



WHERE DOES YOUR PRODUCT DATA FLOW STAND?

From silos to platform,
shown by HIT and Toshiba Tec

September 2026

NSPYR at DMEXCO 2026



CONTENTS

- 01 | Where you stand today
- 02 | Use case: HIT Handelsgruppe
- 03 | Use case: Toshiba Tec
- 04 | Who we are

WHERE DO YOU STAND TODAY?

STAGE 1



Silos

- ✓ Every department maintains its own data
- ✓ New channel, new track

STAGE 2



Integration

- ✓ One authoritative source for product data
- ✓ Roles, approvals, inheritance

STAGE 3



Automation

- ✓ Maintained once, live everywhere
- ✓ Rules per channel, store and format

STAGE 4



Enterprise Commerce

- ✓ Data drives the business
- ✓ Agents maintain, people approve



STAGE 1: SILOS

Every department maintains its own data.

Shop, print, app and marketplace each have their own maintenance track. The same product information is entered several times, in varying quality and at different times.

- ✓ **How you can tell:** Ask "**Who maintains your product data?**" and you get a list, not an answer.
- ✓ Every **new channel** is a **new project**.
- ✓ **Next step:** define one authoritative source before the next channel arrives.



STAGE 2: INTEGRATION

One authoritative source. Roles, approvals, inheritance.

Product data, assets and content live in one central hub. A master maintains; countries and channels inherit, translate and add. Technology is rarely the hurdle; getting everyone onto one path is the real work.

- ✓ **How you can tell:** A change is made in one place and is correct in every channel.
- ✓ Responsibilities are settled **before the software** is configured.



STAGE 3: AUTOMATION

Maintained once, live everywhere.

Rules per channel, store and format handle the distribution. An offer change with price, availability, image and copy is maintained once and appears in all channels at the same time, tailored to each store.

- ✓ **How you can tell:** New channels and locations are added without more people maintaining data.
- ✓ **A clean stage 2 is the prerequisite.** Automation on unclear data produces errors at scale.



STAGE 4: ENTERPRISE COMMERCE

Data drives the business. Agents maintain, people approve.

People define goals, brand, quality and compliance. Agents generate, enrich, translate and prepare. The central hub sets rules, roles, approvals and traceability.

- ✓ **"And what if the AI publishes nonsense?"**

People keep the risk-tiered approval.

- ✓ **A direction, not a feature:** only works once stages 2 and 3 are in place.

- ✓ Pimcore calls this hub the **Data Spine**.



WHY PRODUCT EXPERIENCE?

Four take-aways from the data apocalypse

Customers expect personalization, availability and the same offer on every channel. The number of touchpoints is rising while control over the data behind them is falling.

- ✓ **The data apocalypse is here** → Consumption in 2030 confronts companies with enormous challenges
- ✓ **Best-of-breed = digital dinosaurs** → Specialized point solutions only work until the environment changes significantly
- ✓ **Best-of-suite = the solution** → Integrated systems instead of isolated point solutions deliver seamless integration, unified data, optimized efficiency
- ✓ **PXM = your digital evolution** → The best-of-suite approach for product data flows



HIT Handelsgruppe

FROM THE LEAFLET TO A DIGITAL ECOSYSTEM

★ USE CASE



German grocery retailer

Founded 1902

Based in Bonn

Part of the Dohle Group

Various franchise partners

100+ stores in Germany



Shopping
experience

Regional
roots

International
variety

Freshness
expertise

Expertise in
range &
suppliers

Craft skills

Close to
customers

Quality &
variety

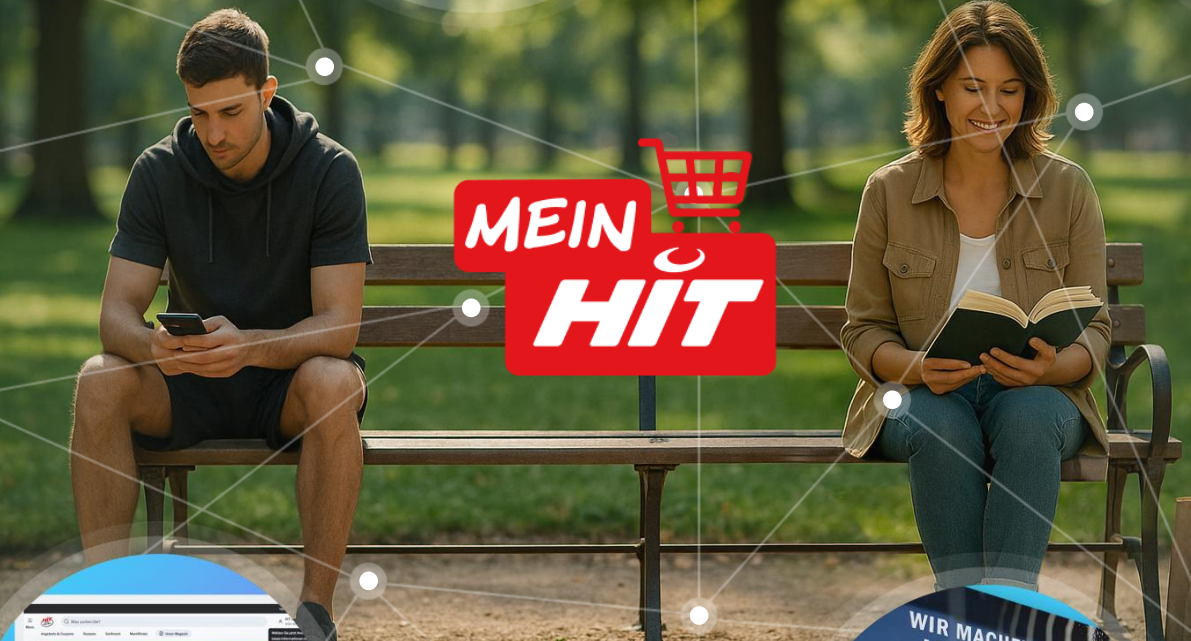
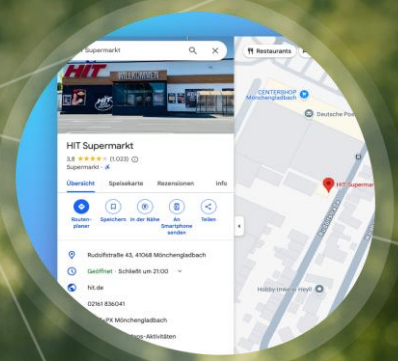
Digital
shopping
companion



🎯 Starting point

- ✓ **Long-established grocery retailer**, founded in 1902, headquartered in Bonn, over 100 stores plus franchise partners.
- ✓ **Weekly communication cycle**, rooted in print. Leaflets, posters and price labels, firmly anchored in brick-and-mortar retail.
- ✓ **Digital only in fragments**. Website, ERP, promotional material manager and newsletter sat side by side without a shared data basis.
- ✓ **Customers are changing their behavior**. Mass advertising is losing impact. Reach HIT customers directly and individually without breaking the weekly cycle.
- ✓ **Data built for logistics, not for customers**. Range, prices and availability for over 100 stores live in an ERP system designed for purchasing and checkout.





One Pimcore backend with PIM, DAM and DXP as the data core for all channels



Web, app, newsletter, leaflet, handheld scanner, digital signage and POS material from a single source

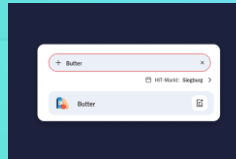
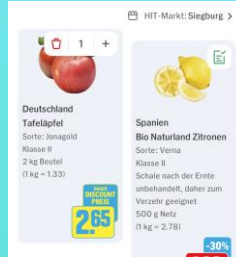
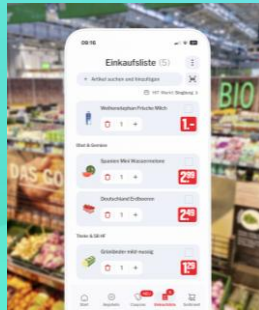
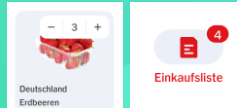


The HIT account connects web, app and store: shopping list, coupons, receipts

FEATURE HIGHLIGHTS

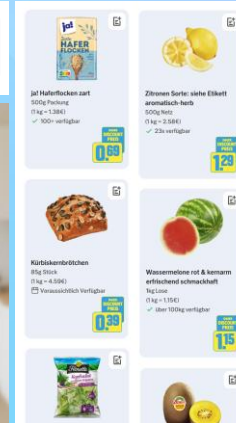
SHOPPING LIST

Plan smarter –
shop stress-free



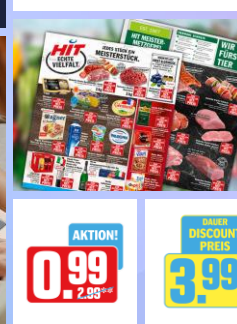
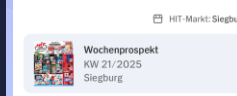
LIVE RANGE

Current availability
in real time



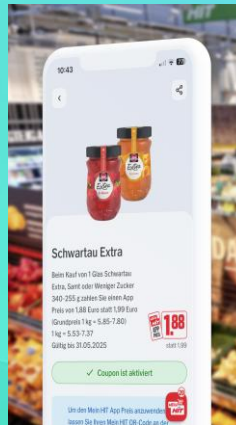
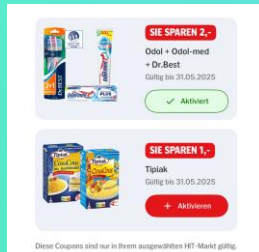
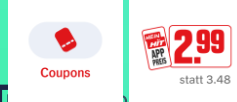
LEAFLET

Offers on
every channel



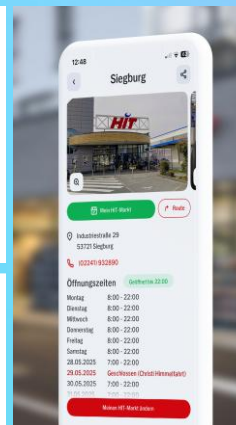
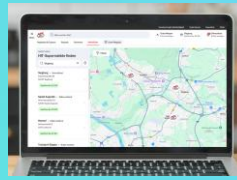
COUPONS

Saving
made easy



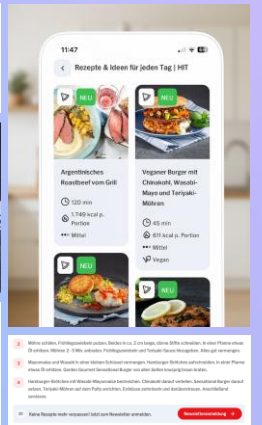
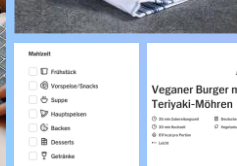
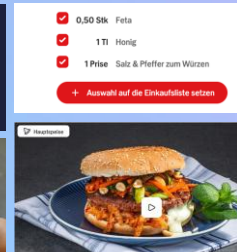
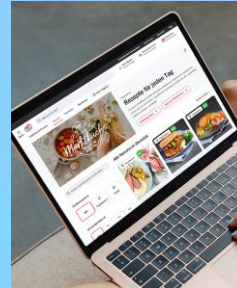
STORE FINDER AND DETAILS

Everything at a glance



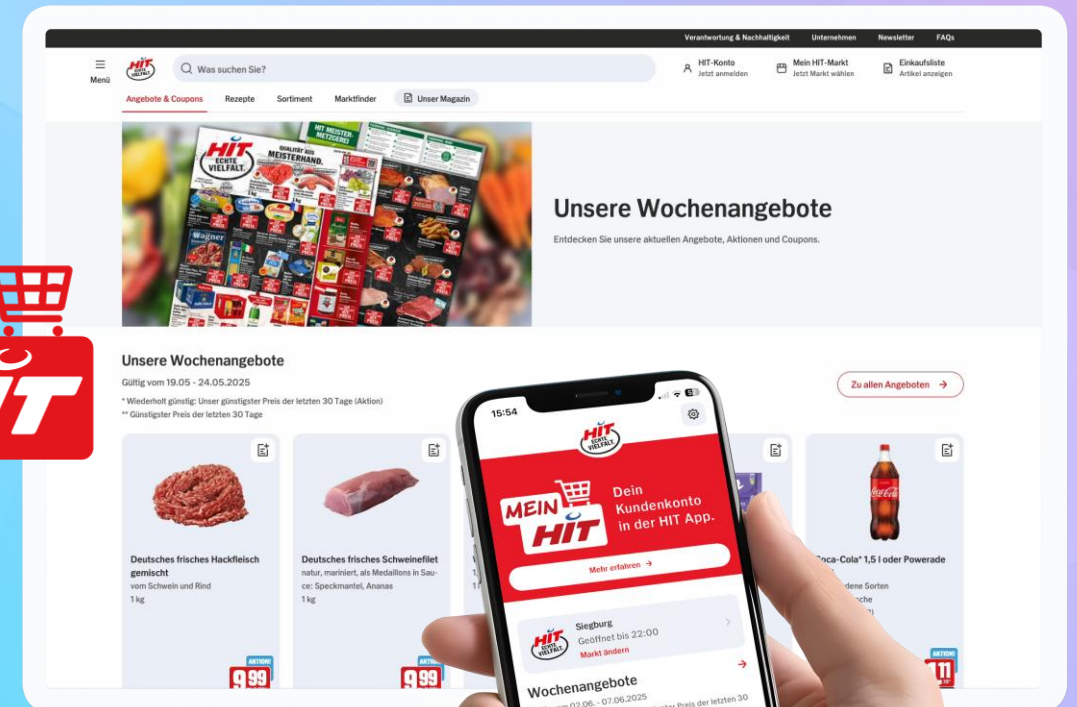
RECIPES

Cooking with
inspiration



📌 What was gained

- ✓ **One source for all channels.** Offers, prices and availability maintained once, current everywhere.
- ✓ **A direct customer relationship.** Own channel, first-party data, consent included.
- ✓ **Less dependent on third-party platforms** and their ad restrictions.
- ✓ **Online and store connected.** Shopping list, coupons, Scan & Go and receipt in one account.
- ✓ **The leaflet** goes digital, personalized, store-specific.



END-TO-END PLATFORM SOLUTION FOR RETAIL

Scope

Building the leading digital ecosystem and relaunching all digital touchpoints across the web and at the point of sale.



- ✓ Transformation consulting
- ✓ Customer Experience Design
- ✓ Product & Service Design



- ✓ Workflow and process optimization



- ✓ Custom development
- ✓ App development

Technology base

Pimcore Open Source

Shopreme Shopping SDK

Native apps iOS & Android

Features

- ✓ Central data warehouse
- ✓ Cross-platform customer accounts incl. single sign-on
- ✓ ERP synchronization of location, range and offer data
- ✓ Personalization features
- ✓ Content automation for leaflets and recipe content
- ✓ Location-based data output
- ✓ Couponing integration
- ✓ Fully integrated newsletter delivery
- ✓ Consent management, web tracking and BI reporting

SHOPPING PREPARATION

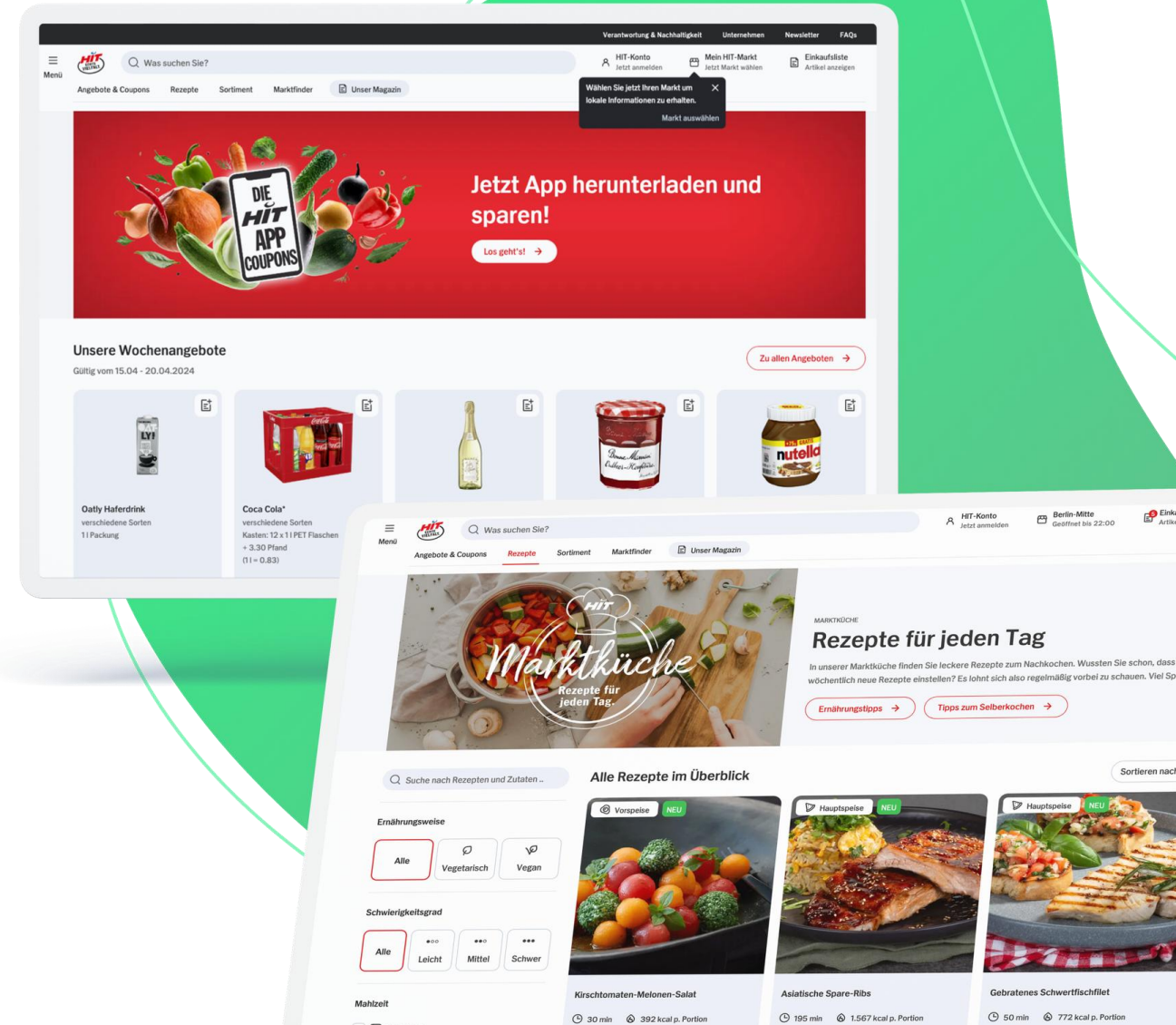
on the web

Smart Shopping

The HIT website gives smart shoppers a central place to prepare their next shopping trip.

Feature details

- ✓ Store-specific range information, leaflets and coupons
- ✓ Multimedia content hub
- ✓ Shoppable recipes
- ✓ Shoppable leaflet
- ✓ Local-SEO-optimized store finder
- ✓ Personal shopping list
- ✓ Weekly offers newsletter

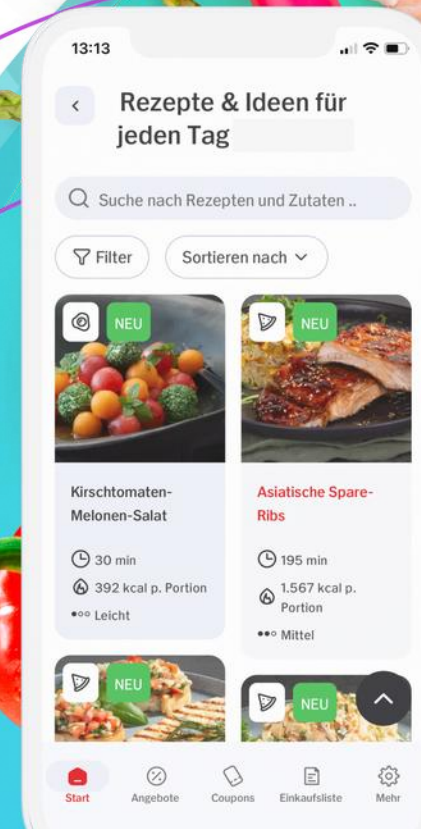
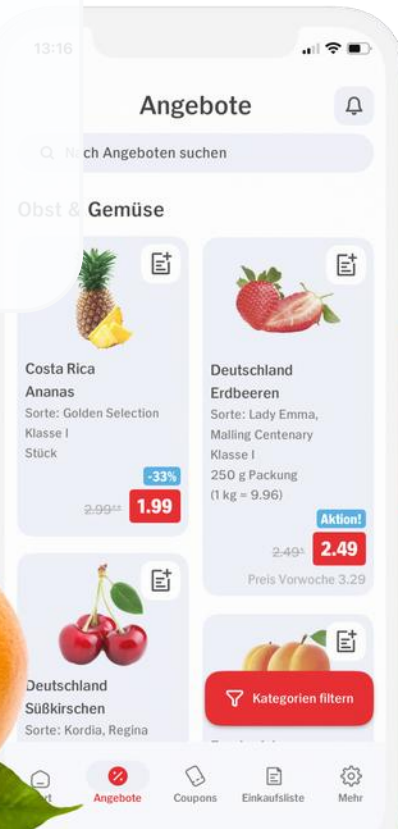


DIGITAL EXPERIENCE

at the point of sale

Feature details

- ✓ Native apps for iOS & Android
- ✓ Geo-based store detection
- ✓ Store-specific prices & coupons
- ✓ Self-service checkout at the POS
- ✓ Shopping list integration
- ✓ Configurable push notifications
- ✓ Scan & Go receipt management



Verantwortung & NachhaltigkeitUnternehmenNewsletterFAQs

Menü

HIT

WELT

Was suchen Sie?

HIT-Konto
Jetzt anmelden

Mein HIT-Markt
Jetzt Markt wählen

Einkaufsliste
Artikel anzeigen

Angebote & CouponsRezepteSortimentMarktfinderKarriere

Wählen Sie jetzt Ihren Markt um lokale Informationen zu erhalten.

Markt auswählen

WELT

Beratungs-Champions

HIT

HÖCHSTE Beratungsqualität

Im Ranking
20 Lebensmittelhändler
beratungs-champions.de
09/2026

Voraussetzung für Kundenbefragung und Auszeichnung
ist die Bewertung des Stores

Echt jetzt!

Ausgezeichnet beraten.

Jetzt Markt finden →

Unsere Wochenangebote

Gültig vom 21.09 - 26.09.2026

* Wiederholt günstig: Unser günstigster Preis der letzten 30 Tage (Aktion)

** Günstigster Preis der letzten 30 Tage

Zu allen Angeboten →

Deutsches frisches Rinderhack
100 g

Deutsches frisches Schweinefilet
100 g

Weihenstephan Butter oder Streichart
250 g Packung

Dallmayr prodomo versch. Sorten
500 g Packung

Haribo Fruchtgummi oder Lakritz
versch. Sorten

NSPYR | September 2026

Verantwortung & NachhaltigkeitUnternehmenNewsletterFAQs

Menü



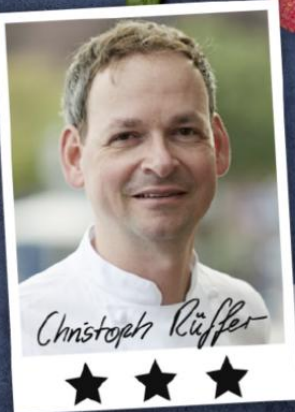
Was suchen Sie?

HIT-Konto
Jetzt anmelden

Mein HIT-Markt
Jetzt Markt wählen

Einkaufsliste
Artikel anzeigen

Angebote & CouponsRezepteSortimentMarktfinderKarriere



Wir gratulieren unserem Sternekoch zum dritten MICHELIN Stern!

★★★★★

MARKTKÜCHE

Rezepte für jeden Tag und für besondere Genussmomente

In unserer Marktküche finden Sie leckere Rezepte zum Nachkochen. Wussten Sie schon, dass Sie bei uns auch Rezepte von Sternekoch Christoph Rüffer finden? Es lohnt sich also regelmäßig vorbei zu schauen. Viel Spaß!

Rezepte von Christoph Rüffer →

Tipps zum Selberkochen →

Suche nach Rezepten und Zutaten ..

Alle Rezepte im Überblick

Sortieren nach ▾

Ernährungsweise

Alle

Vegetarisch

Vegan

Schwierigkeitsgrad

Alle

Leicht

Mittel

Schwer

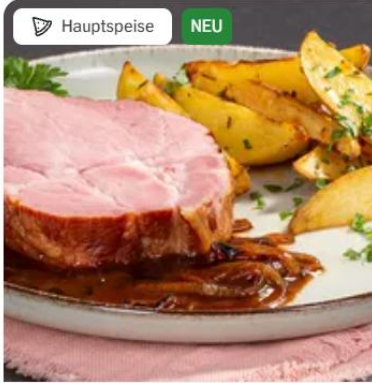
Hauptspeise

NEU



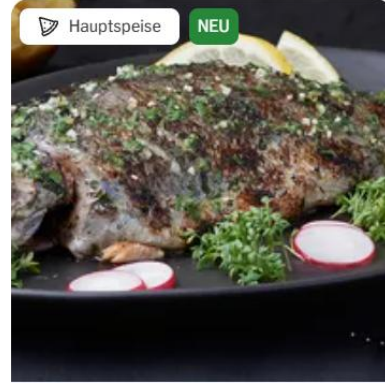
Hauptspeise

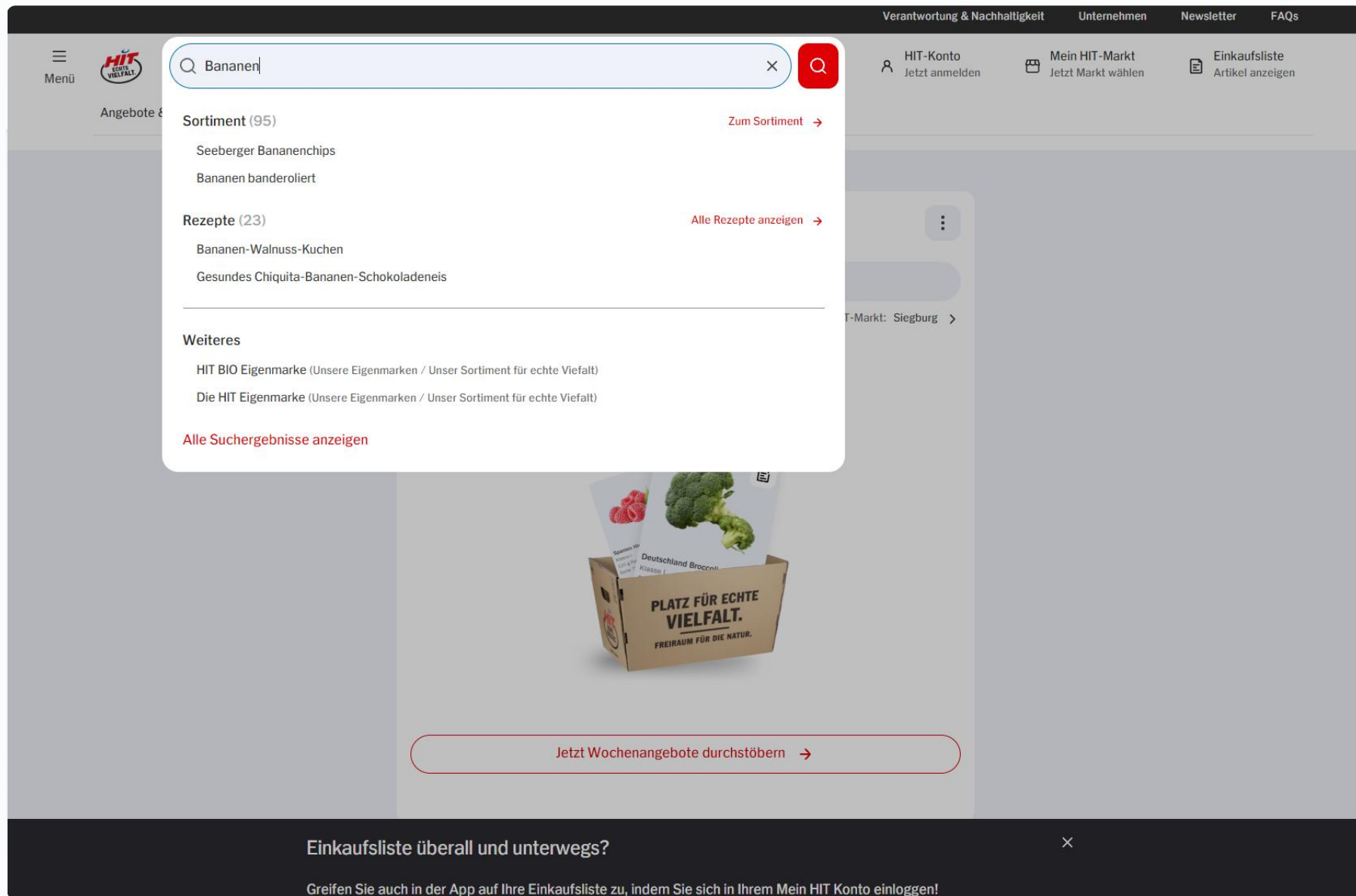
NEU



Hauptspeise

NEU







Was suchen Sie?



Guten Morgen
Martin Sigmar



Siegburg
Geöffnet bis 22:00



Einkaufsliste
Artikel anzeigen

Angebote & Coupons

Rezepte

Sortiment

Marktfinder

Karriere

Einkaufsliste



+ Artikel suchen und hinzufügen

HIT-Markt: Siegburg >

Obst & Gemüse



Bananen banderliert

✓ 24.1kg verfügbar



1 +

1.29

Lebensmittel



Meienburg Bananen-Chips Honig geröstet

✓ 5x verfügbar



1 +

2.79



Nature 's Charm Banana Blossom Bananenblüte in Lake

✓ 9x verfügbar



1 +

2.99



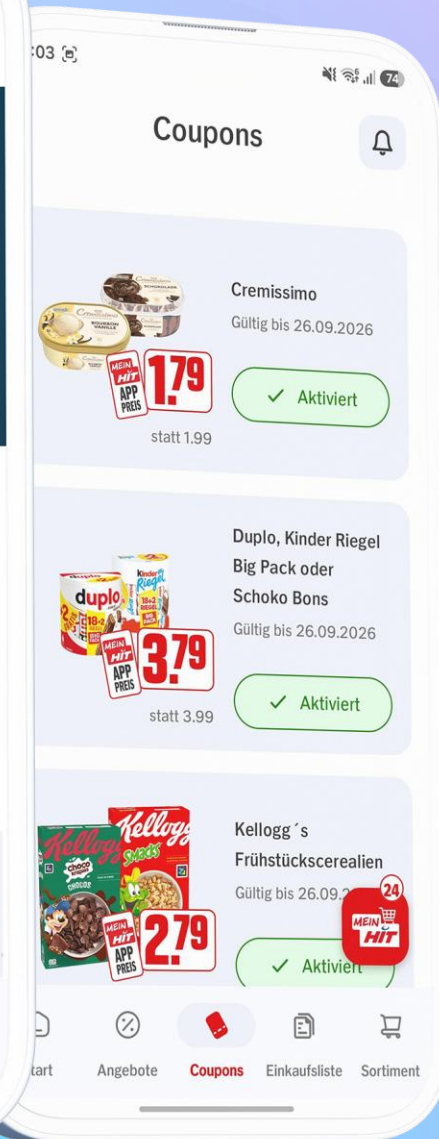
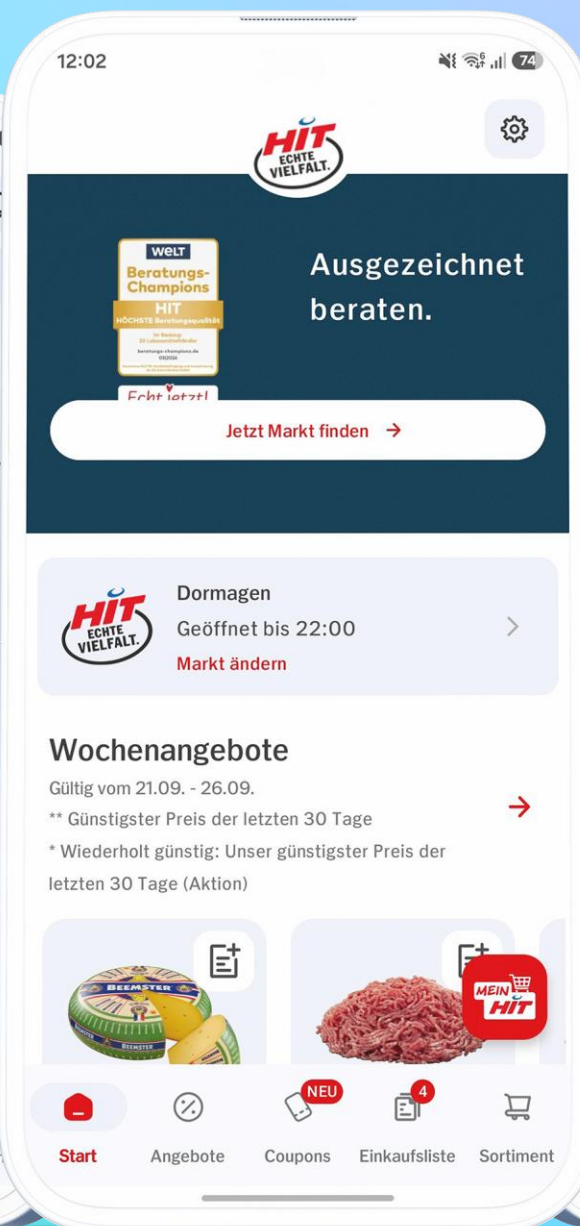
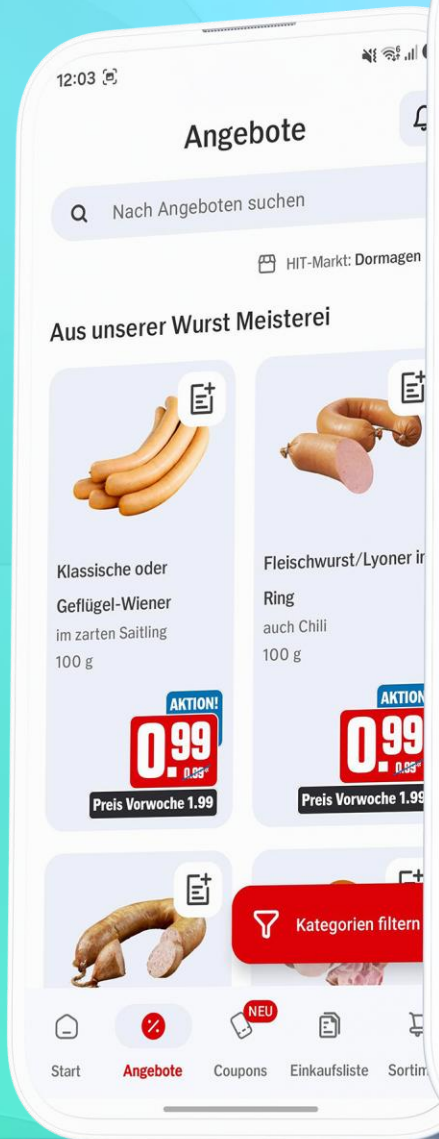
REWE Backmischung Mini Bananen-Küchlein

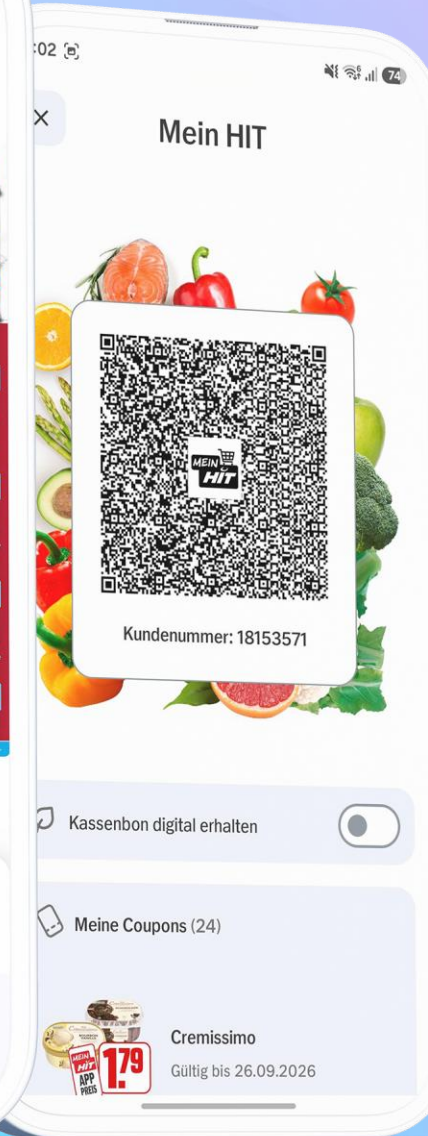
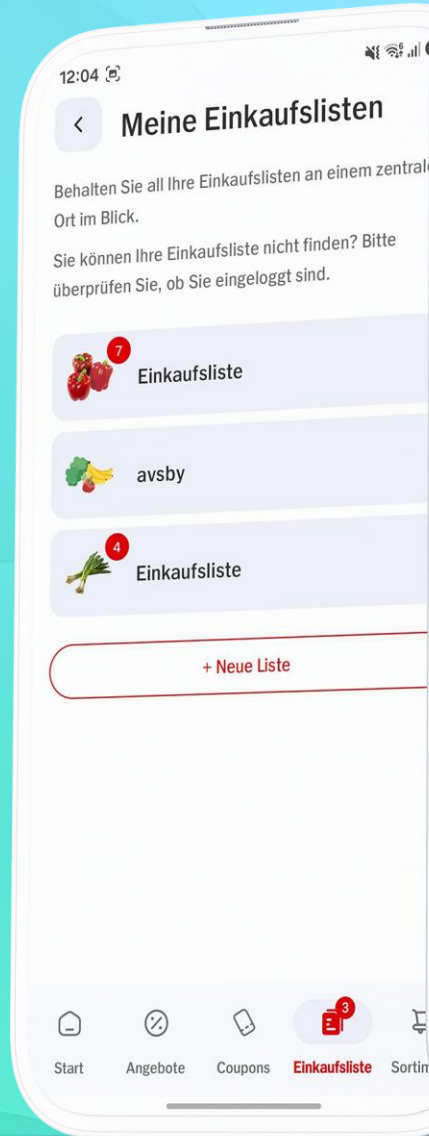
✓ 10x verfügbar



1 +

2.29

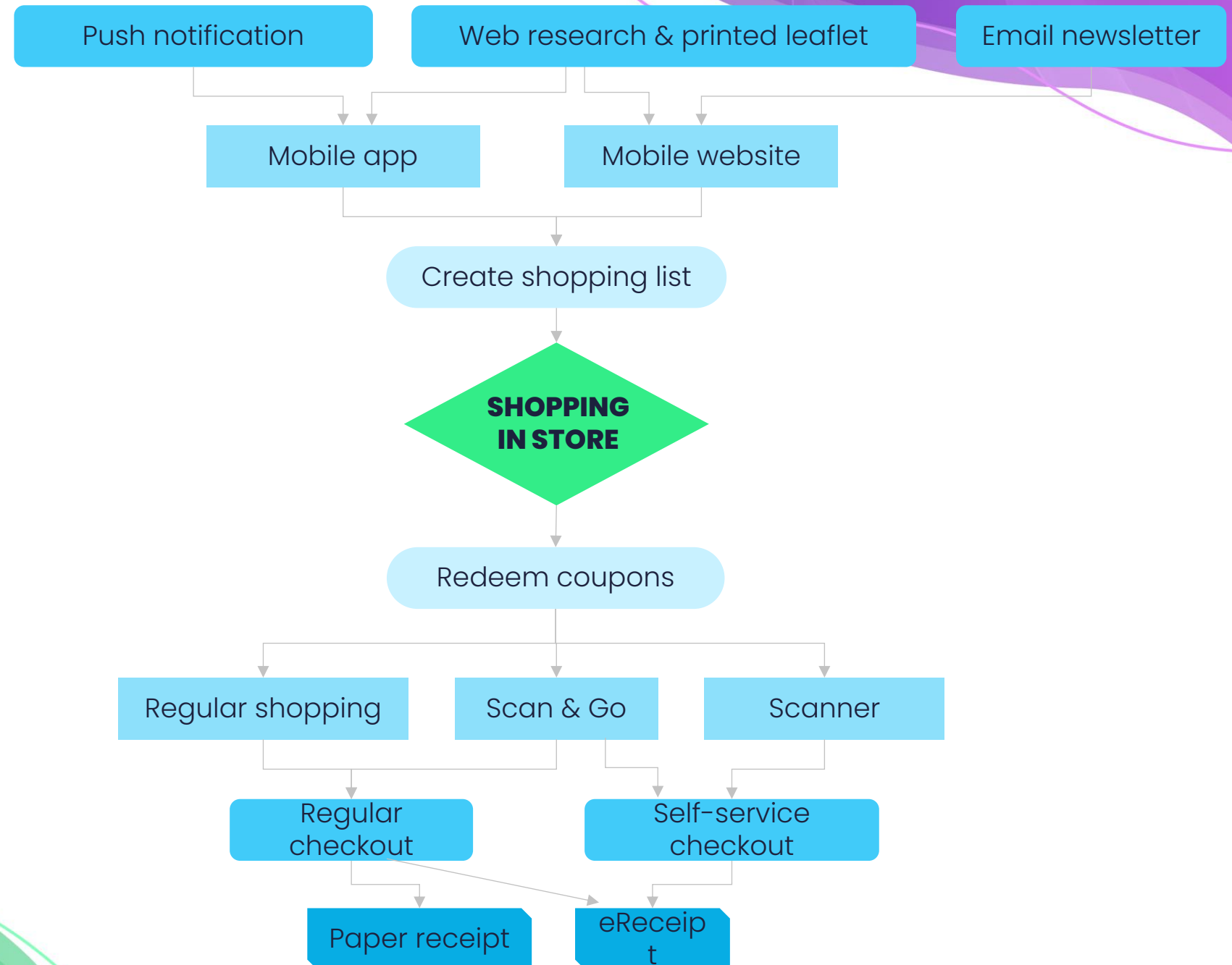




FOCUS JOURNEYS

From preparation to receipt

SHOPPING PREPARATION



SHOPPING & PAYMENT

PIMCORE PXM FOR HIT

Unified. Amazing. Connected to everything.

DATA MANAGEMENT

Applications


PIM
PRODUCT INFORMATION
MANAGEMENT


MDM
MASTER DATA
MANAGEMENT


DAM
DIGITAL ASSET
MANAGEMENT


CDP
CUSTOMER DATA
PLATFORM

EXPERIENCE MANAGEMENT

Applications


DXP
DIGITAL EXPERIENCE
MANAGEMENT


COMMERCE
DIGITAL COMMERCE
PLATFORM


PXP for PIM
PRODUCT EXPERIENCE
PORTAL


AXP for DAM
ASSET EXPERIENCE
PORTAL

Integration


DATA HUB
PIMCORE DATA
INTEGRATION HUB


CORE API
APPLICATION
PROGRAMMING INTERFACE


CO-PILOT
EXTENDABLE, CONTEXT
SENSITIVE AI-ASSISTANT

Consumer Facing Portals

PRODUCT MANAGEMENT

MARKETING SALES AGENCIES CUSTOMER

Headless Data

GRAPHQL REST

JSON XML

3rd Party Data

ERP CRM

DATABASES CLOUD

Channels & Marketplaces

G





DIGITAL

APP

VOICE

BOT

Unified Seamless Customer Experience

VR

PRINT

POS

IOT

TOSHIBA

Toshiba Tec

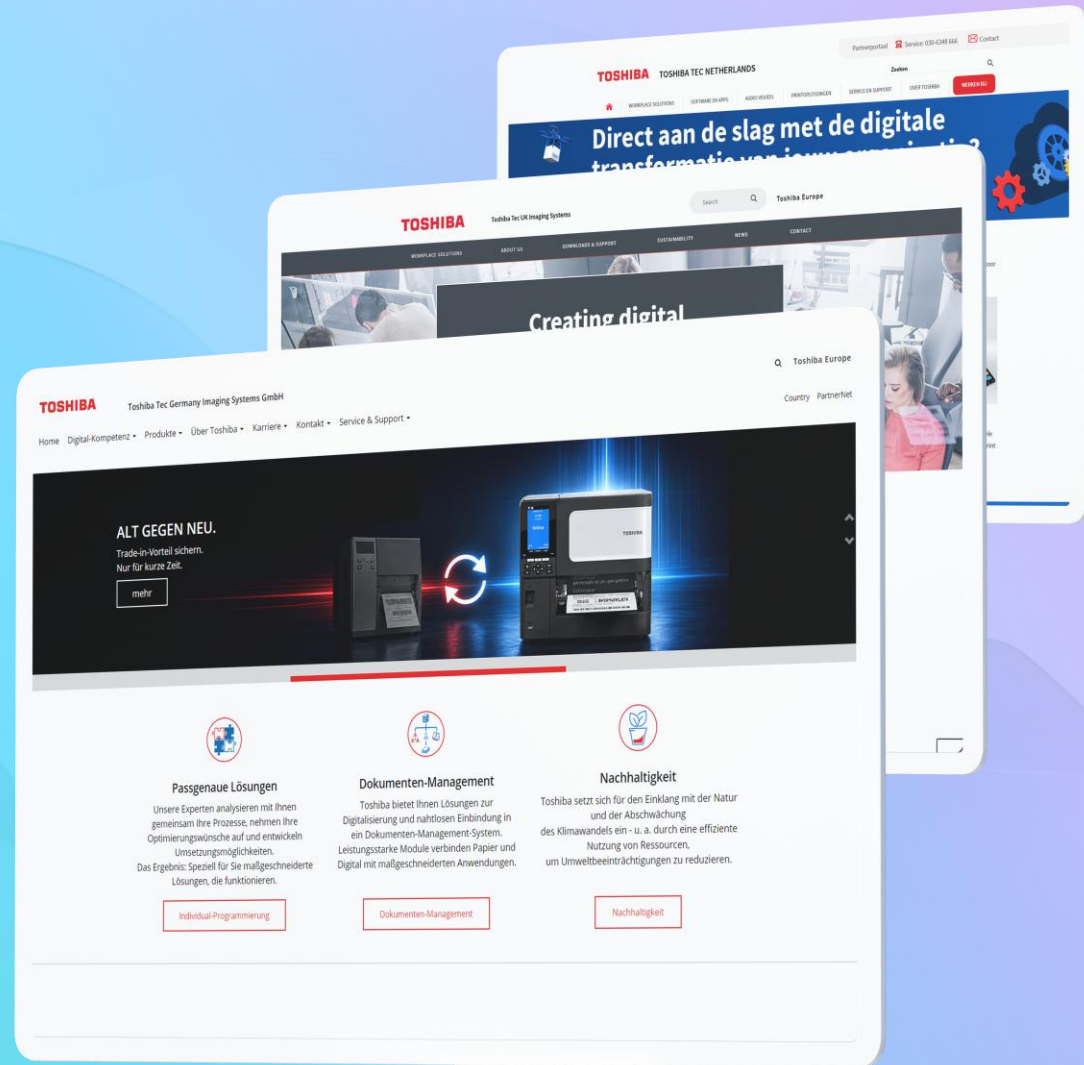
FROM A CUSTOM SYSTEM TO A PRODUCT DATA PLATFORM

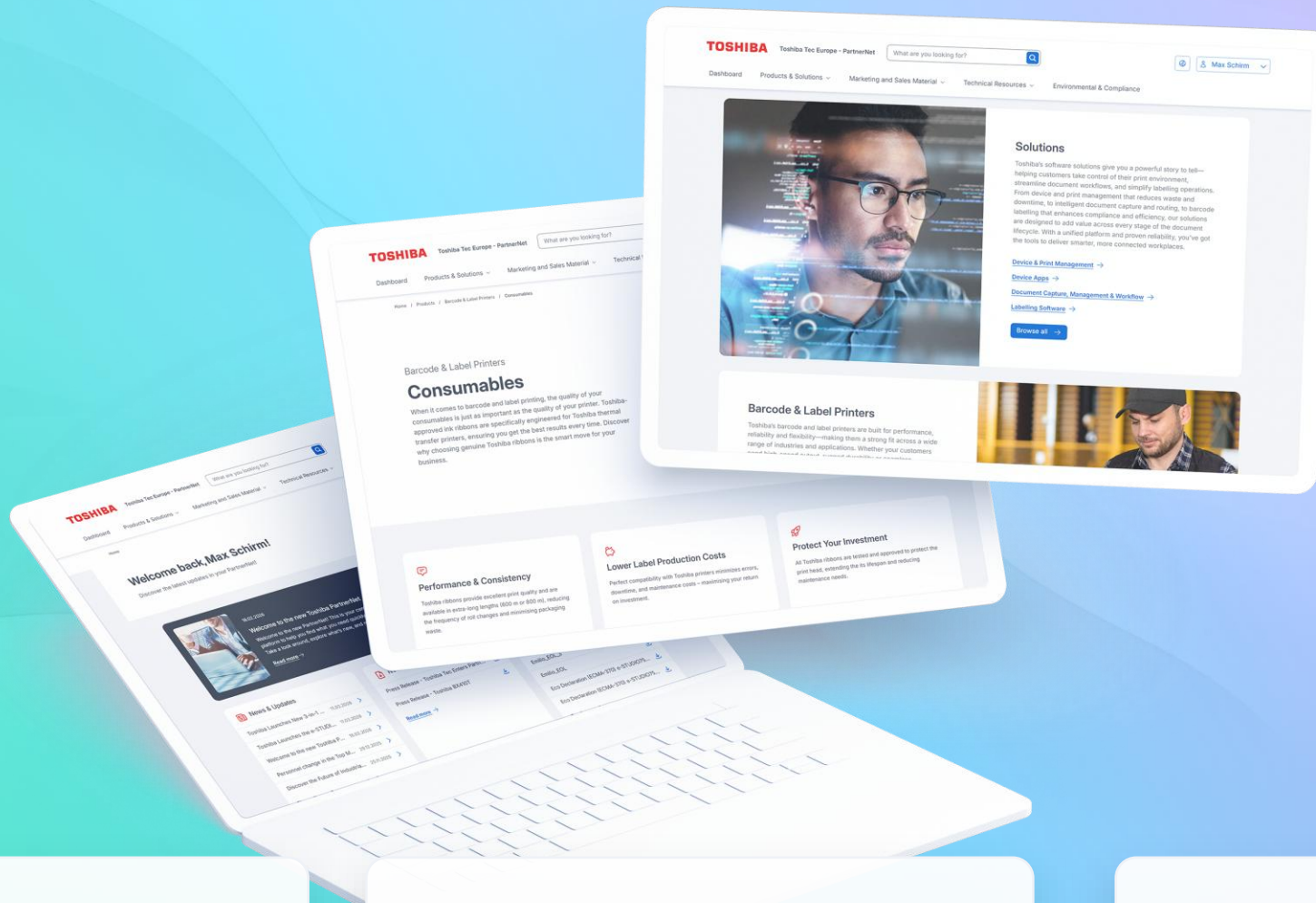
★ **USE CASE**



🎯 Starting point

- ✓ A **15-year-old custom-built system** for product information, websites and partner portal.
- ✓ **Outdated interfaces** and **a high risk** for operation and maintenance.
- ✓ **No uniform data structures, no consistent brand presence, individual countries** with their own solutions.
- ✓ **1 European headquarters, 11 country organizations with 5,000 active users** of the Partner Net (employees, distributors and dealers)





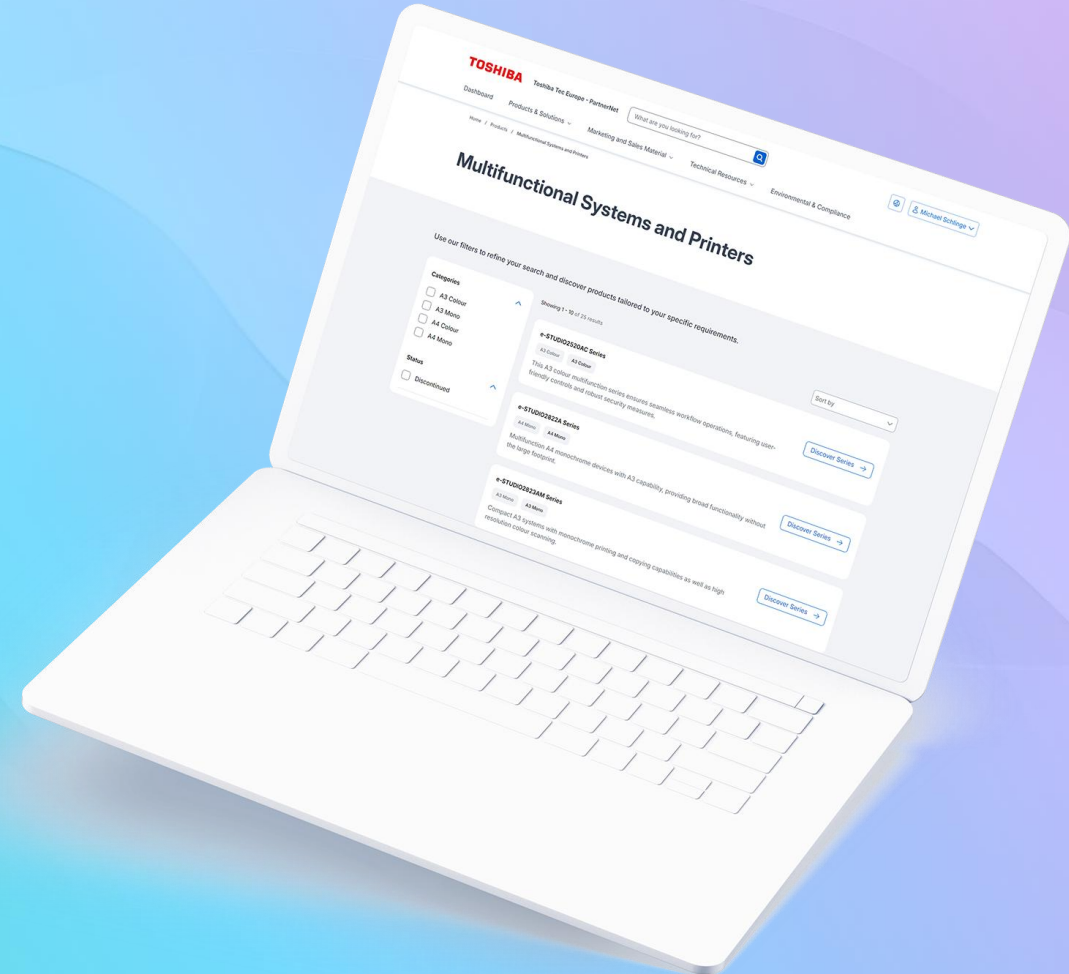
✓ One central Pimcore backend for product data, assets and content

✓ One European partner portal for employees and distributors

✓ Eleven country websites from one source, in one consistent look

🚩 What was gained

- ✓ A **future-proof, central** platform
- ✓ All product data **in one leading system**, with a uniform structure.
- ✓ **One shared backend** for product and marketing information.
- ✓ **One workflow** for product management, marketing and countries, from maintenance to publication.
- ✓ **One consistent presence** with a better user experience and less effort for the countries.



FROM A CUSTOM SYSTEM TO A PRODUCT DATA PLATFORM

Scope

Replacing a fifteen-year-old custom system with a central Pimcore platform for product data, partner portal and eleven country websites across Europe.



- ✓ Transformation consulting
- ✓ Customer Experience Design



- ✓ Workflow and process optimization
- ✓ UX/UI design



- ✓ Custom development
- ✓ System integration

Technology base

Pimcore

PIM

DAM

CMS

Services

- ✓ New data model for series, individual products, accessories and assets with inheritance
- ✓ Roles, permissions and multi-stage workflow between headquarters and countries
- ✓ Country variants: HQ maintains the master, countries translate and add
- ✓ Partner Net with product pages, downloads, search and dashboard
- ✓ Eleven country websites from one framework of templates and components
- ✓ New UX and UI for portal and websites
- ✓ Data import, interfaces, train-the-trainer sessions

PRODUCT DATA PLATFORM FOR EUROPEAN SALES

- ✓ Partner Net for **around 5,000 users, distributors and dealers**: product pages, downloads, search, dashboard
- ✓ **Eleven country websites with content for end customers**, fed automatically from the backend & individual pages
- ✓ **HQ defines pages, countries translate** and add their own content in the CMS
- ✓ One framework of **templates and components** for both channels
- ✓ End-of-sale products: **still visible** in the portal, **automatically hidden** on the website



MASTER MAINTAINS, COUNTRIES INHERIT

Data model

Attributes are attached to the series and inherited by the individual products; marketing fields and product data pass from the master to the country variants.

Roles in the workflow

- ✓ Product management: specifications, manuals, compliance, drivers
- ✓ Marketing HQ: images, copy, brochures
- ✓ Countries: translate, add their own images and downloads
- ✓ New products automatically create country variants, which are published separately in each country



PIMCORE PLATFORM™

Unified. Amazing. Connected to everything.

DATA MANAGEMENT

Applications



EXPERIENCE MANAGEMENT

Applications



Integration



Consumer Facing Portals



Headless Data



3rd Party Data



Channels & Marketplaces



DIGITAL MOBILE/APP VOICE BOT

Unified Seamless Customer Experience

VR PRINT POS IOT



Solutions

Toshiba's software solutions give you a powerful story to tell—helping customers take control of their print environment, streamline document workflows, and simplify labelling operations. From device and print management that reduces waste and downtime, to intelligent document capture and routing, to barcode labelling that enhances compliance and efficiency, our solutions are designed to add value across every stage of the document lifecycle. With a unified platform and proven reliability, you've got the tools to deliver smarter, more connected workplaces.

[Device & Print Management](#) →[Device Apps](#) →[Document Capture, Management & Workflow](#) →[Labelling Software](#) →[Browse all](#) →

Barcode & Label Printers

Toshiba's barcode and label printers are built for performance, reliability and flexibility—making them a strong fit across a wide range of industries and applications. Whether your customers

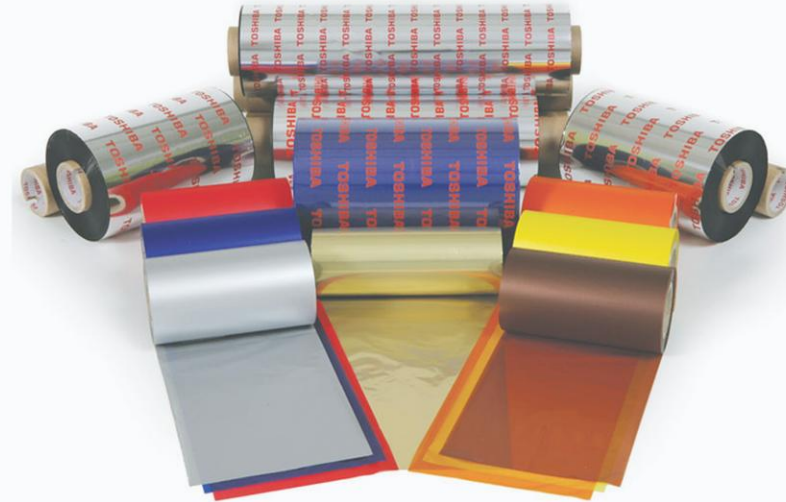




Barcode & Label Printers

Consumables

When it comes to barcode and label printing, the quality of your consumables is just as important as the quality of your printer. Toshiba-approved ink ribbons are specifically engineered for Toshiba thermal transfer printers, ensuring you get the best results every time. Discover why choosing genuine Toshiba ribbons is the smart move for your business.



Performance & Consistency

Toshiba ribbons provide excellent print quality and are available in extra-long lengths (600 m or 800 m), reducing the frequency of roll changes and minimising packaging waste.



Lower Label Production Costs

Perfect compatibility with Toshiba printers minimizes errors, downtime, and maintenance costs – maximising your return on investment.



Protect Your Investment

All Toshiba ribbons are tested and approved to protect the print head, extending its lifespan and reducing maintenance needs.



Home

Welcome back, Michael Schlinge!

Discover the latest updates in your PartnerNet!



18.02.2026

Welcome to the new Toshiba PartnerNet

Welcome to the new PartnerNet! This is your central hub for the latest product information, sales tools, and marketing resources. We've created this platform to help you find what you need quickly, stay informed, and support your success with easy access to up-to-date materials and insights. Take a look around, explore what's new, and make the most of everything PartnerNet has to offer.

[Read more →](#)

News & Updates

Toshiba Launches New 3-in-1 ...	11.03.2026	>
Toshiba Launches the e-STUDI...	11.03.2026	>
Welcome to the new Toshiba P...	18.02.2026	>
Personnel change in the Top M...	29.12.2025	>
Discover the Future of Industria...	25.11.2025	>



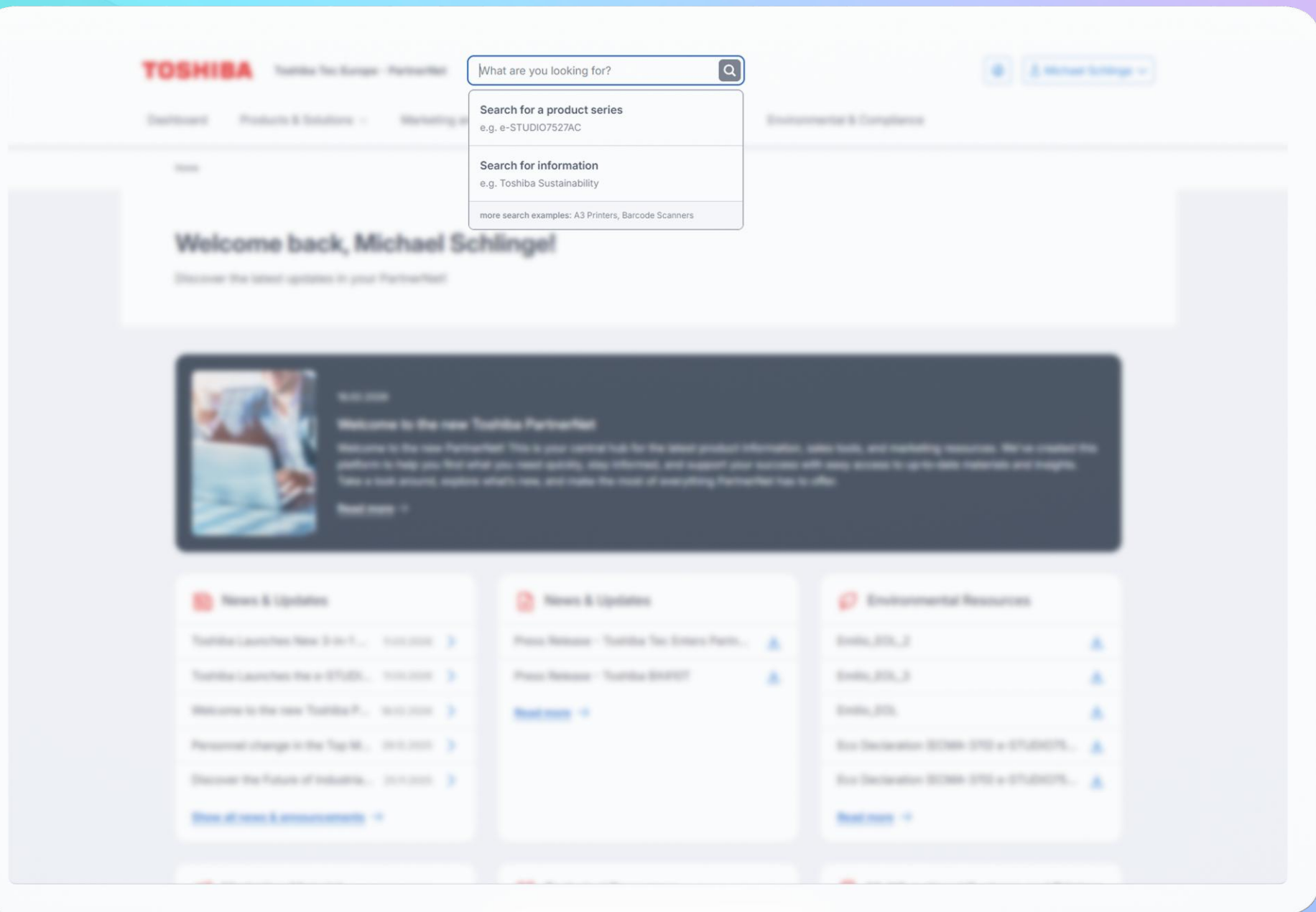
News & Updates

Press Release - Toshiba Tec Enters Partn...	↓
Press Release - Toshiba BX410T	↓
Read more	→



Environmental Resources

Emilio_EOL_2	↓
Emilio_EOL_3	↓
Emilio_EOL	↓
Eco Declaration (ECMA-370) e-STUDIO75...	↓
Eco Declaration (ECMA-370) e-STUDIO75...	↓





Use our filters to refine your search and discover products tailored to your specific requirements.

Categories

- ☒ A3 Colour
- ☐ A3 Mono
- ☐ A4 Colour
- ☐ A4 Mono

Status

- ☐ Discontinued

7 results

Sort by



Clear filter

A3 Colour



e-STUDIO2520AC Series

A3 Colour

A3 Colour

Discover Series



This A3 colour multifunction series ensures seamless workflow operations, featuring user-friendly controls and robust security measures.

e-STUDIO6525AC Series

A3 Colour

A3 Colour

Discover Series



A3 colour multifunction systems that ensure optimal productivity with high-quality output, efficient scanning, and seamless connectivity.

e-STUDIO6535AC Series

A3 Colour

A3 Colour

Discover Series



A3 colour multifunction systems that ensure optimal productivity with high-quality output, efficient scanning, and seamless connectivity.

e-STUDIO7527AC Series

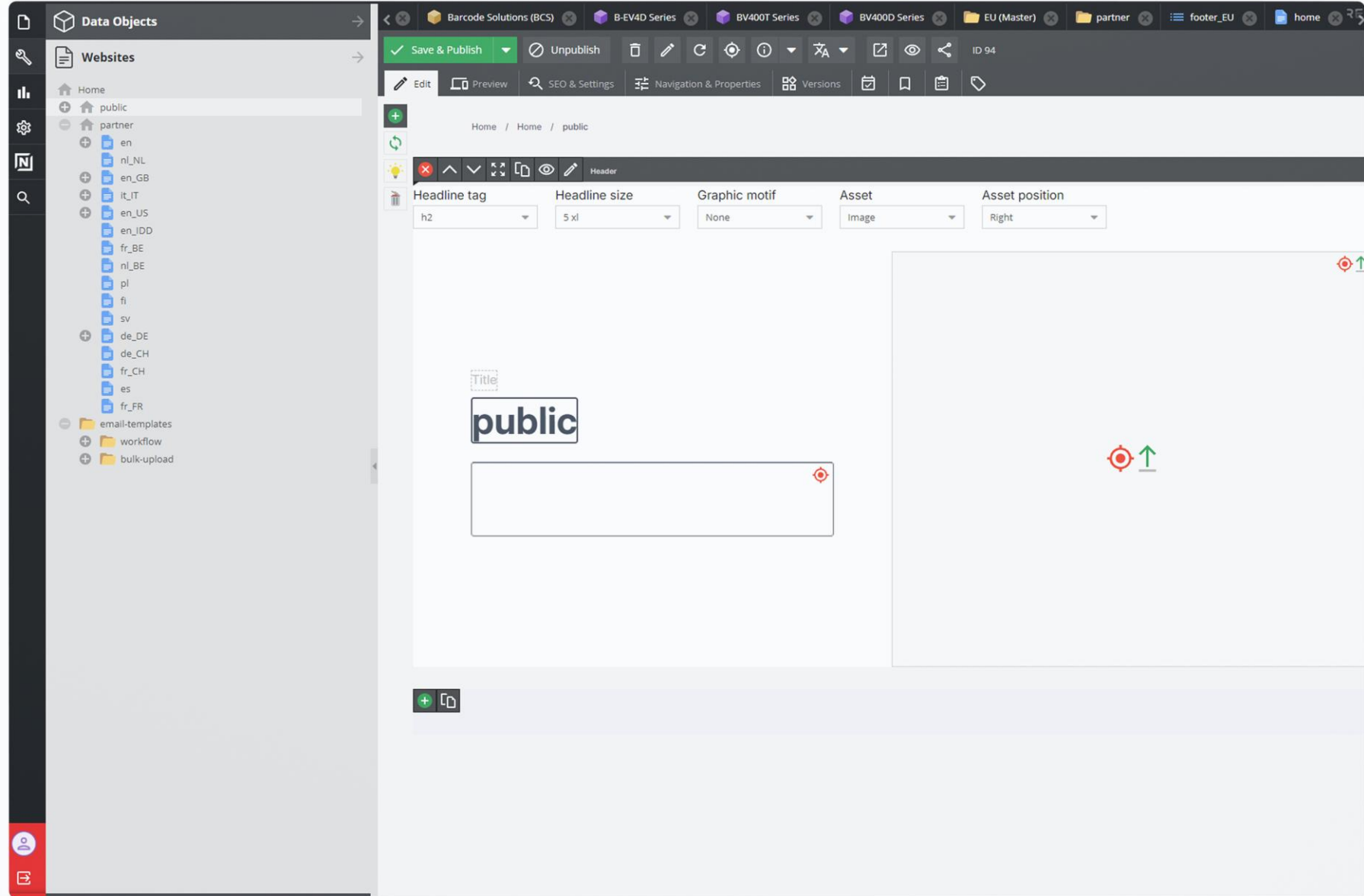
A3 Colour

A3 Colour

Discover Series



Advanced A3 multifunction systems delivering high-quality colour documents, intelligent scanning, and seamless connectivity.



KEY FIGURES & facts

Organizations in one backend
12

Users in the Partner Net
5,000+

Backend for PIM, DAM and CMS
1

Country websites from one
source
11

User groups in the portal
3

Client since
2004





Who we are

PIONEERS OF DIGITAL TRANSFORMATION





[In'spaɪər]

Stands for the **inspiration** it takes to combine **strategy, creativity** and **technology** into effective solutions for the challenges of digital transformation.

DIGITAL TRANSFORMATION

from a single source

Since July 2025, NSPYR has united the expertise of ORT Interactive and ORT Business Solutions under one roof.

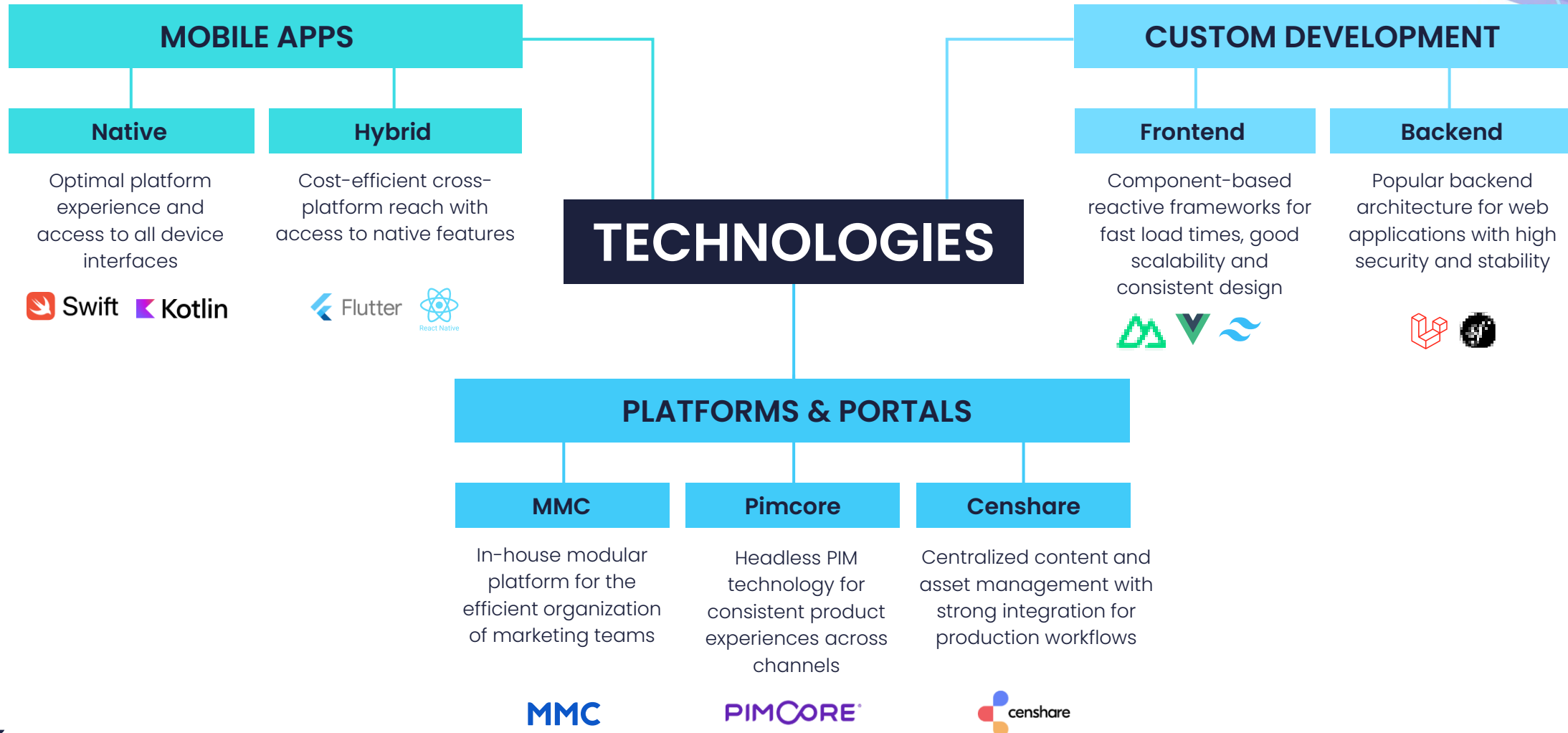
This makes us a strong partner for holistic digital solutions and future-proof projects:

- ✓ Custom-developed digital solutions
- ✓ Platform development paired with expertise in marketing automation and sales enablement
- ✓ Part of the ORT Family with decades of experience and a strong network



TECHNOLOGIES WE BUILD ON

The foundation for sustainable transformation



ORT FAMILY

in numbers

231+

Passionate people

100%

Systemically organized

6

Locations close to clients

25.2 million

Revenue in €

Digital transformation since

1971

KREFELD | DÜSSELDORF | FRANKFURT | MUNICH | BERLIN | BOPPARD



THESE BRANDS

trust us with their transformation

Canon



HypoVereinsbank



KULZER
MITSUI CHEMICALS GROUP

vodafone

CURANTO.DE

Allianz



TOSHIBA



bofrost*

EGN



SKIDATA®
KUDELSKI GROUP

SV Sparkassen
Versicherung

ERGO
A Munich Re company



Giesecke+Devrient

EUCON

Heraeus



FRÄNKISCHE

PARTNERSHIPS & awards

Our certifications and standards guarantee professional excellence and proven methods in every project.



LET'S STAY IN TOUCH!



Bodo Kummer

Managing Director, ORT

✉ bodo.kummer@ort-online.net

🌐 www.ort-online.net

🌐 www.nspyr.de



Tom Schuster

Sales, ORT

✉ tom.schuster@ort-online.net

🌐 www.ort-online.net

🌐 www.nspyr.de