context-sensitivity

- Skip items if certain criteria are not fulfilled
- Option to not overwrite field value if already filled



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Context-sensitivity

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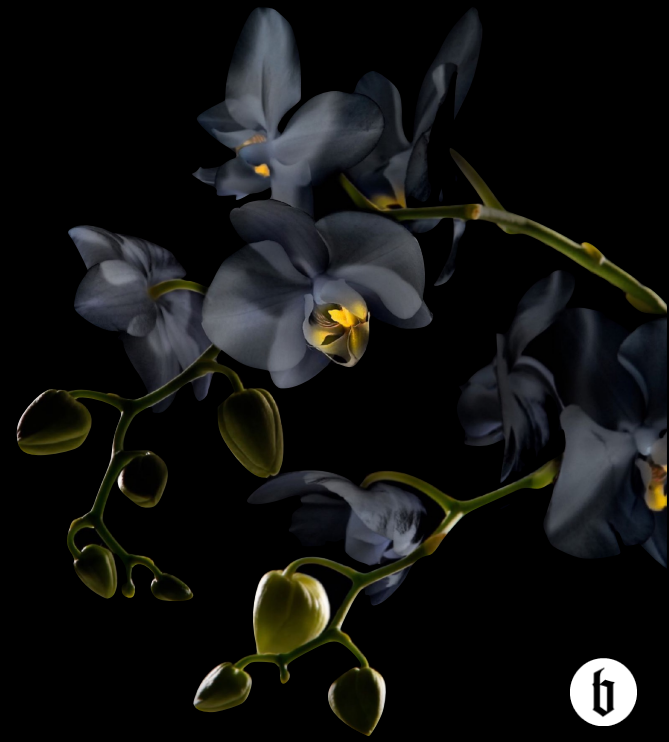
- Option to not overwrite field value if already filled
- Option to only create new objects / only update existing objects



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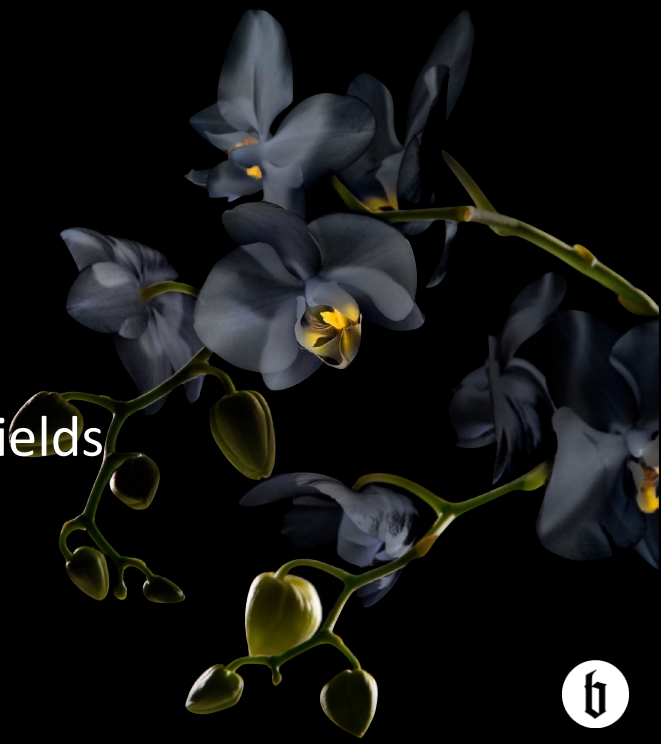
- Option to only create new objects / only update existing objects
- Depend import behaviour on value of other import or target object fields



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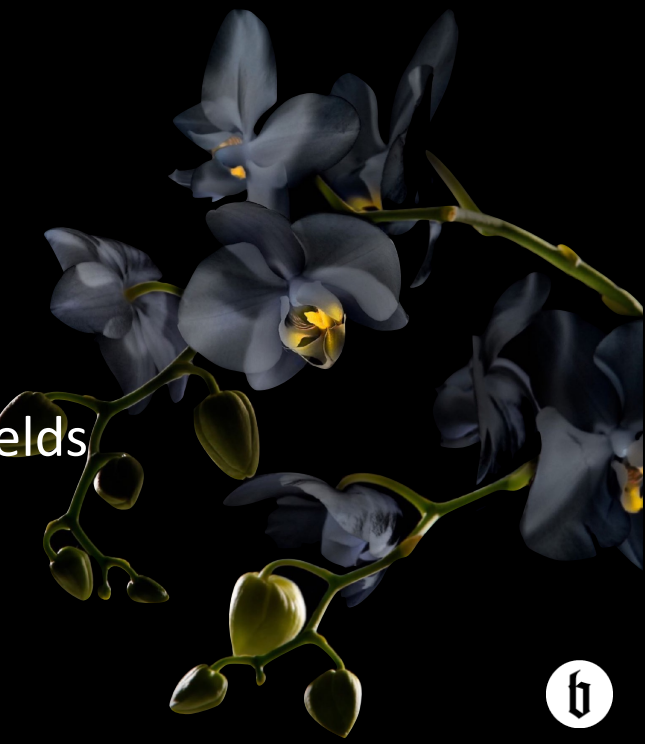
Context-sensitivity

- Skip items if certain criteria are not fulfilled
- Option to not overwrite field value if already filled
- Option to only create new objects / only update existing objects
- Depend import behaviour on value of other import or target object fields
- Create / Update multiple objects from one raw data item



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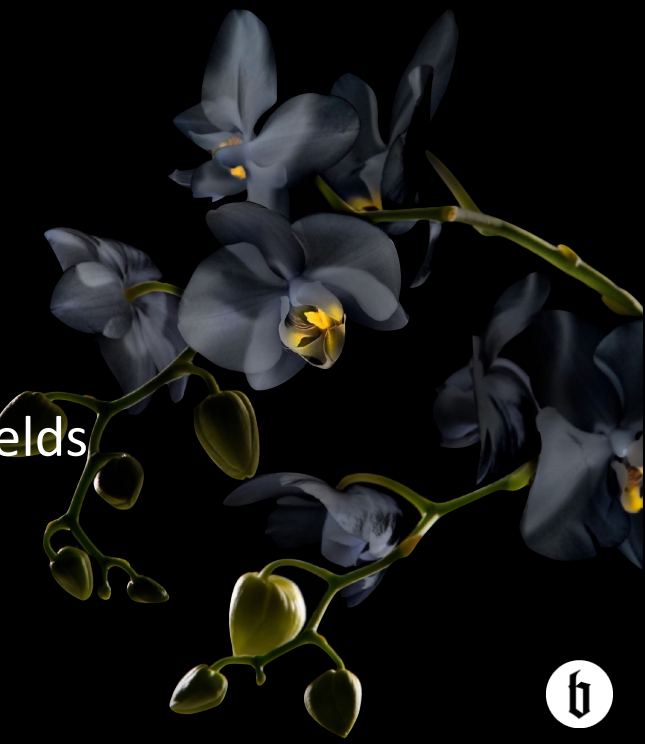
Context-sensitivity

- Skip items if certain criteria are not fulfilled
- Option to not overwrite field value if already filled
- Option to only create new objects / only update existing objects
- Depend import behaviour on value of other import or target object fields
- Create / Update multiple objects from one raw data item
- Correctly handle unpublished versions



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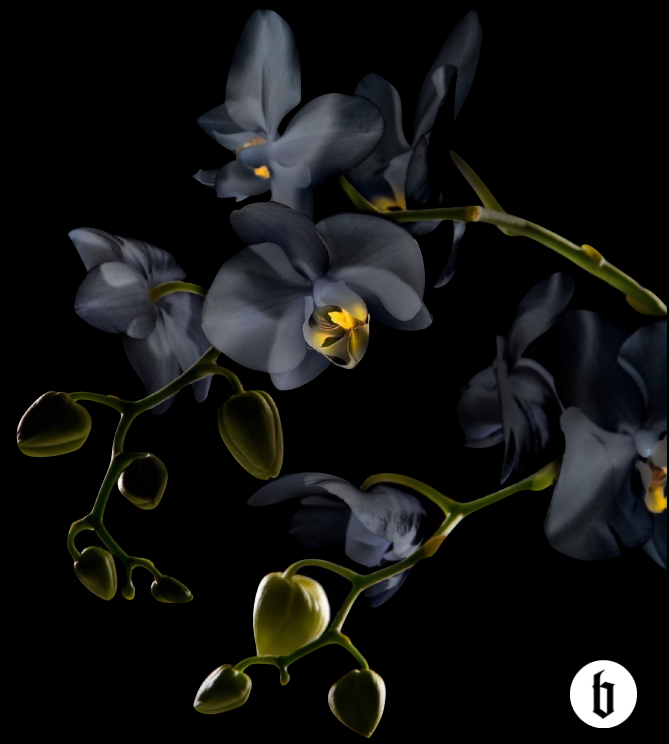
Performance

- Streaming import files → allows for huge import files while keeping memory consumption low



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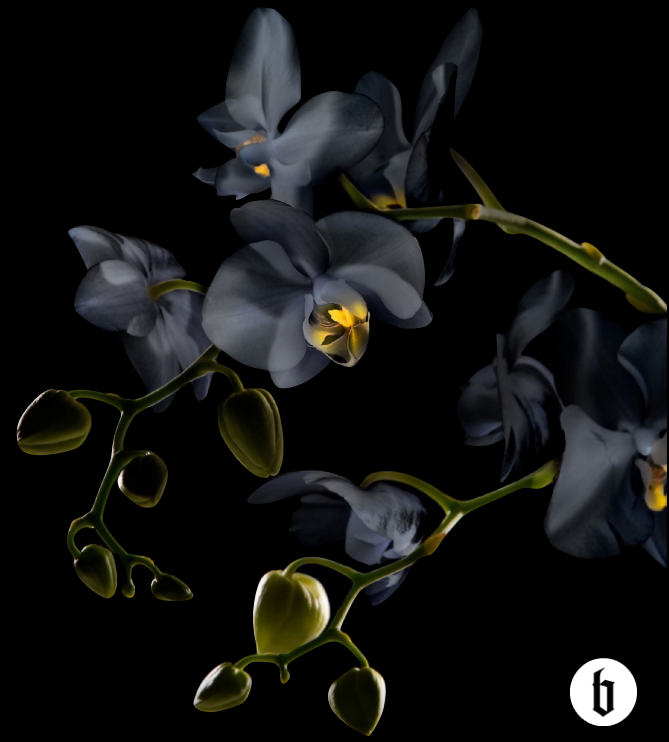

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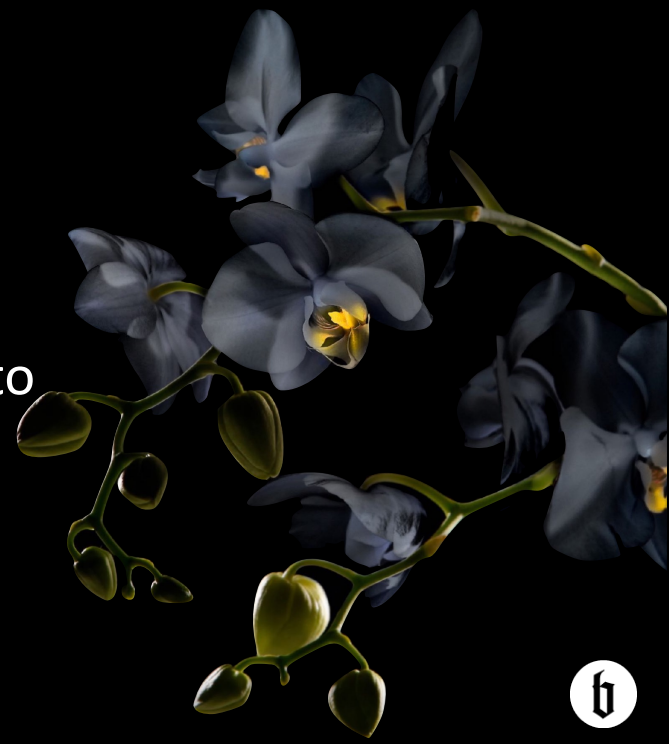
- Fetch related objects only once when multiple raw data items refer to same element



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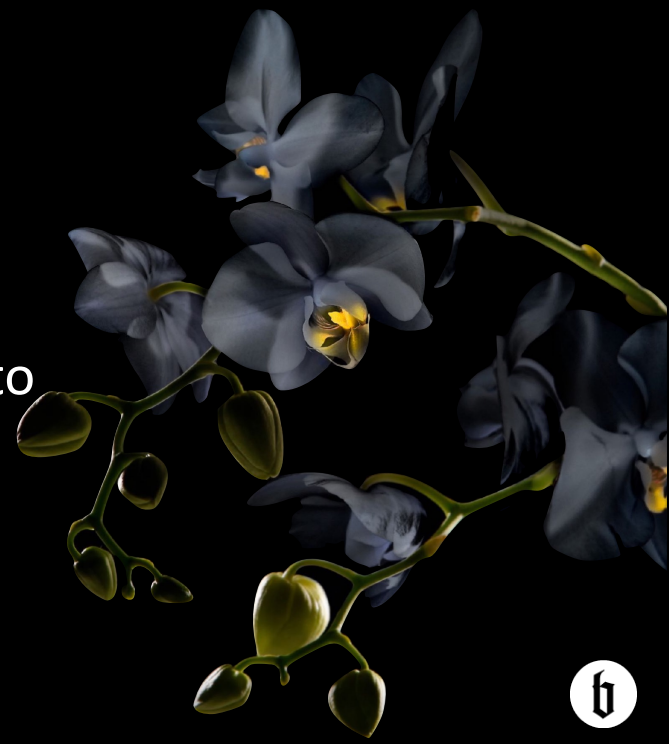
- Dirty Detection for all fields: Save only if import changed any data



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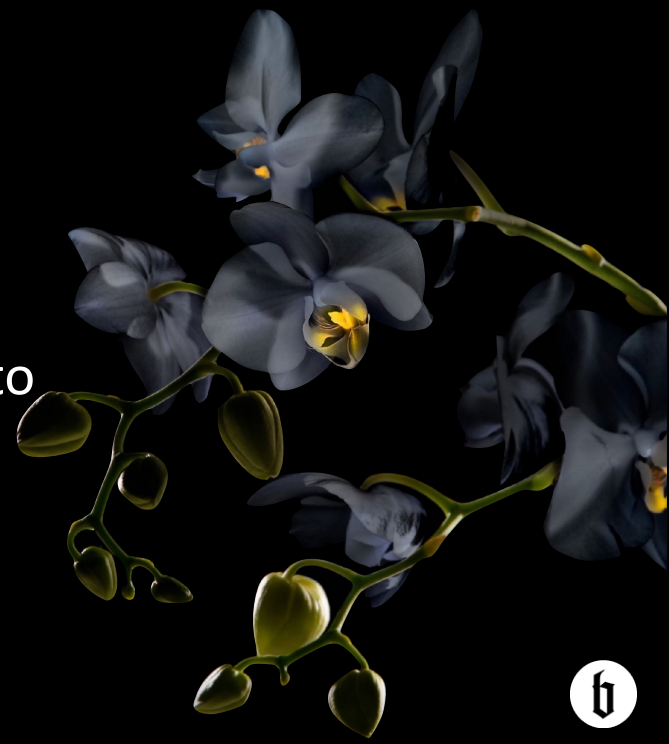

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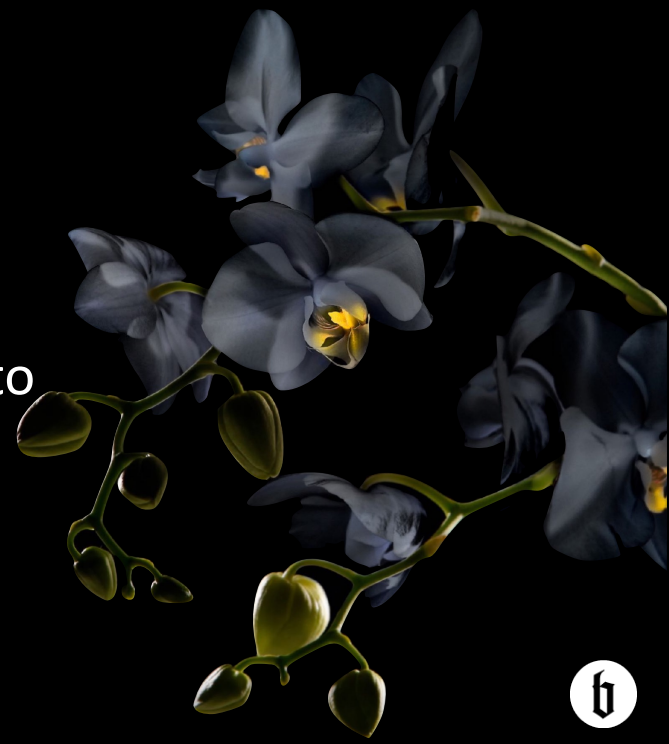
- Save only once if multiple raw data items belong to same object
- → Side effect of less saving: cleaner version history



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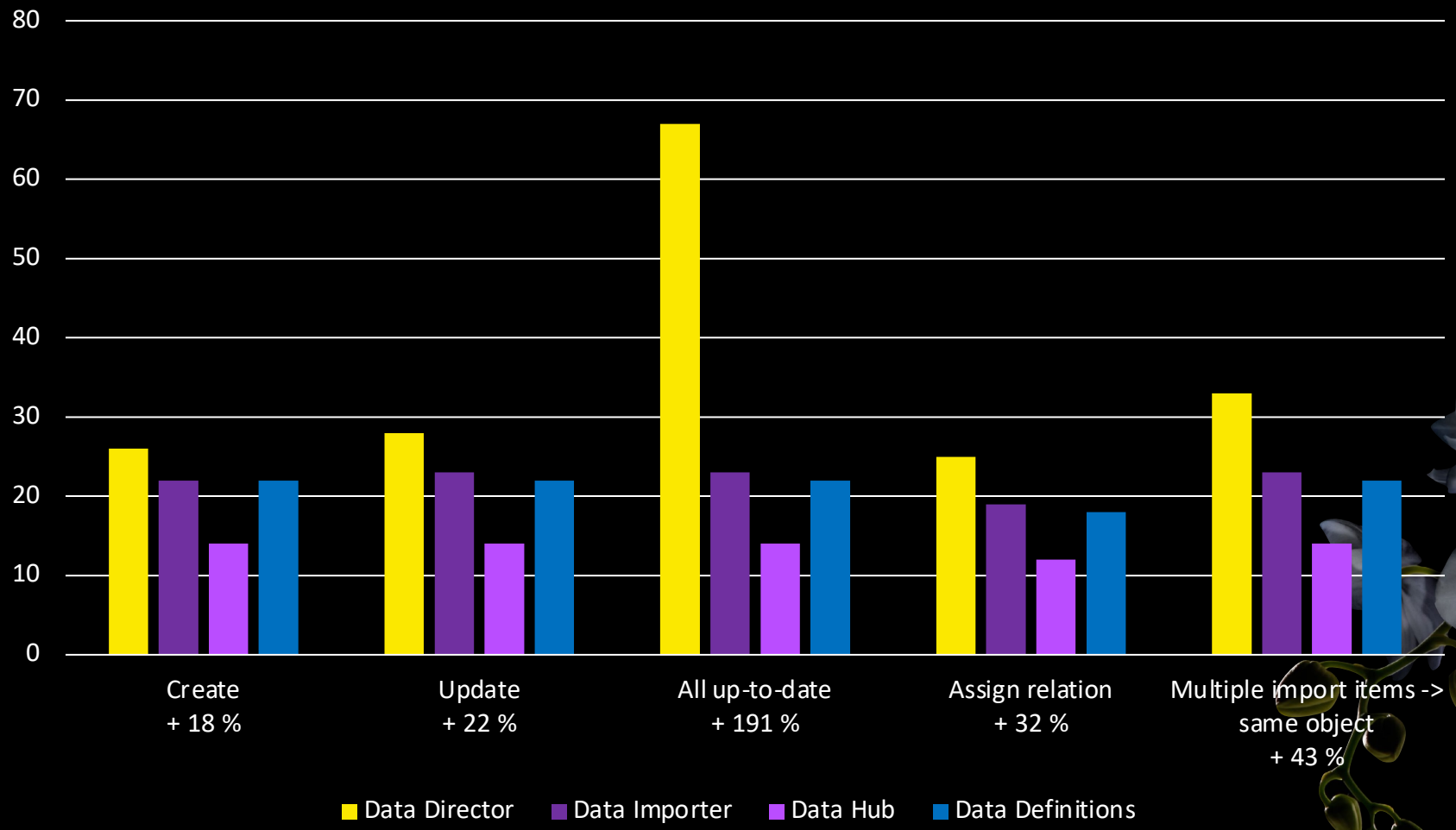
Performance of Pimcore Import bundles
Imported objects per second



Absolute values will differ depending on complexity of data model + hardware resources

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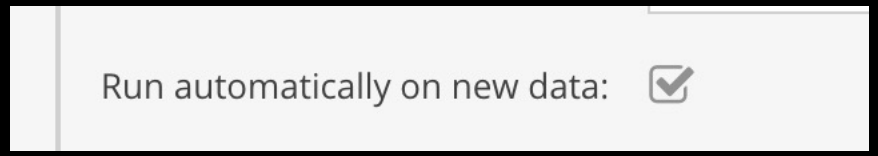
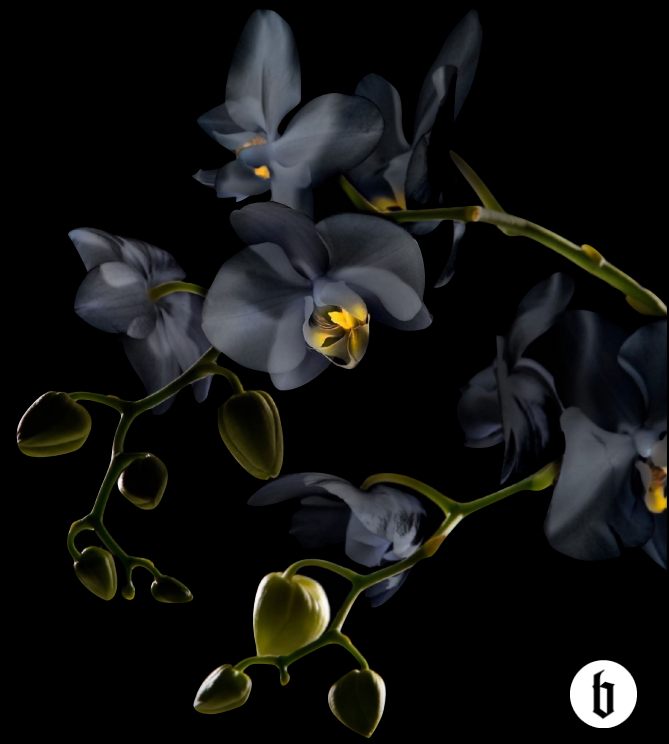


Automation

- Automatically start import when a user uploads a CSV file to certain folder



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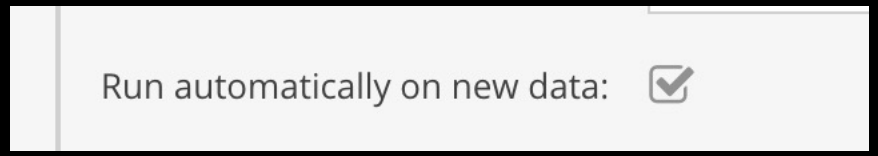

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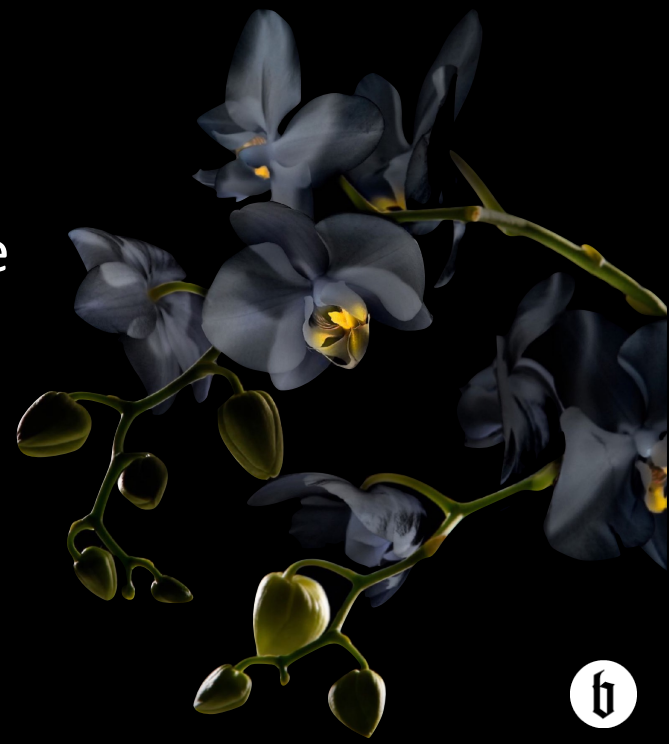

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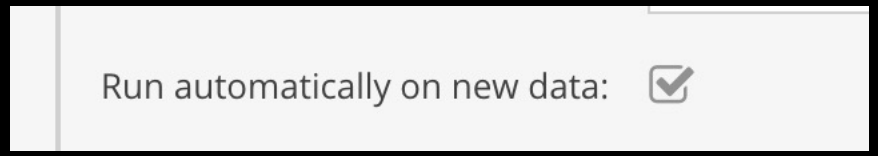

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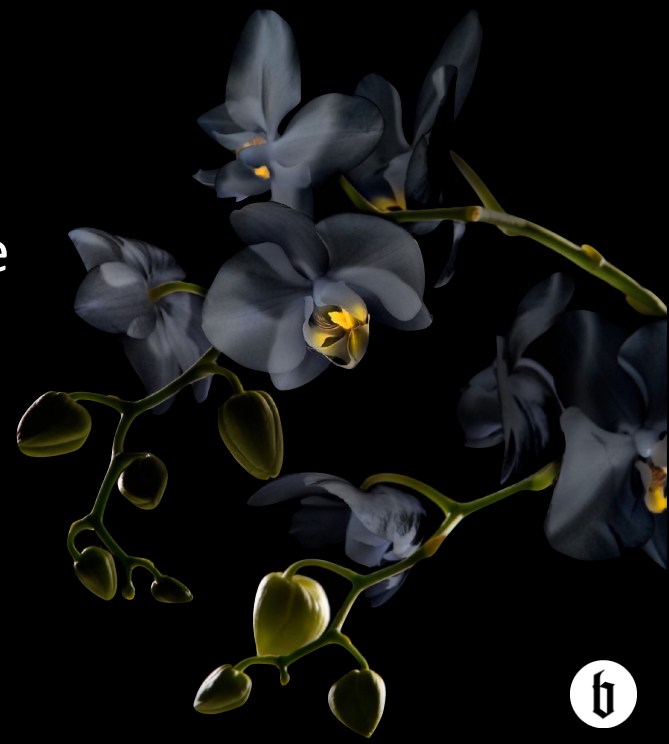

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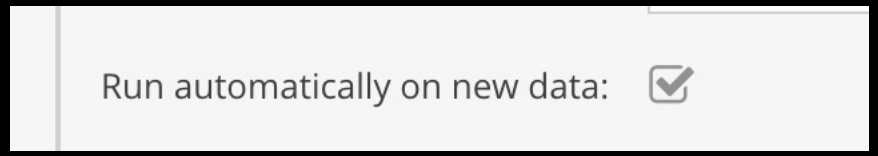

Automation

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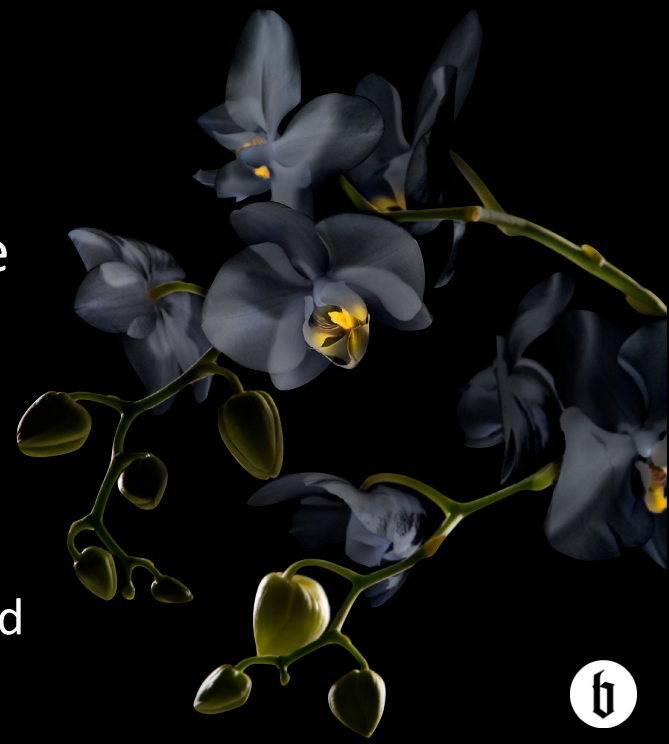
- Trigger assignment of just uploaded asset to data object via file name / metadata
- Run „import“ with same data object as source and target to fill fields based on other fields‘ values
  - Same as calculated value field but: calculation can be implemented in Pimcore backend, value can be manually edited, value is only calculated when object gets saved



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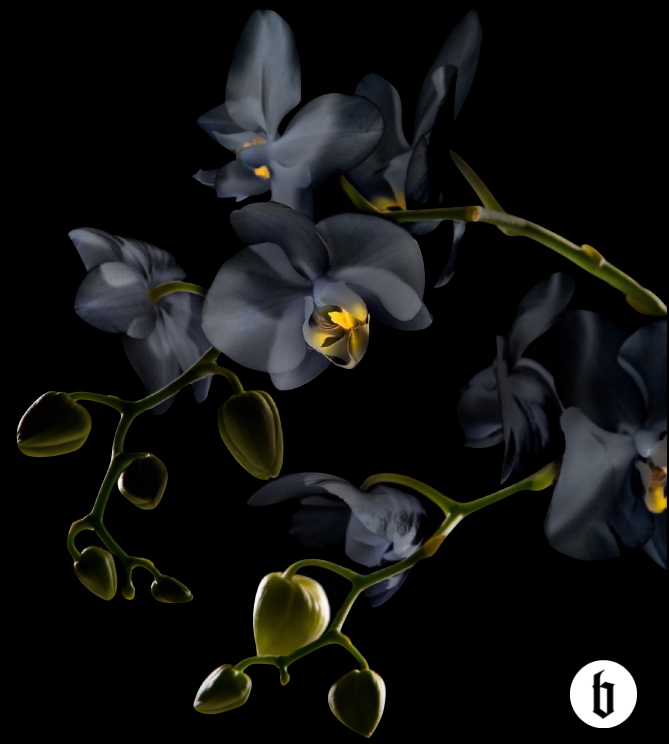
REST API anyone?

- Every dataport can be executed via REST API endpoint



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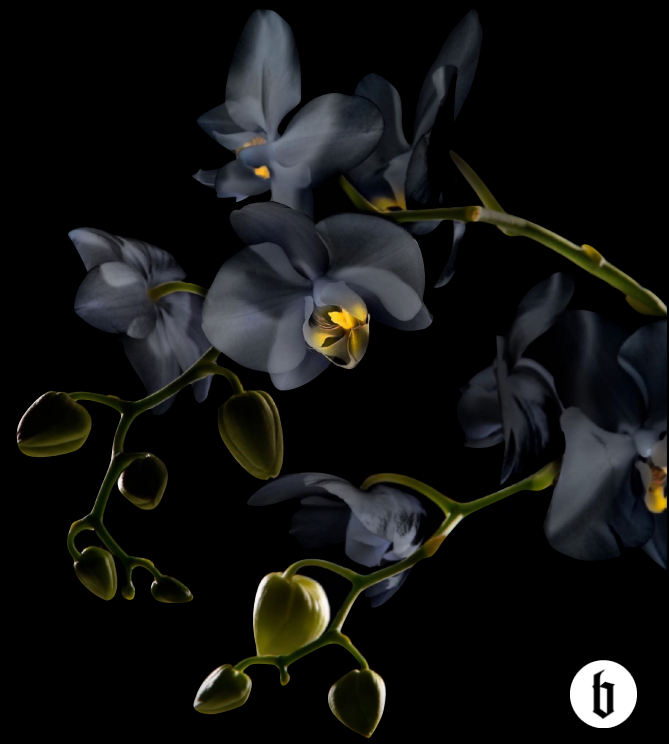
REST API anyone?

- Every dataport can be executed via REST API endpoint
- → Live interfaces between source and target systems



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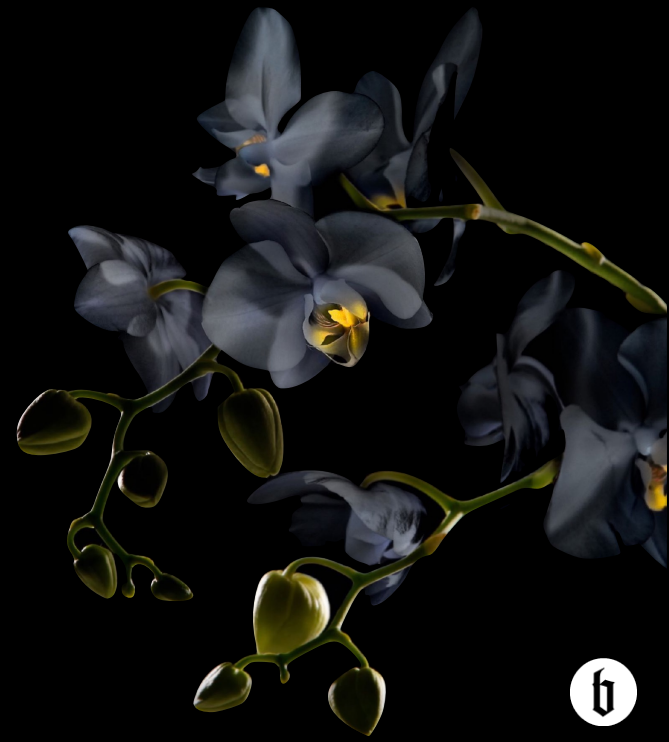
REST API anyone?

- Every dataport can be executed via REST API endpoint
- → Live interfaces between source and target systems
- → No cronjobs, no delays



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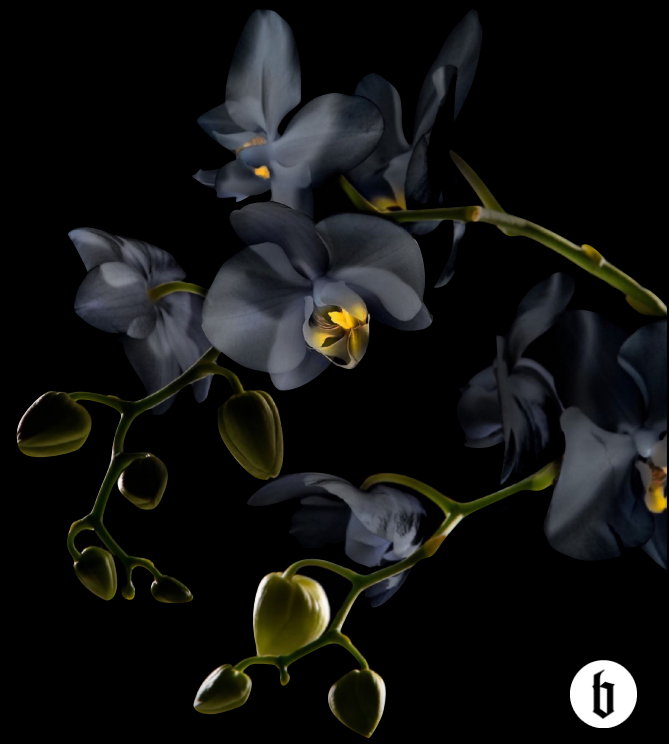
REST API anyone?

- Every dataport can be executed via REST API endpoint
- → Live interfaces between source and target systems
- → No cronjobs, no delays
- (but of course execution via cronjobs / CLI commands is also possible)



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REST API anyone?

REST API Documentation (Dataport "Products from ERP")

POST `/api/rest/import/Products+from+ERP` Execute import "Products from ERP"

Parameters | Try it out

Name	Description
apikey * required `string` *(query)*	Rest API key (see 'Permissions & API Keys' button below dataport tree) *Default value* : c9757b1605bb4da4a83b4a3841b94432 c9757b1605bb4da4a83b4a3841b94432

Request body — text/csv

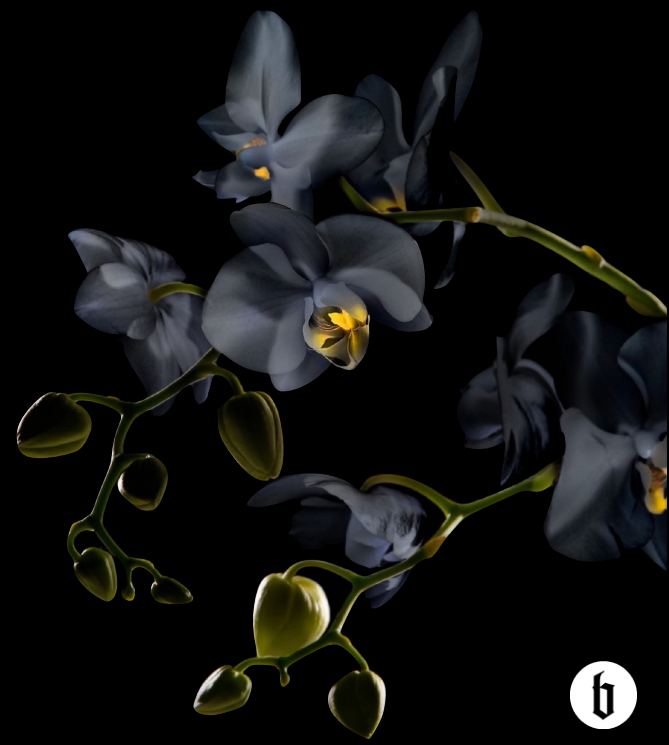
Document to be imported (csv). Leave empty to use dataport's default import resource

Example Value | Schema

```
"SKU";"Product Name";"Manufacturer";"Categories"
```

Responses

Code	Description	Links
200	Import run successfully. Response document gets returned, if result callback function creates one.	*No links*
403	Login not possible. Please configure dataport permissions and activate API key for the user which shall execute the import	*No links*



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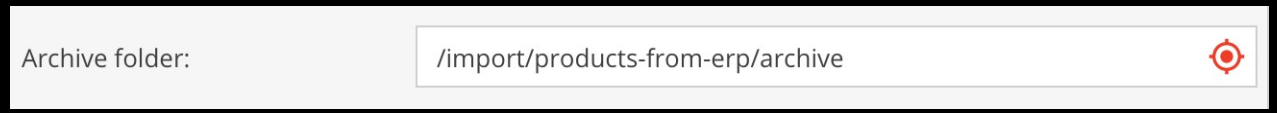
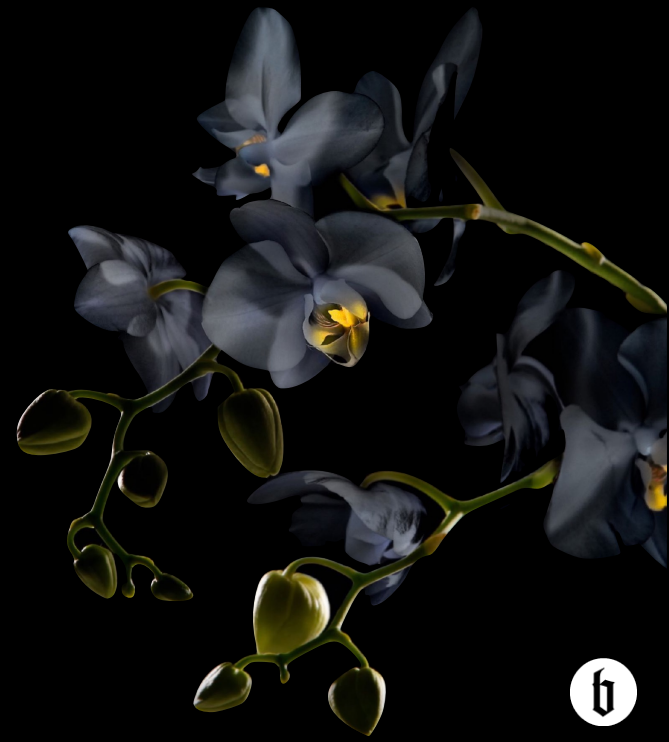
Traceability

- Import archive





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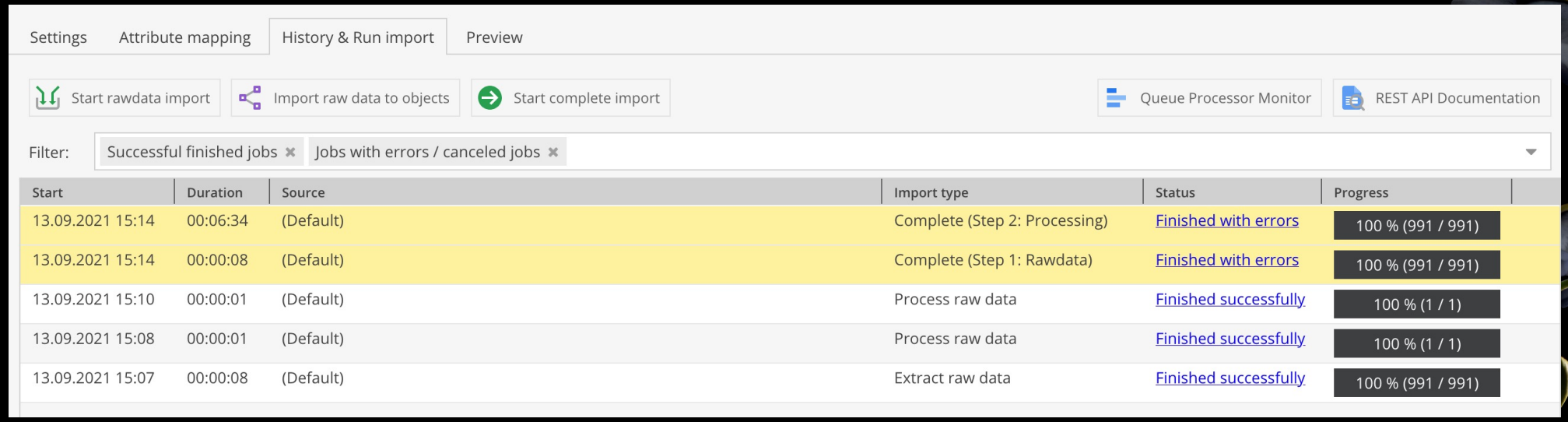
Traceability

- Import archive
- Searchable import log history for each import run



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Traceability

- Import archive
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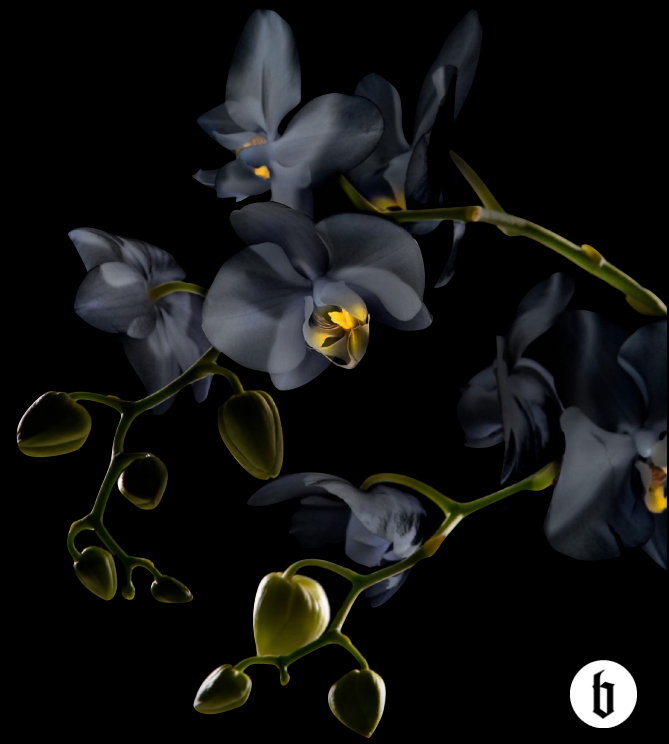
- Automatic email notification if ANYTHING unusual happened during import



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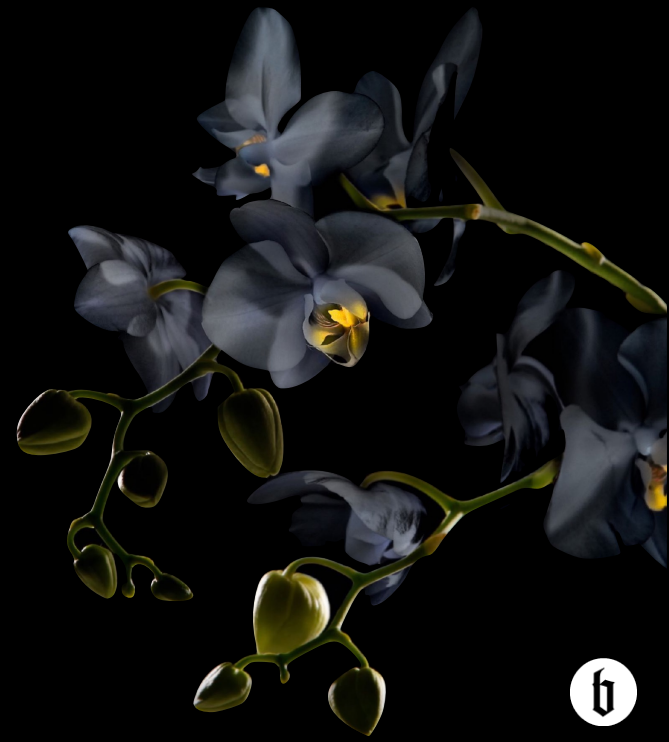
- Option to revert import fields to certain point in time



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Traceability

- Import archive
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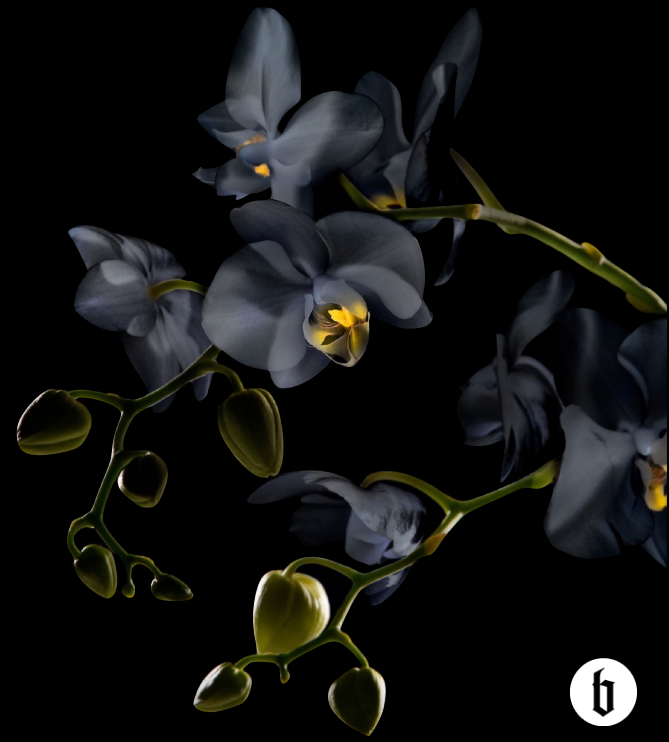
- Option to revert import fields to certain point in time
- In development: versioning for import configuration



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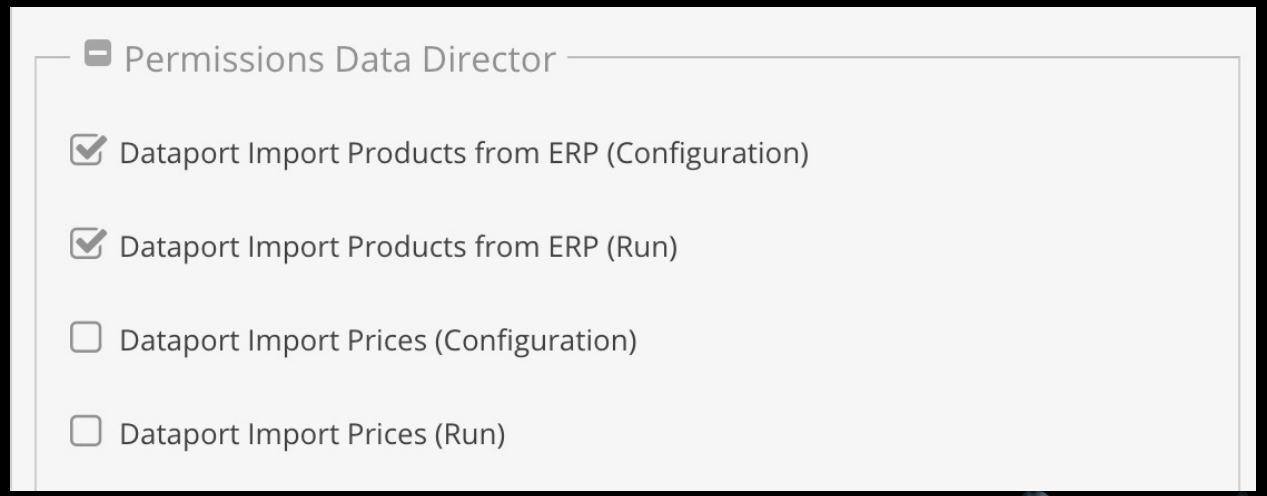
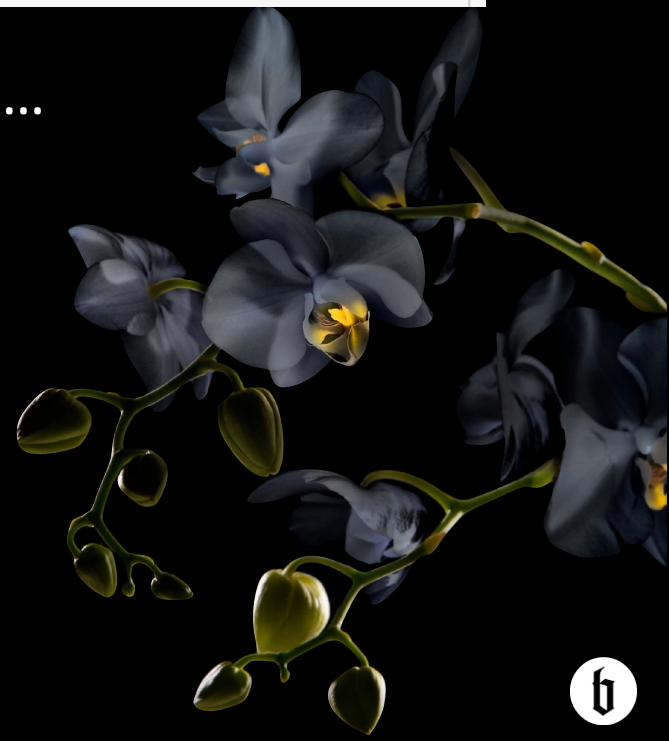


Permissions

- For each dataport it is configurable which users are allowed to …
  - Run dataport
  - Configure dataport



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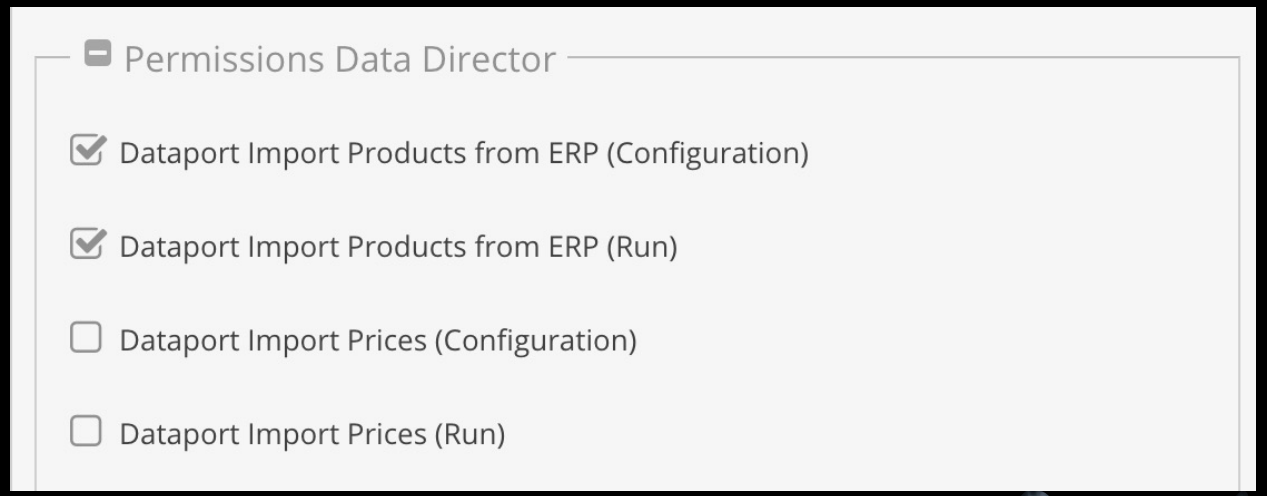
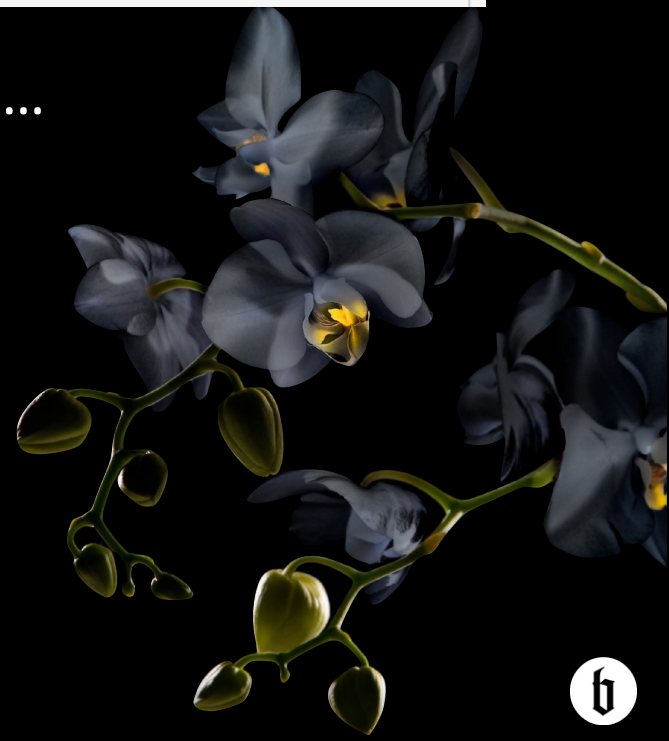


Permissions

- For each dataport it is configurable which users are allowed to …
  - Run dataport
  - Configure dataport
- Pimcore‘s standard role-based user permissions are used



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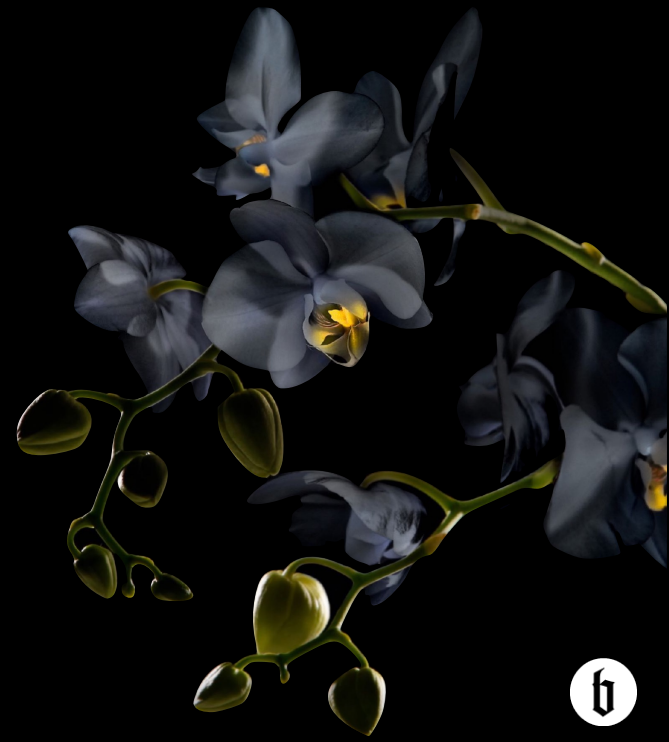
Dependent imports / Import pipelines

- Chain multiple imports to be executed one after another



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Dependent imports / Import pipelines

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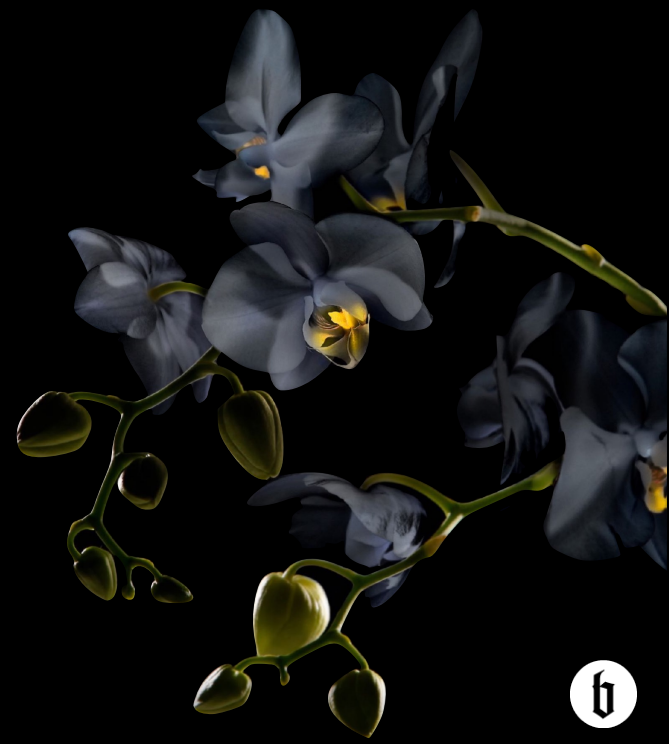
- Call another import with data from the first import as import source for the follow-up



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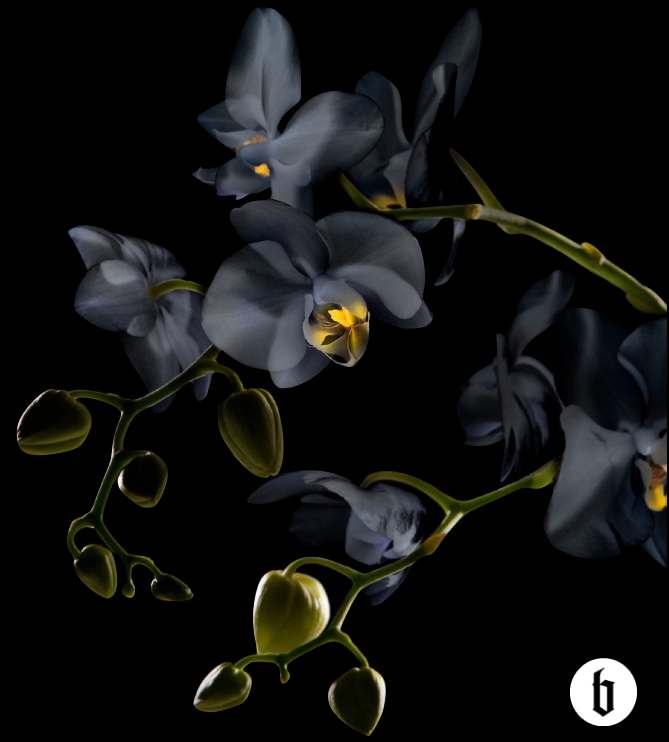
Dependent imports / Import pipelines

- Chain multiple imports to be executed one after another
- Call another import with data from the first import as import source for the follow-up
- Check if relation object already exists -> if not, call other **parametrized** import to create it and then continue with first import



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And the really cool things?

- Automatic translation with DeepL / AWS Translate

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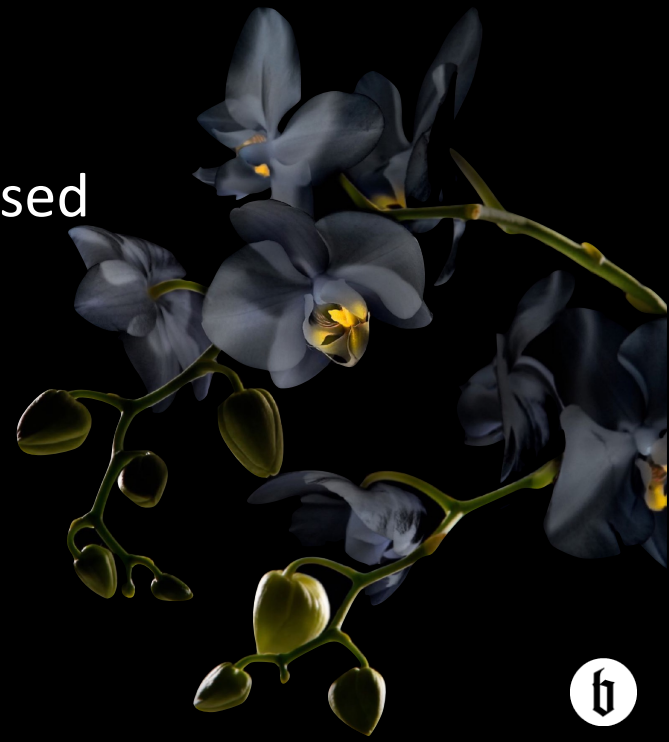
And the really cool things?

- Automatic translation with DeepL / AWS Translate
- Artificial Intelligence, e.g. to automatically assign categories based on product name and description

Automatically assign: ☑



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And the really cool things?

- Automatic translation with DeepL / AWS Translate
- Artificial Intelligence, e.g. to automatically assign categories based on product name and description
- Optimization: Minimize / Maximize calculated value field by changing certain data fields

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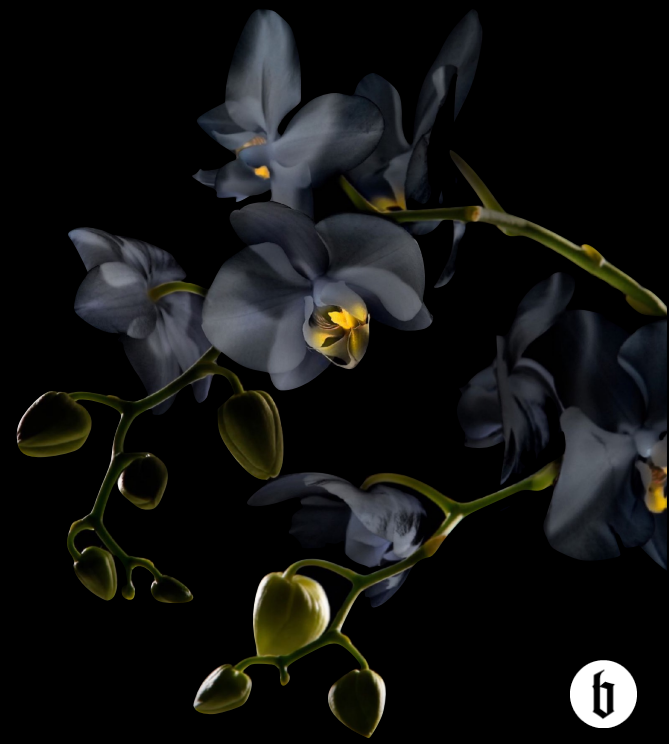
And the really cool things?

- Every mentioned feature is possible without programming



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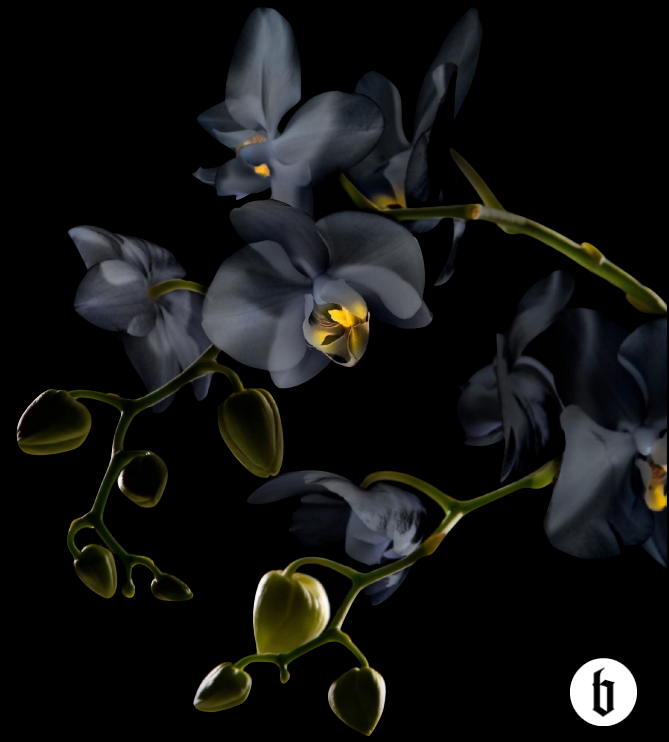
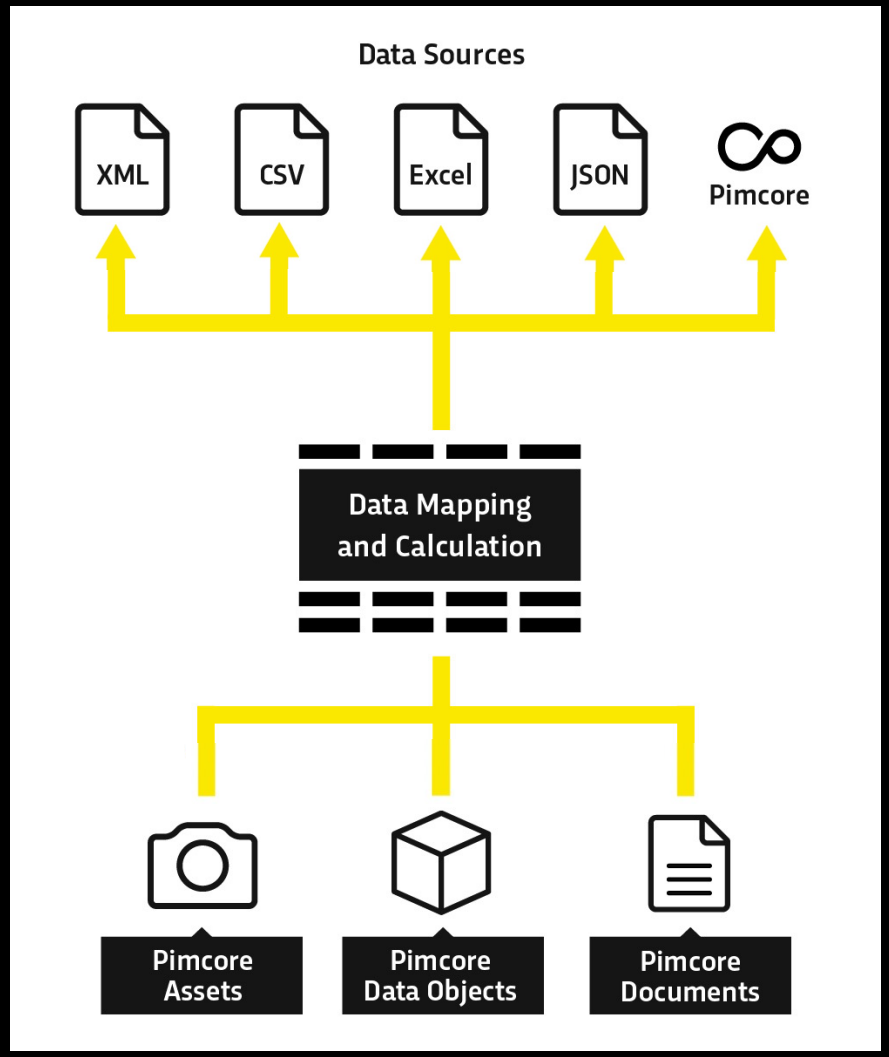
And the really cool things?

- Every mentioned feature is possible without programming
- But you can always add own logic via callback functions



Live Demo Export



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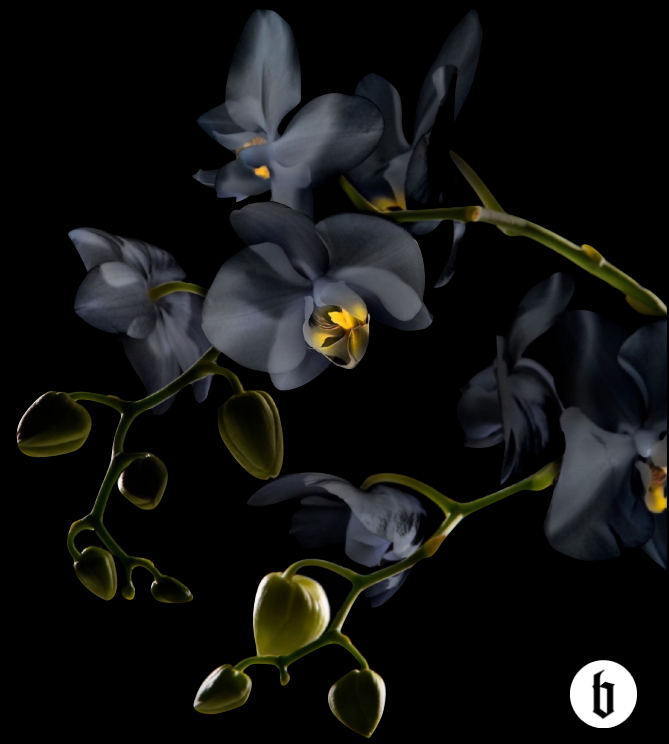
There are plenty of other fish in the sea

Advantages of Data Director compared to other bundles

Exports



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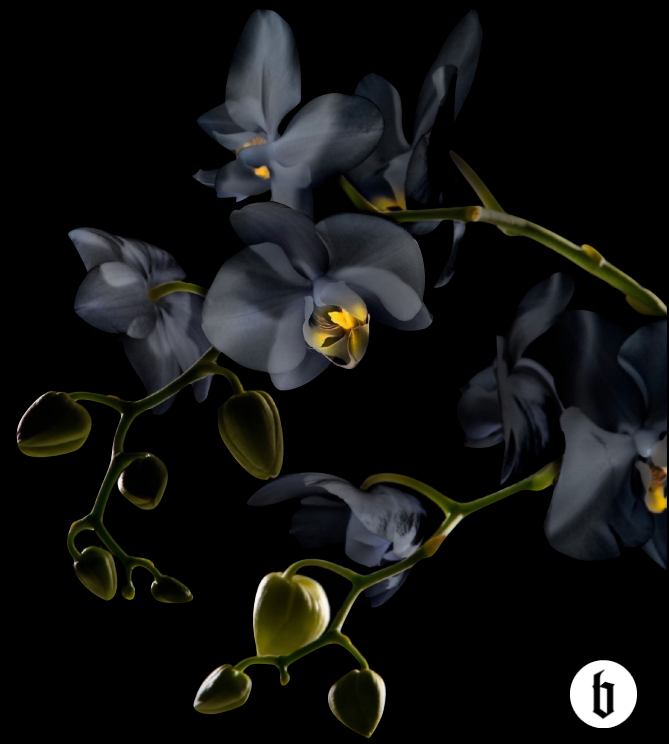
„But my target system needs a very complex XML format“

- Export format is fully flexible



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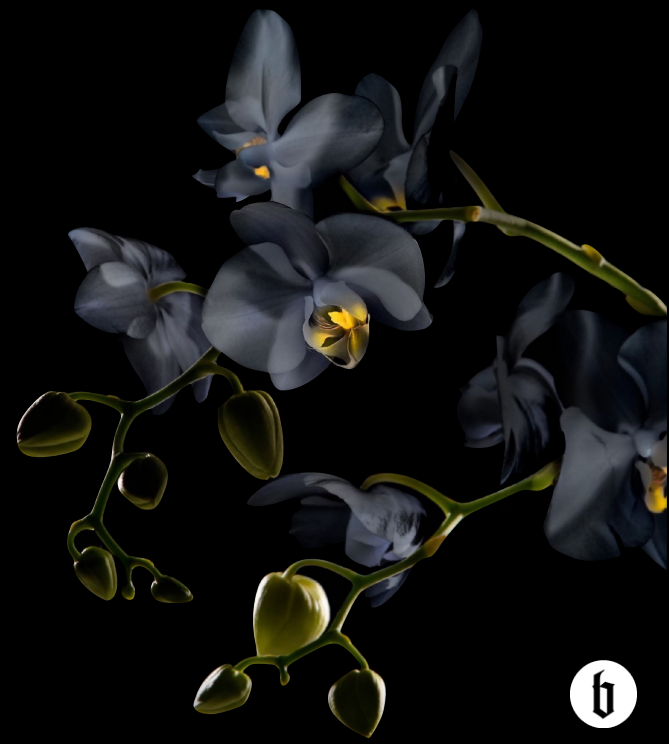
„But my target system needs a very complex XML format“

- Export format is fully flexible
- Common use-case export formats included:



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digital Commerce

„But my target system needs a very complex XML format“

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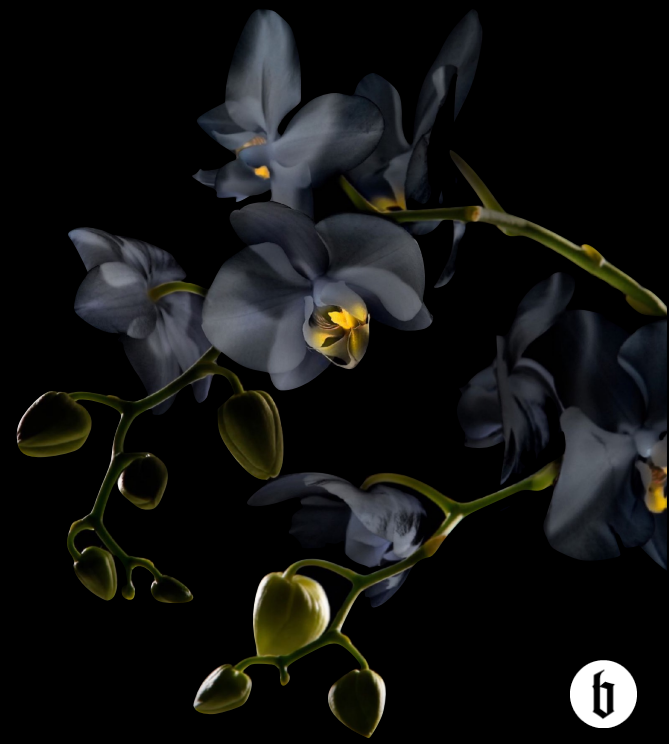

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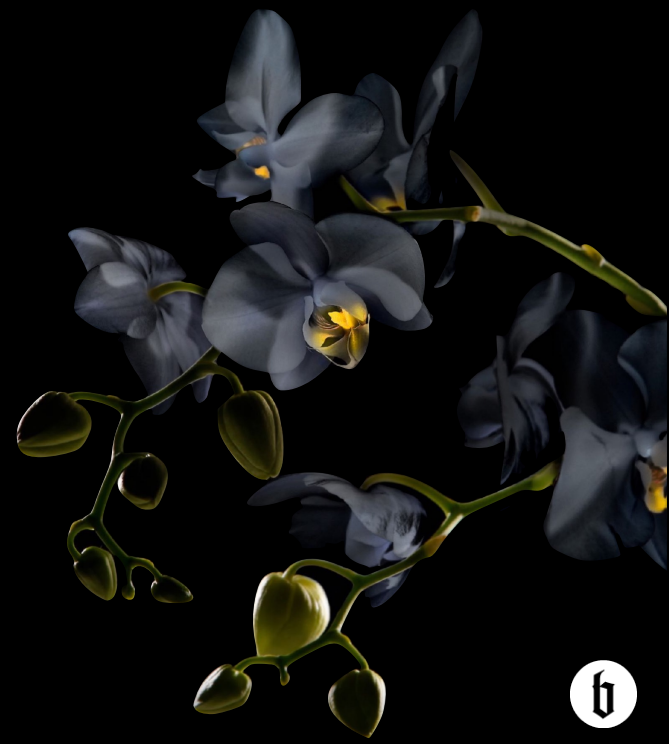

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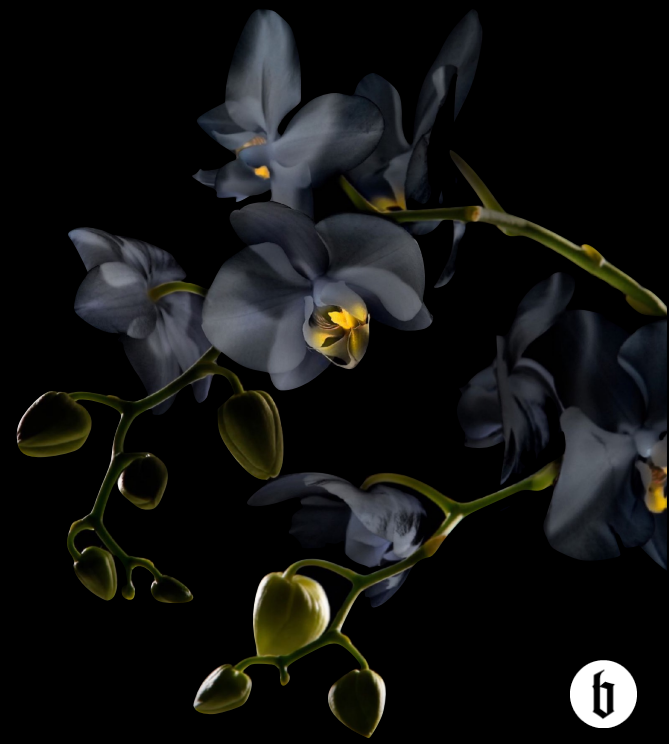

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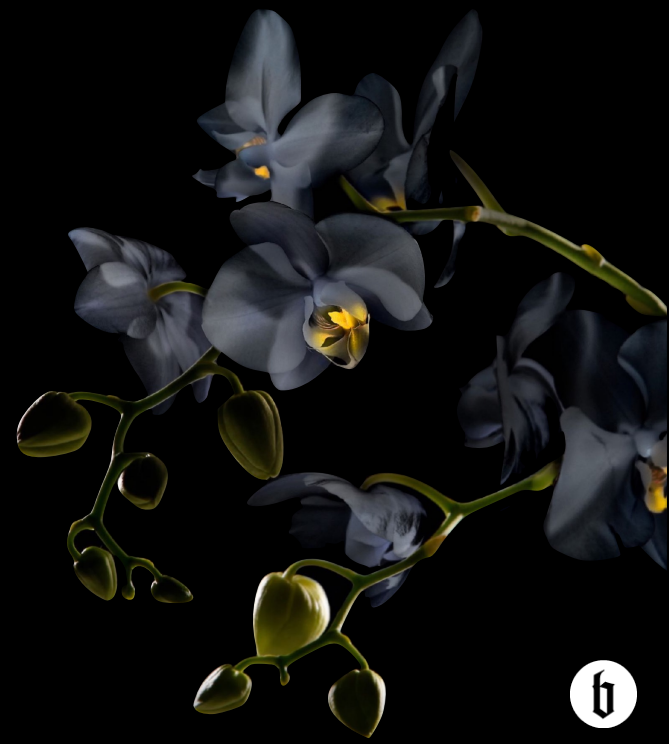
- Exports to APIs available as add-on bundles
  - xt:commerce, Hubspot, JTL
  - In development: Shopify, Shopware, Prestashop, BigCommerce



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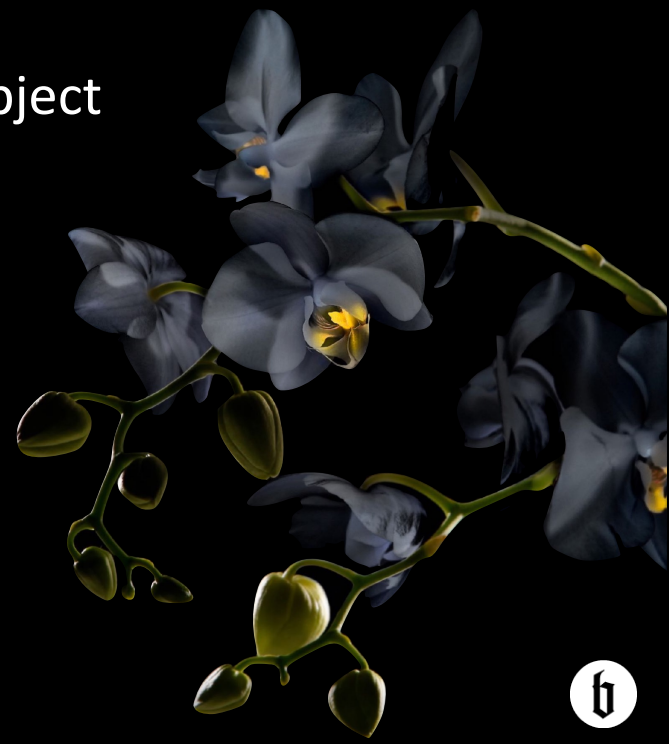
digital Commerce

Semper Paratus – Always ready

- Export data gets extracted / updated in background process when object of source data class gets saved



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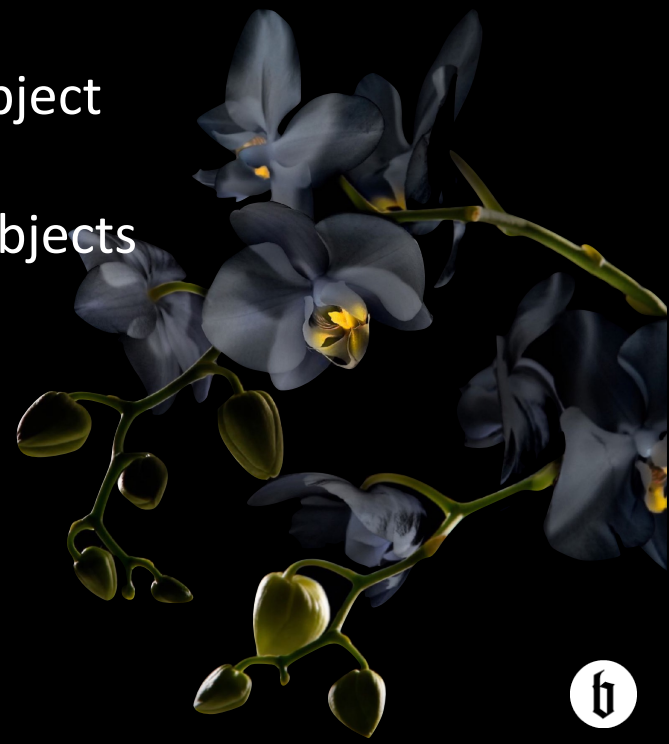

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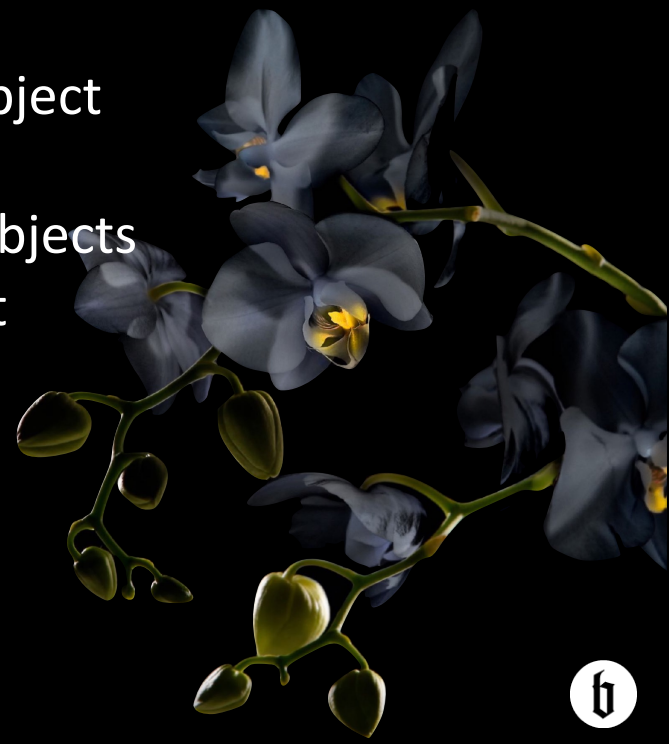

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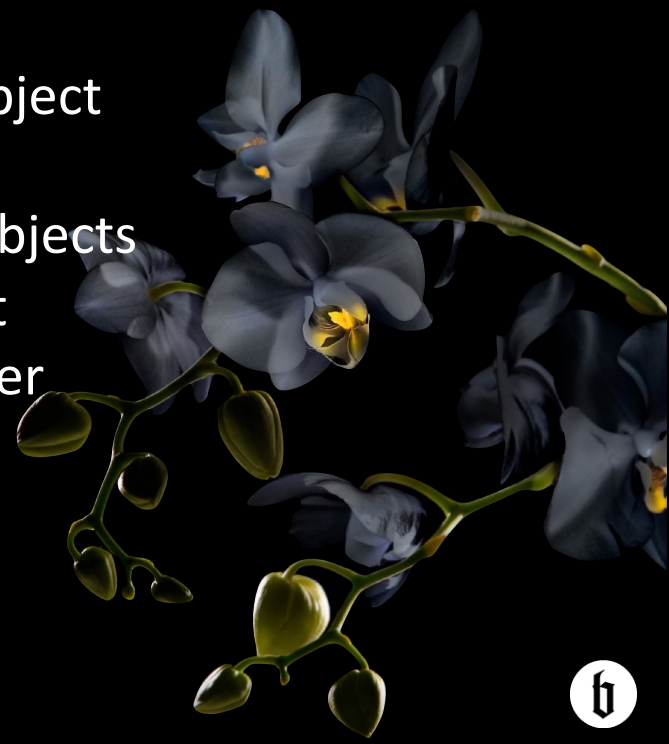

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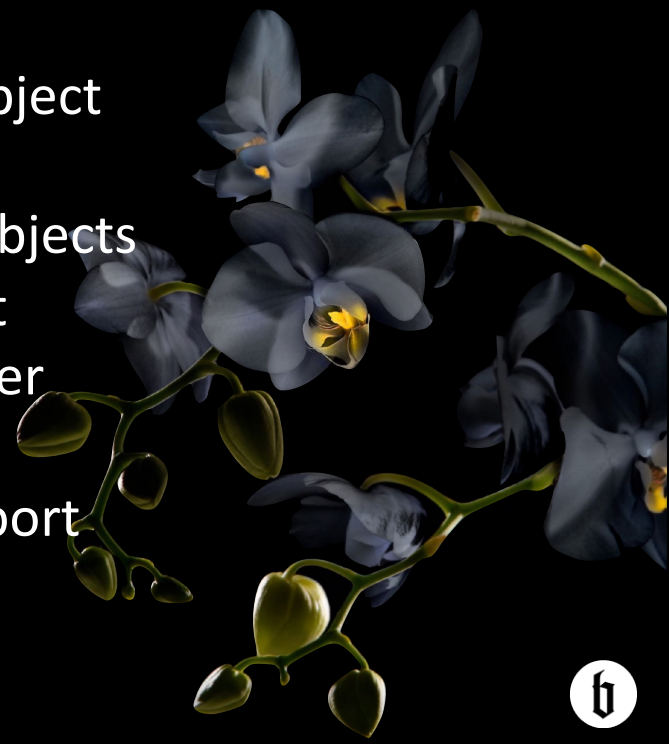
- Intelligent check if anything changed since last export → if not, deliver cached export document → even faster
- And if nothing changed and the client already has the up-to-date export document in cache, client does not even need to download export document again



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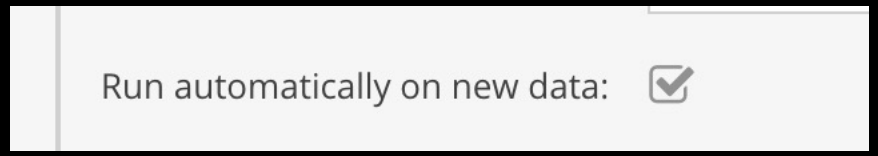
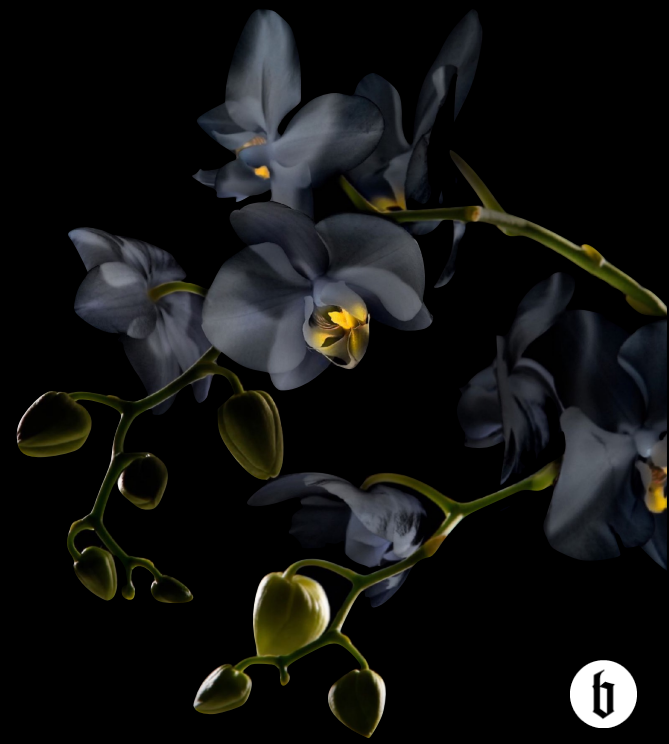


Automatic exports

- Trigger export to target system when an object changes



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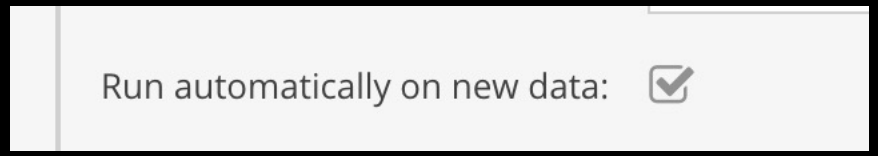
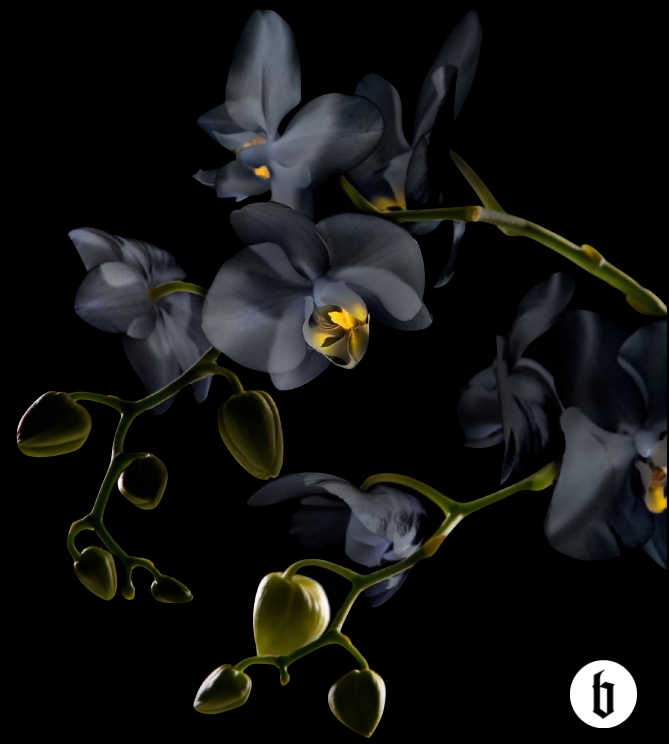


Automatic exports

- Trigger export to target system when an object changes
  → e.g. Push API to webshop / ERP system



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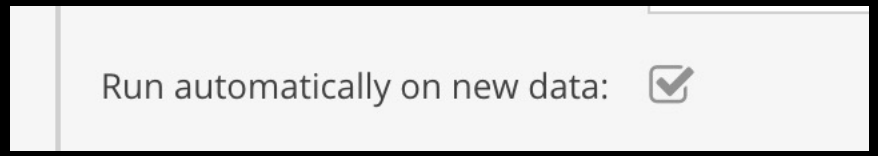
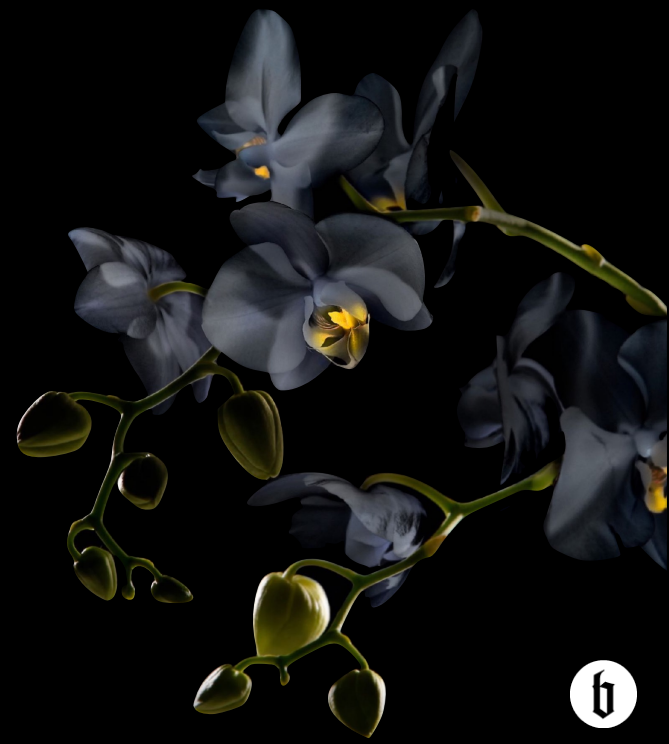


Automatic exports

- Trigger export to target system when an object changes
  → e.g. Push API to webshop / ERP system
- When object of dataport‘s source class gets saved, generate export document (e.g. product datasheet) and upload it via FTP



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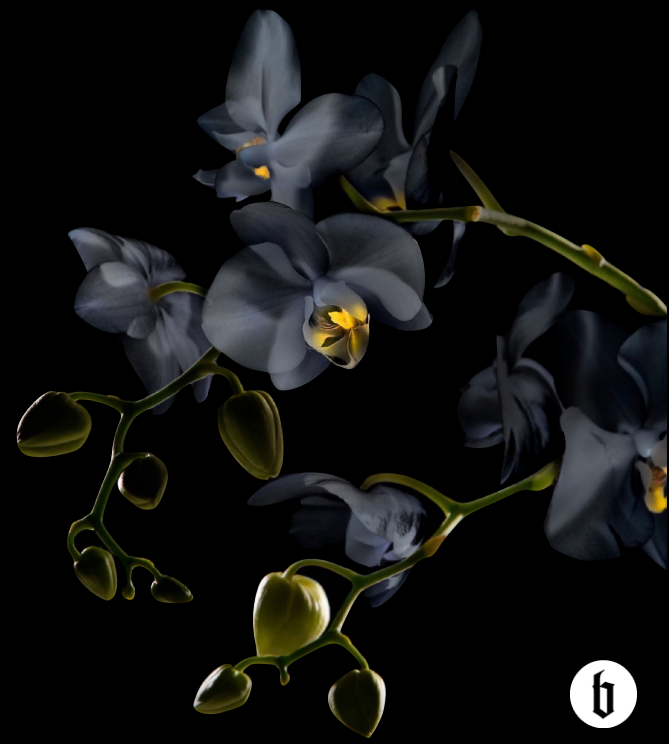
Export anything

- Access any data connected of exported object (incl. relations, dependencies, tags, thumbnails, etc.)



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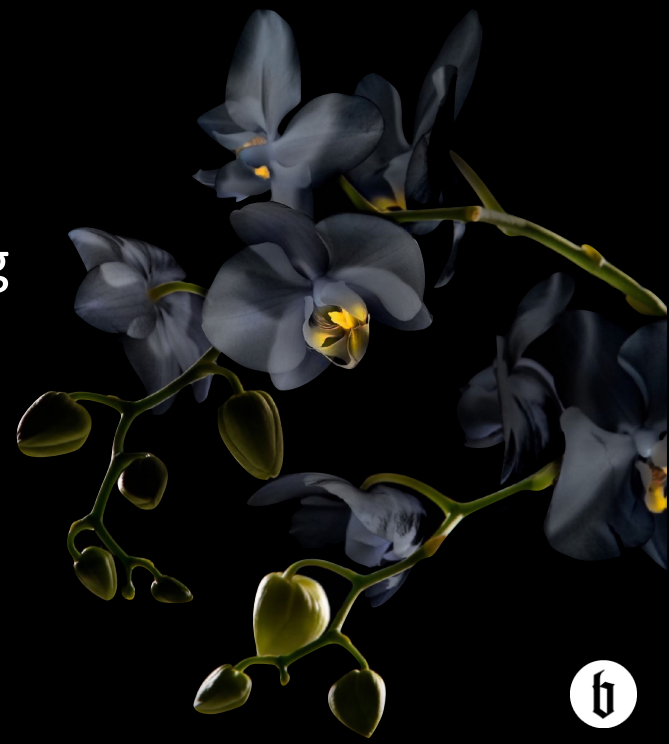
digital Commerce

Export anything

- Access any data connected of exported object (incl. relations, dependencies, tags, thumbnails, etc.)
- Export all object brick / classification store fields without listing each single field



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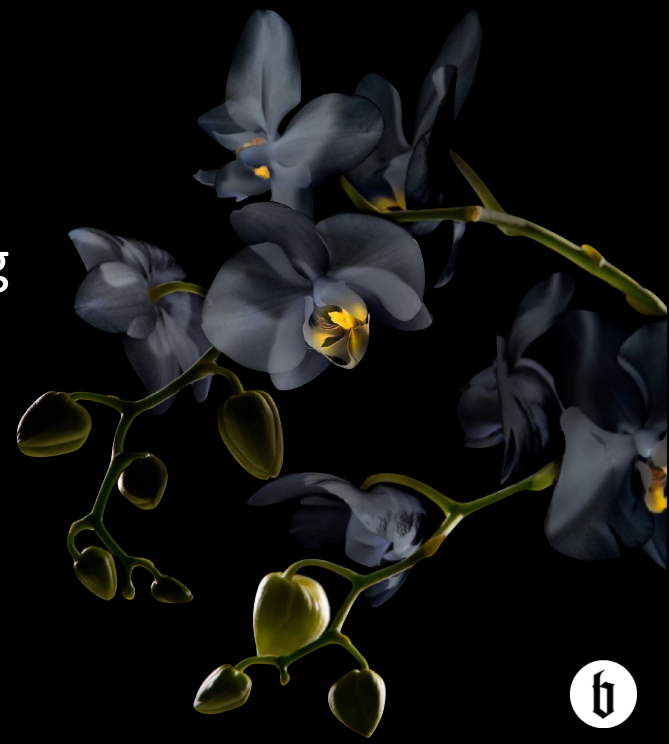
Export anything

- Access any data connected of exported object (incl. relations, dependencies, tags, thumbnails, etc.)
- Export all object brick / classification store fields without listing each single field
- Access data of other objects than the currently exported one



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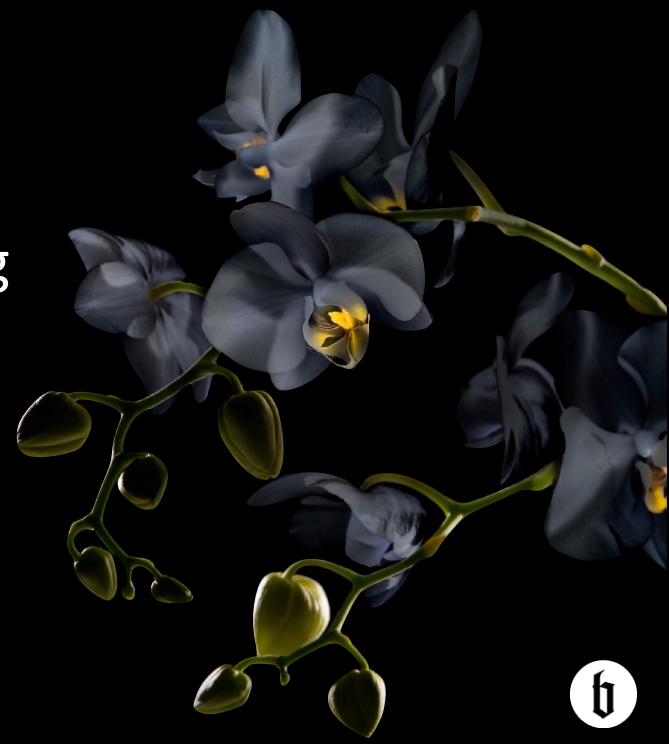
digital Commerce

Export anything

- Access any data connected of exported object (incl. relations, dependencies, tags, thumbnails, etc.)
- Export all object brick / classification store fields without listing each single field
- Access data of other objects than the currently exported one
- Preset filters for objects to be exported



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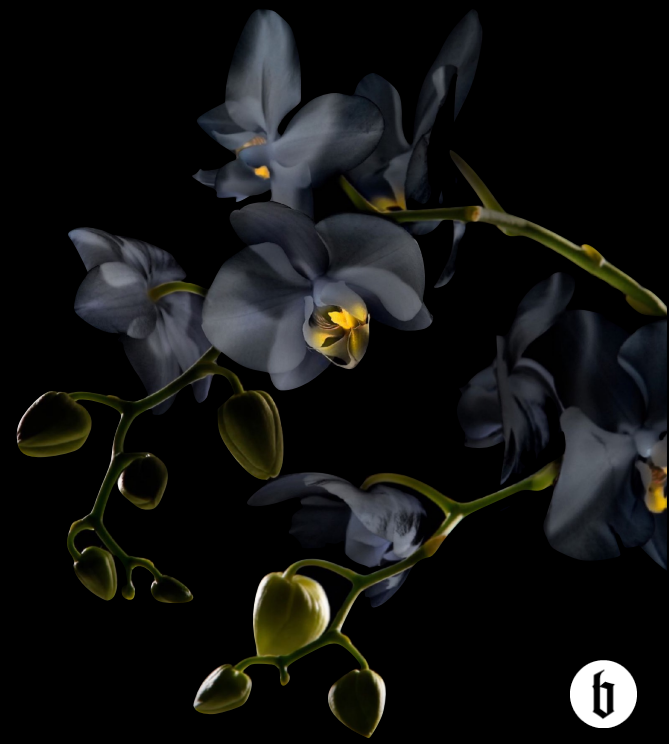
REST API anyone?

- Every dataport can be executed via REST API endpoint



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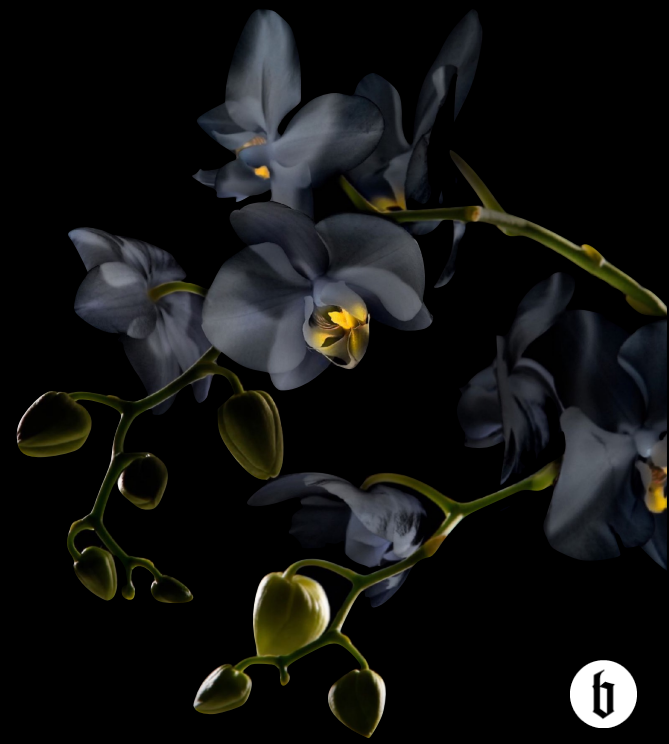

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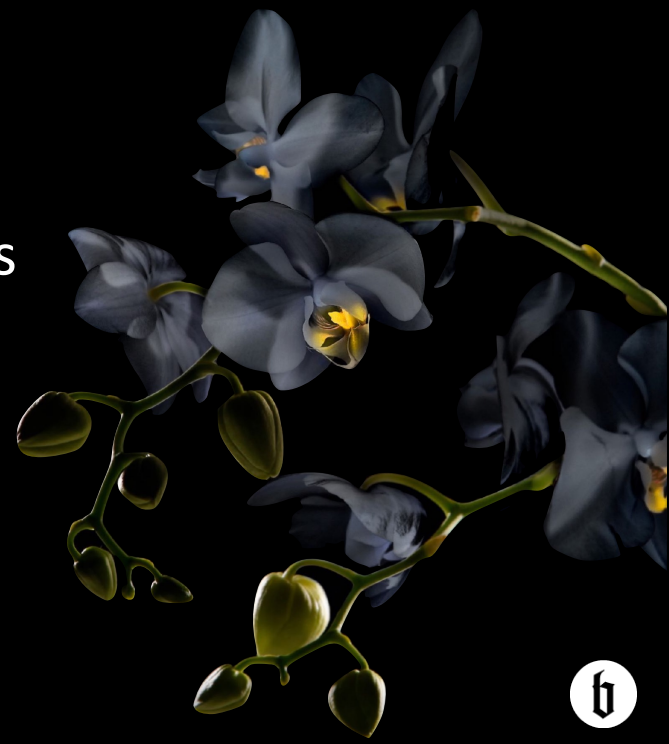

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REST API anyone?

- Every dataport can be executed via REST API endpoint
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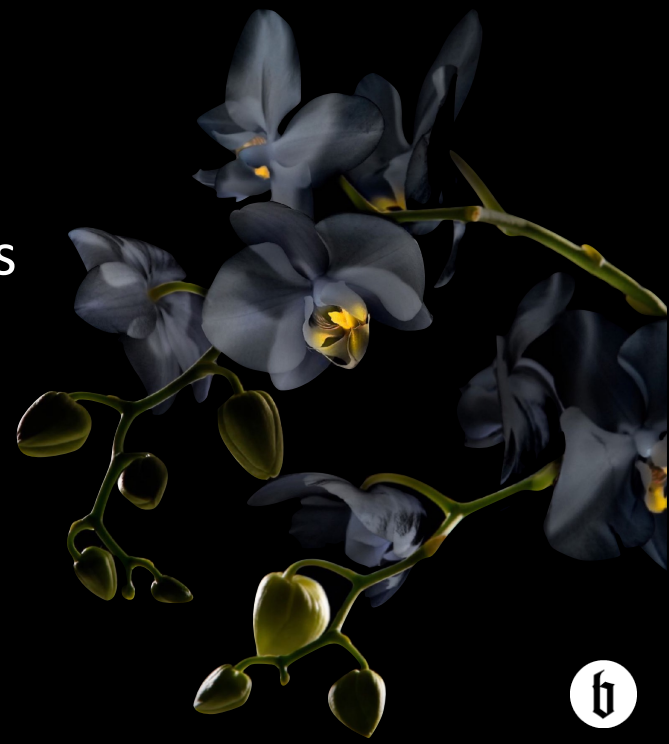
- Enter export URL as data feed on platforms like ProductsUp, Google Shopping, FactFinder, Easycatalog (InDesign) etc.



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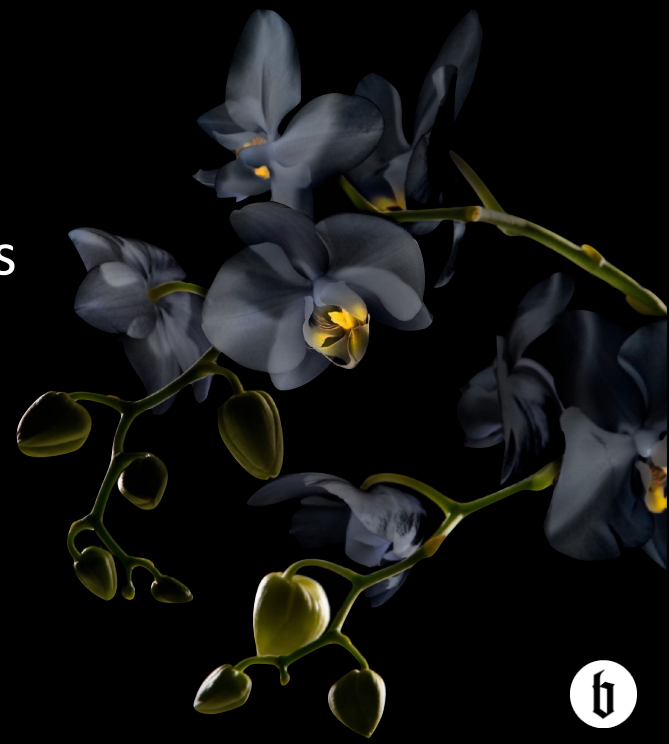
- Enter export URL as data feed on platforms like ProductsUp, Google Shopping, FactFinder, Easycatalog (InDesign) etc.
- or use it as real API in your web / infrastructure applications



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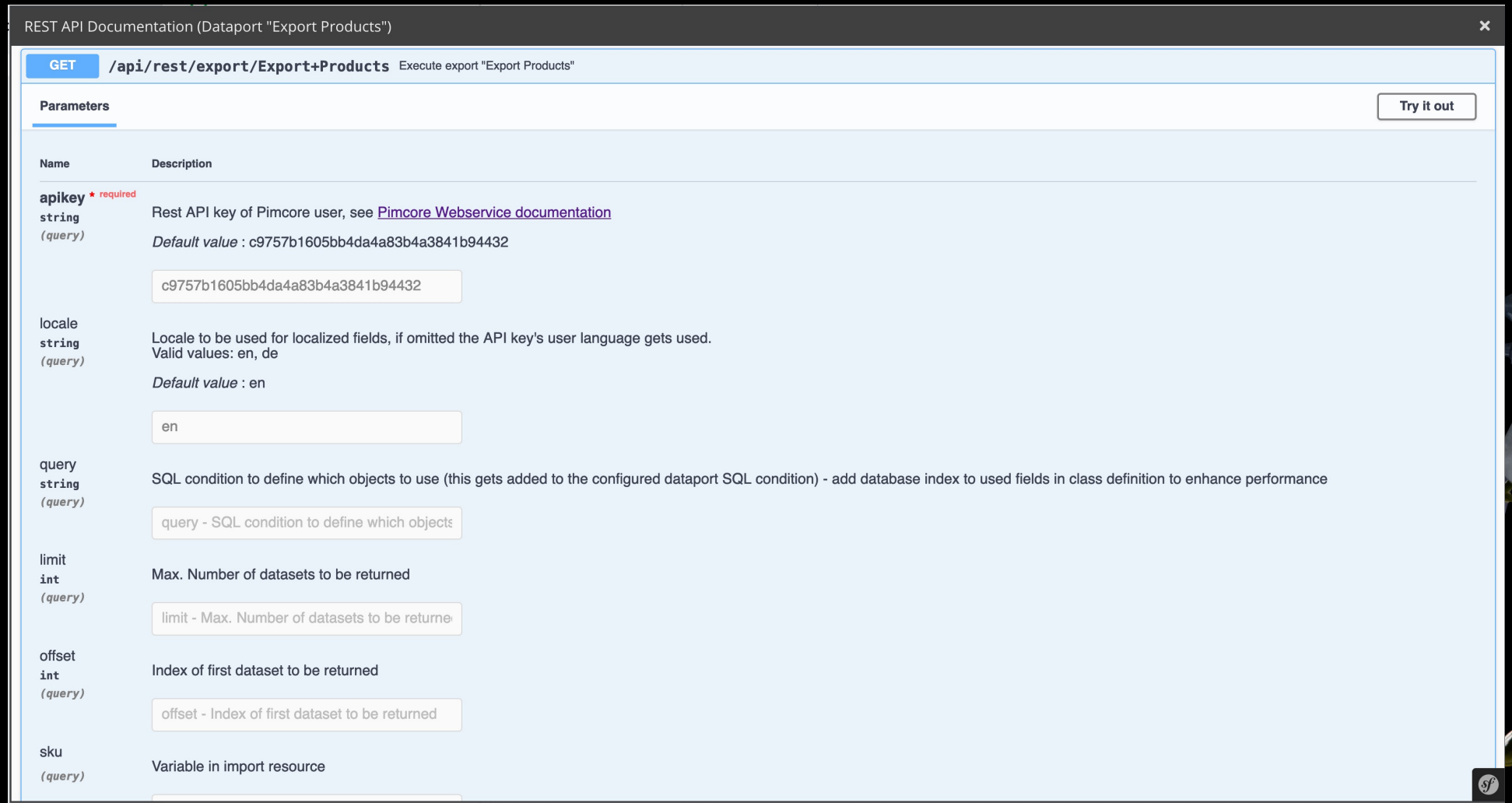

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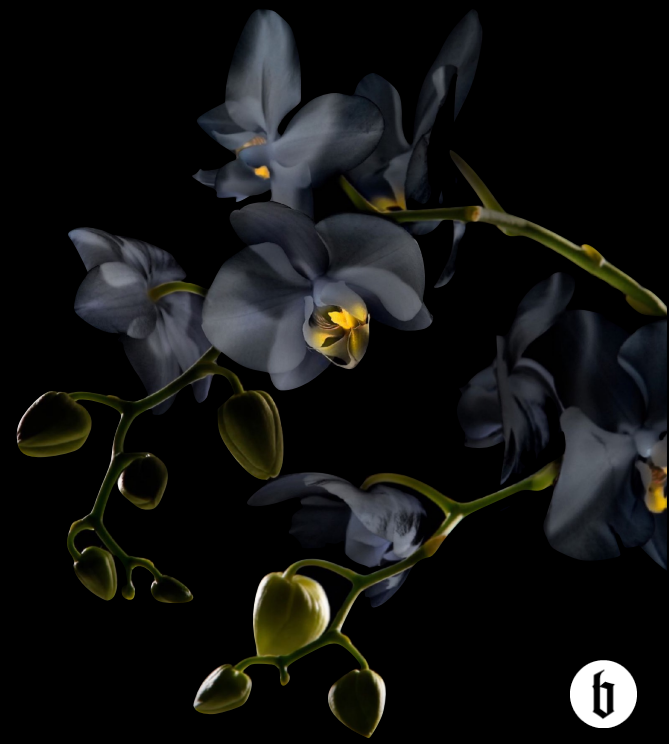
Internal Checks & Transformations

- Imports with same source and target



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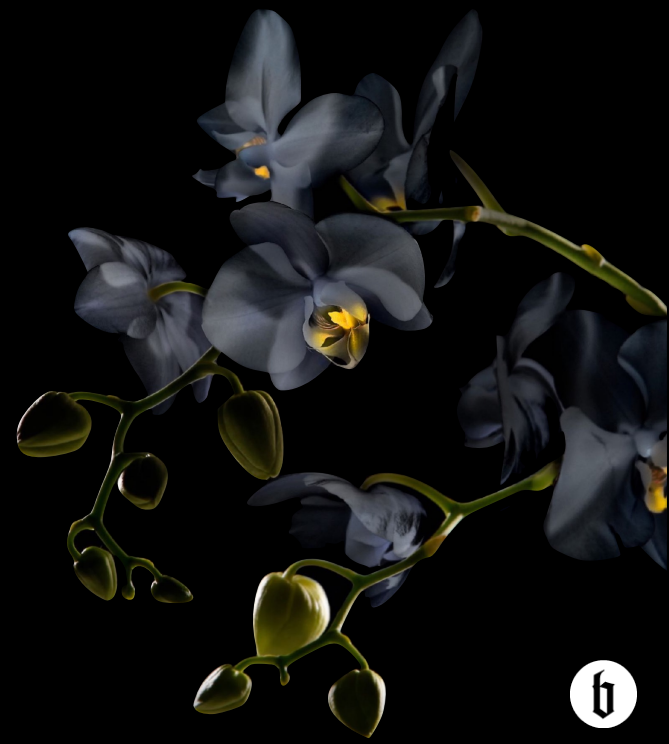
Internal Checks & Transformations

- Imports with same source and target
- Data Quality Checks



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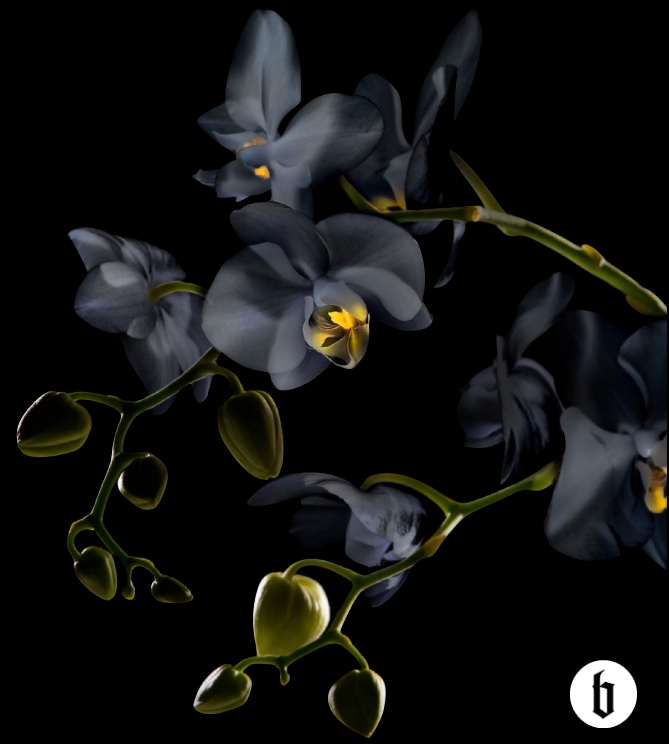
  - if product has no price it must not be published



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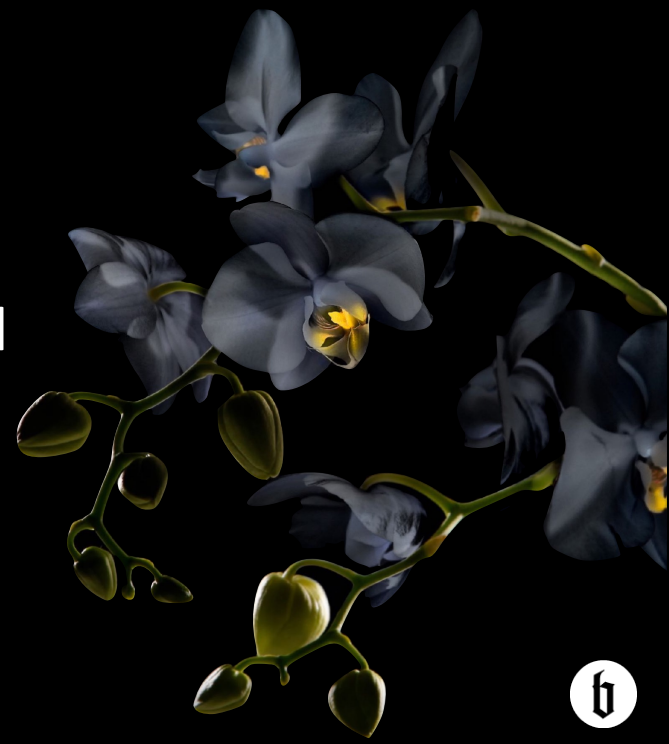

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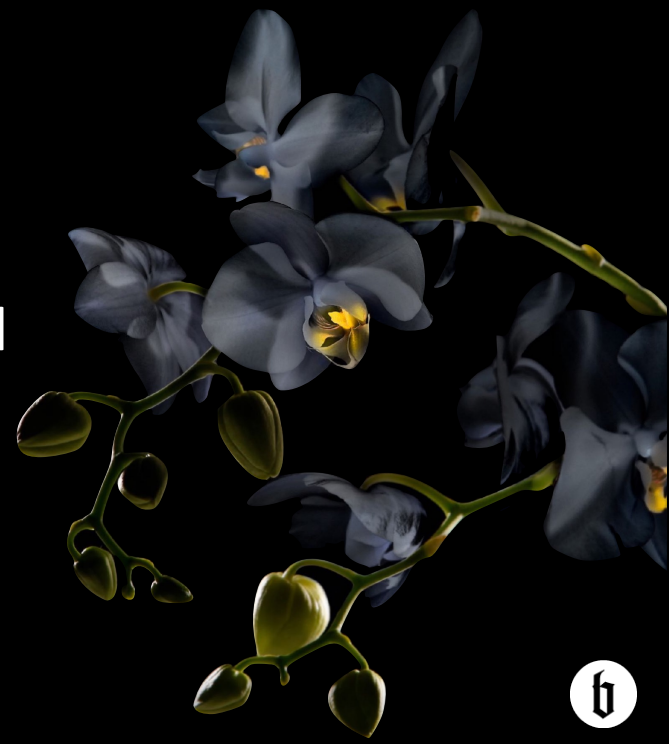
- Change field types without losing data



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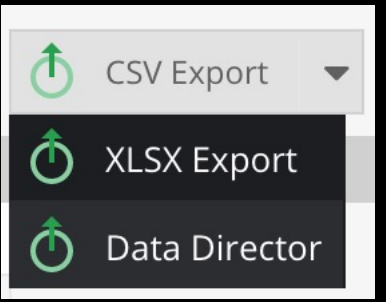
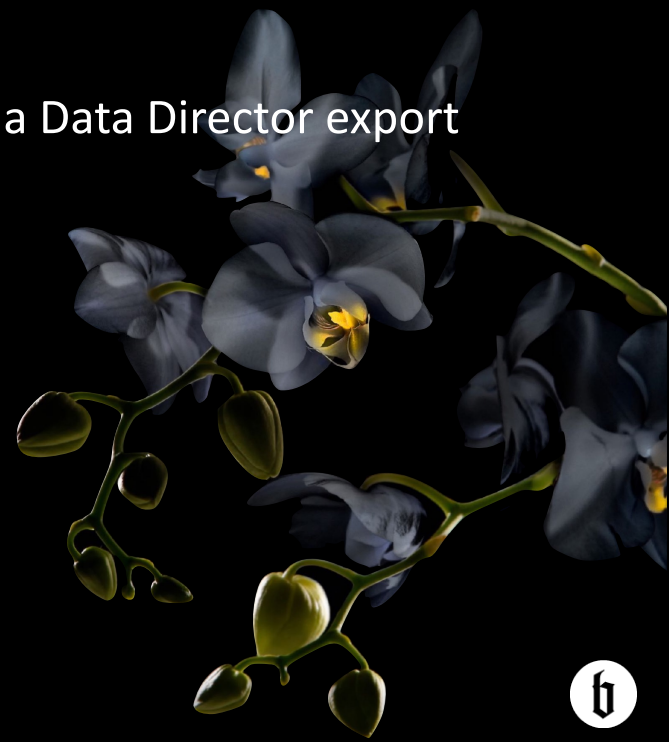


And the really cool things?

- Grid exports
  - use grid view to filter objects → export the filtered / selected objects with a Data Director export



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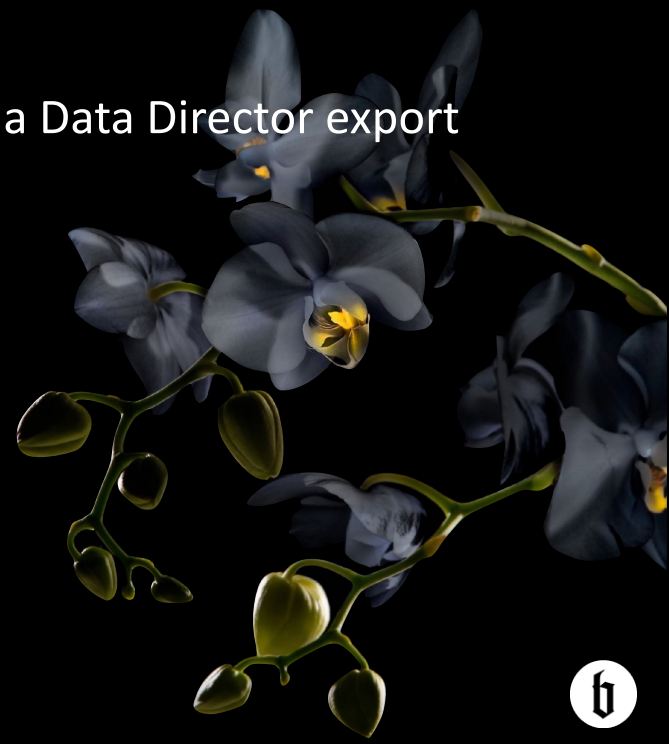

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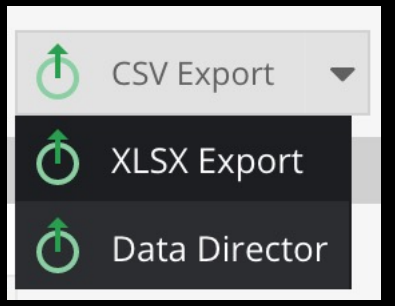

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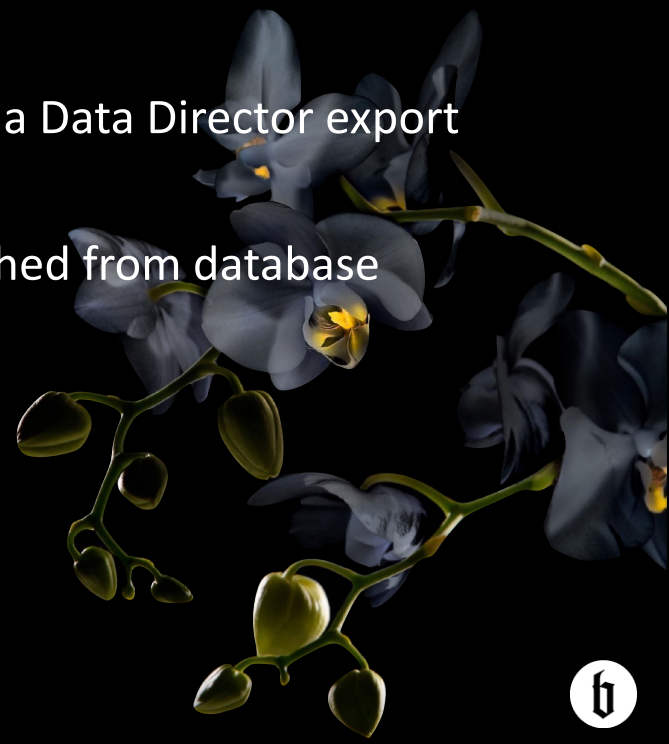

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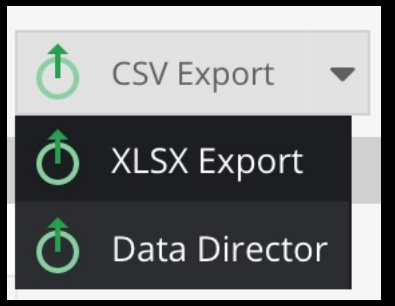

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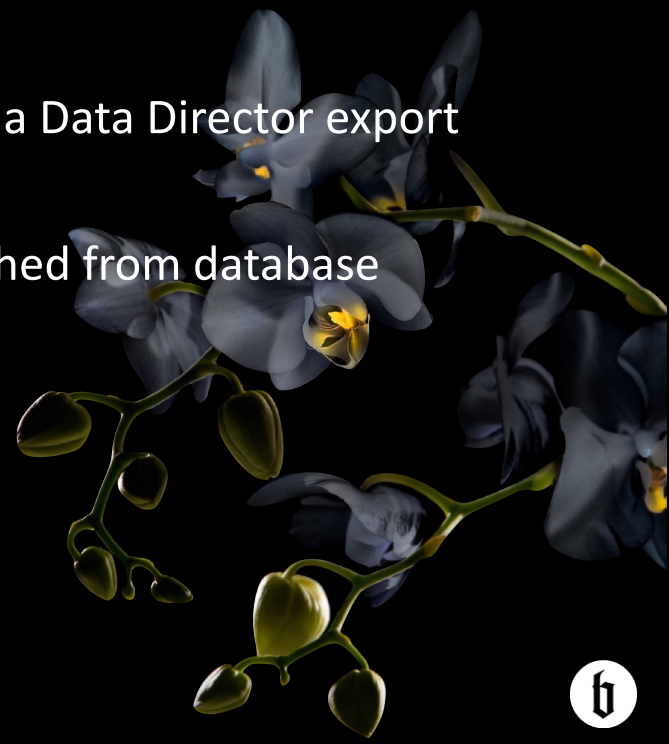

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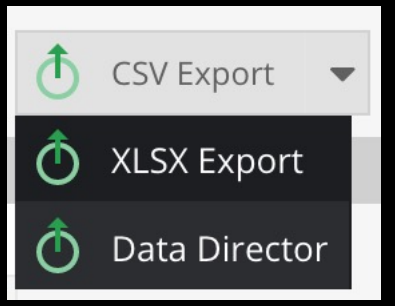

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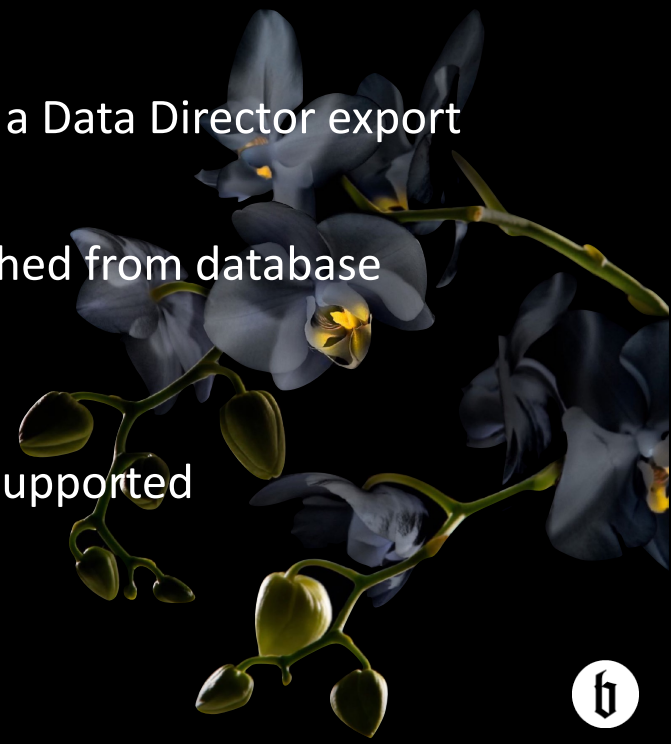
  3. Limited configuration of export format: currently only CSV and Excel are supported



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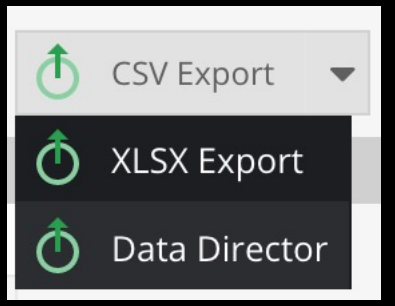

And the really cool things?

- Grid exports
  - use grid view to filter objects → export the filtered / selected objects with a Data Director export
- Problems with Pimcore‘s built-in grid exports:
  1. No reuse of previously generated export data -> export data is newly fetched from database when the export is requested -> slow
  2. No predefined filters possible, e.g. to only export published objects
  3. Limited configuration of export format: currently only CSV and Excel are supported
  4. Only possibility to download generated export file -> no possibility to automatically save as asset / upload to another server etc.

     → Not possible to start an export and log out from Pimcore / shutdown your computer

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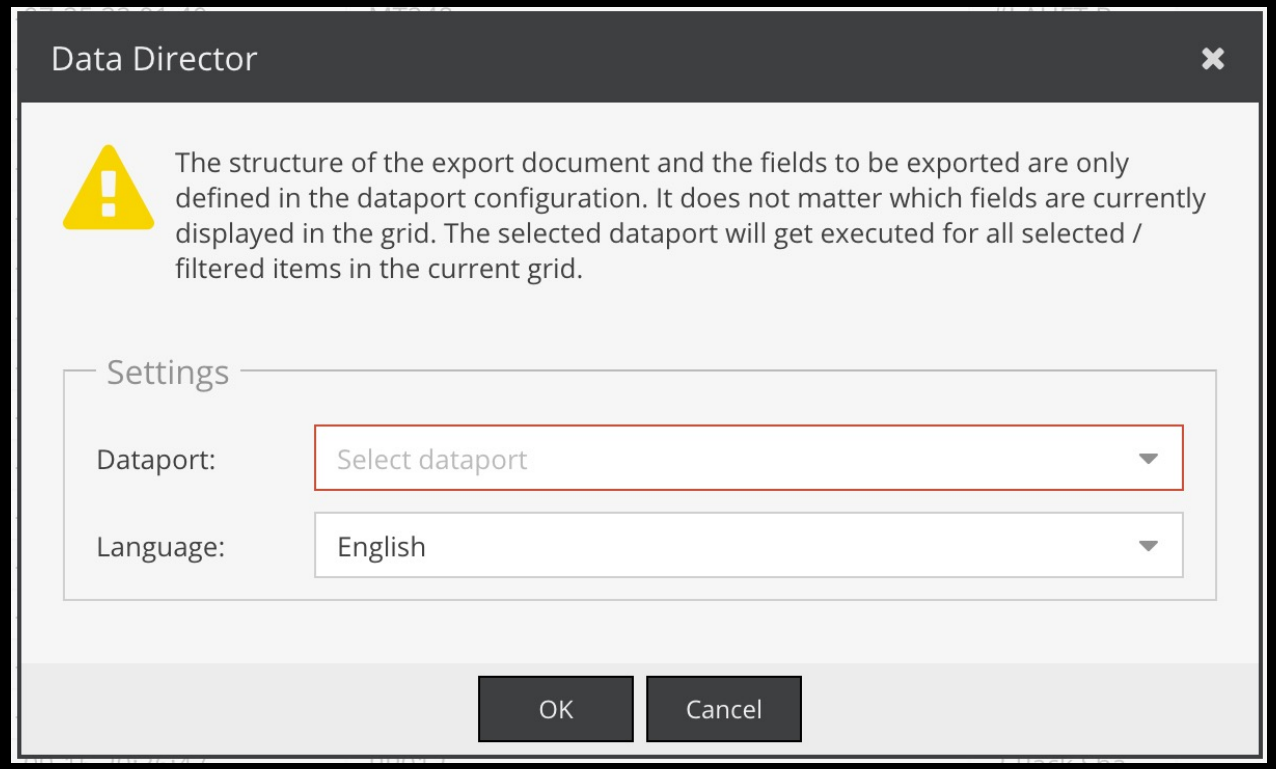
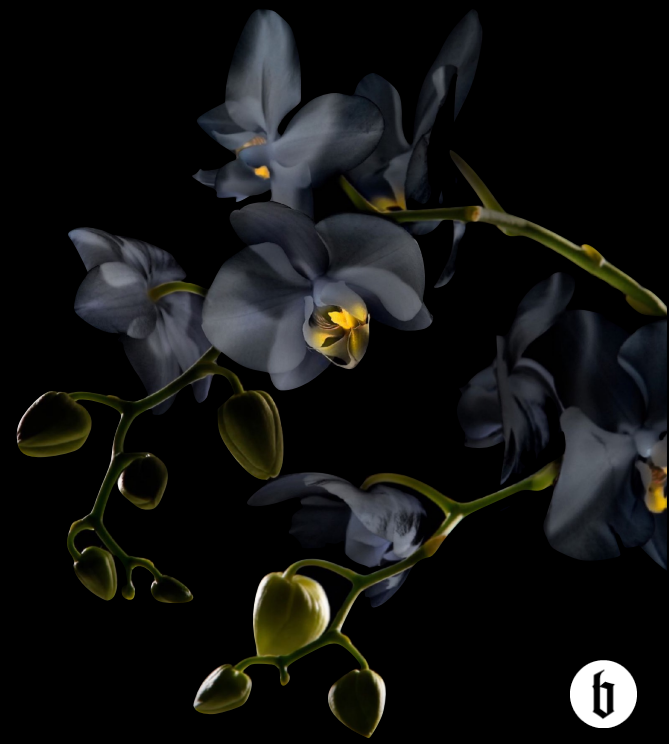
And the really cool things?





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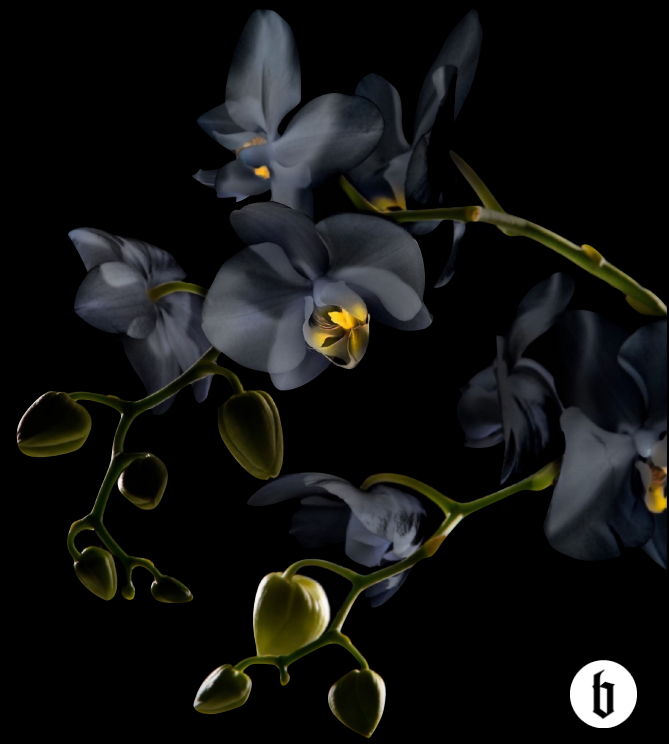
And the really cool things?

- Every mentioned feature is possible without programming



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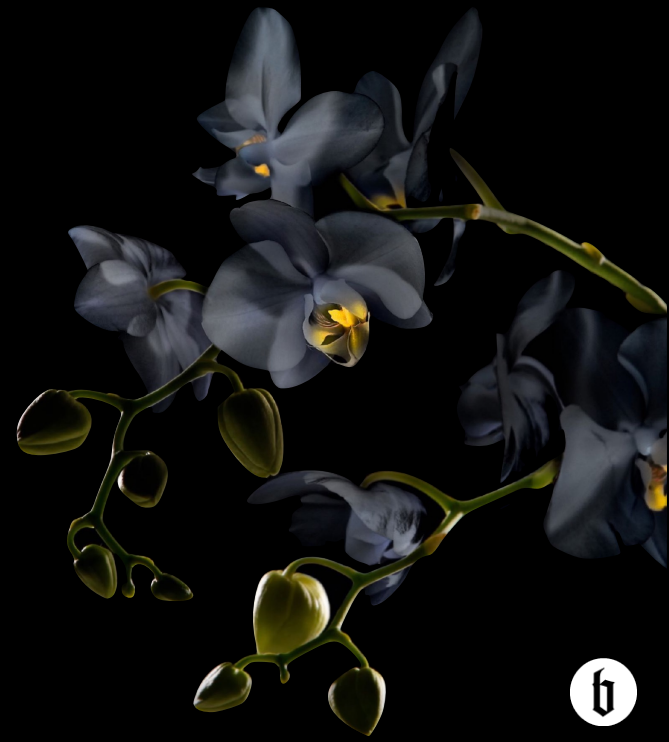
And the really cool things?

- Every mentioned feature is possible without programming
- But you can always add own logic via callback functions



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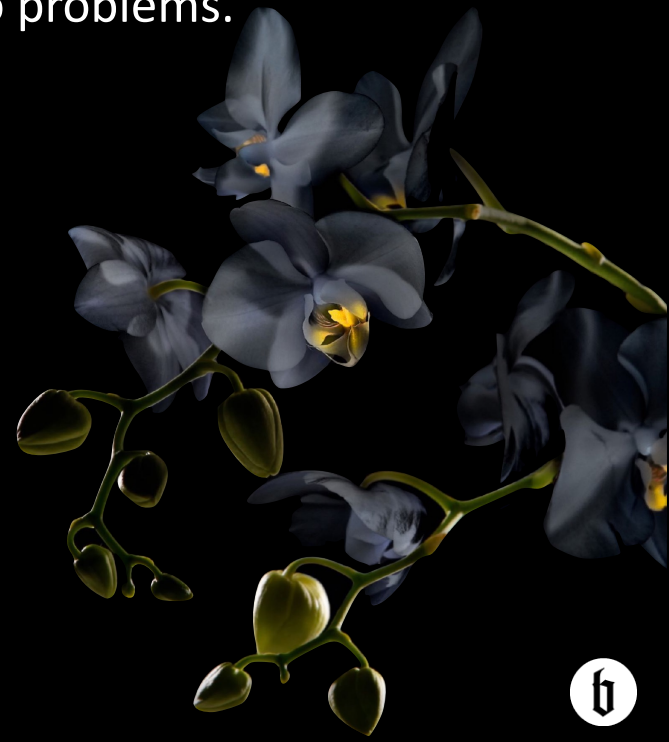
Customer voices

„Our product designers add new products in Excel. As soon as they upload this file to Pimcore, the products automatically get imported, then translated and sent to our ERP system and our webshop. I set this up in a few days and I am not even a developer.“

„We import 8 million products and update 300K daily – so far the Data Director had no problems.“

„This sounds too good to be true – an always up-to-date InDesign export feed, I am dreaming of this for years.“



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100 % Customer Satisfaction *

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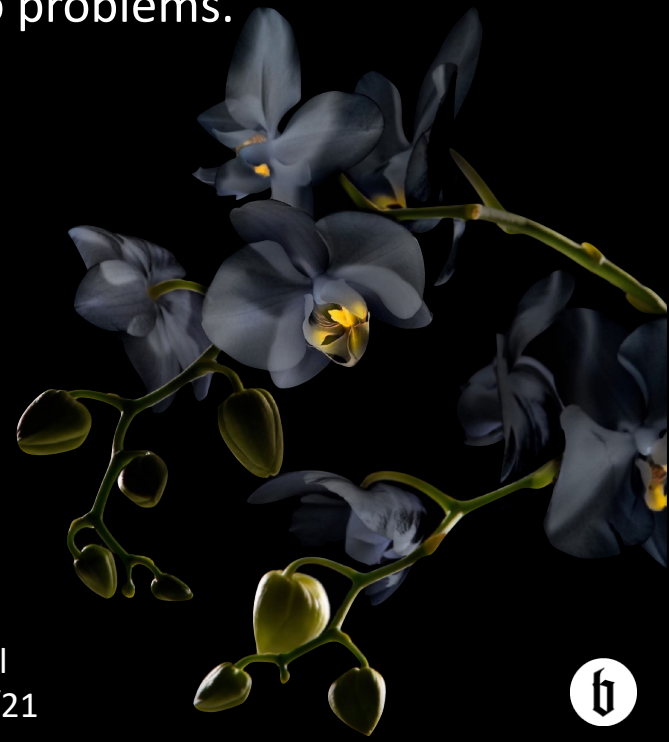

* according to survey of all Data Director buyers 06/21

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Pimcore Data Director

Interested?

info@blackbit.de

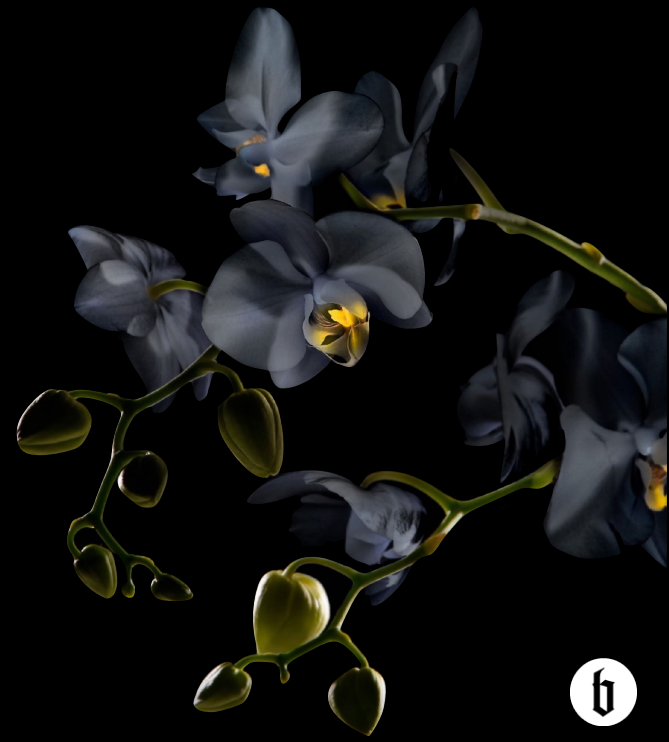
Manual / Documentation

Video Tutorials

Pimcore Demo Access

Pimcore Marketplace

Online Shop



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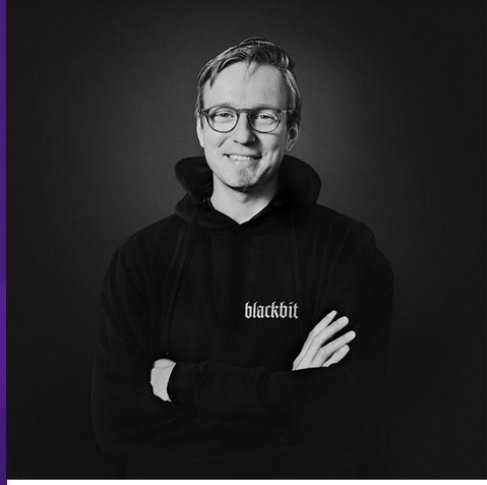
Q&A



Jan
Walther

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PIMCORE
GOLD
PARTNER