

Omnichannel starts with product data

ADIB as the backbone for consistent content & seamless channels

“
Through the ADIB portals, we gain very fast access to our product and customer data. This is essential for efficiently planning our marketing activities.”

— Astrid Friedrich - Head of Marketing, TÜV Saarland Bildung

CONIGON 

— eCOMMERCE
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& Solutions

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MANAGEMENT SUMMARY

Omnichannel means that your customers experience your brand consistently across web, shop, app, partner, and print – always with consistent product content and seamless transitions.

The key lies in the data foundation:

ADIB acts as an omnichannel backbone, harmonizing product and media data and distributing them securely across all channels. Result: shorter time-to-market, fewer errors, higher revenue contribution per channel.



Faster market launch (TTM)

Lower risk



Higher data quality

Better channel coverage



AT A GLANCE



- 37 %

Import errors reduced



+ 42 %

Faster processing time



98.4 %

Changes verified



<24 h

Time-to-Publish

(Measured results from several customers)

ADIB demonstrably delivers faster and more secure omnichannel processes.

INITIAL SITUATION & PAIN POINTS

Many companies struggle with data silos (ERP, PIM/DAM, shop, CMS), media discontinuities, and manual exports.

The result: inconsistent content, avoidable errors, slow updates, and unclear responsibilities. Omnichannel programs often fail not at the frontend, but due to missing data harmonization, governance, and observability in the backend.

Typical symptoms include:



Different attribute models and value lists between systems



Manual workarounds without approvals or version control



Lack of transparency regarding process status, errors, and throughput



High effort for supplier/partner onboarding

“
71% of customers expect cross-channel consistency, yet
only 29% of companies deliver it.
”

— Desku Research, 2024

WHAT DOES OMNICHANNEL REALLY MEAN?

*Multichannel is quantity.
Omnichannel is quality and consistency.*

Multichannel means being present across multiple channels.

Omnichannel, on the other hand, stands for consistent content and seamless transitions – orchestrated from the customer's perspective, based on a shared data and process foundation.

The prerequisite is a reliable backbone. This includes:

-  **consistent master data**
-  **validated inputs**
-  **clear approvals**
-  **selective syndication**
-  **continuous monitoring**

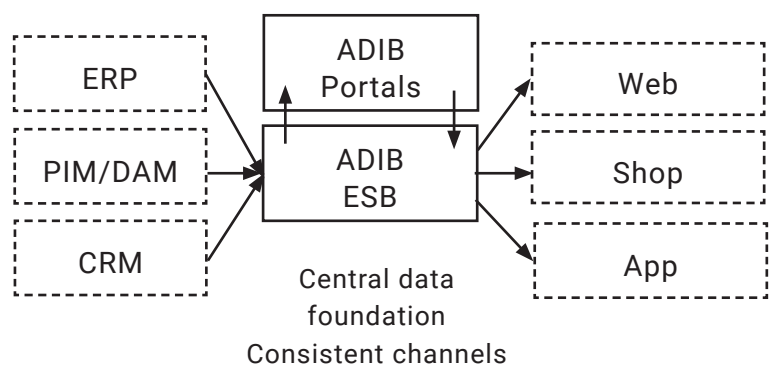
MULTICHANNEL



Separate channels
No central foundation

VS

OMNICHANNEL



CORE FUNCTIONS

ADIB provides five core functions that reliably support your omnichannel strategy.



Lightning Export

Up-to-date content for all target channels – including selection and filtering



Edit Portal

Excel roundtrip with validation, value list mapping, roles, and approvals



Search Portals

Self-service for sales, service, dealers, and end customers



Templates & Workflows

Configurable, projectable, scalable



API-first & Microservices

Clear contracts, loose coupling, clean extensibility

WHY IT MATTERS

These 5 functions address the typical pain points: data silos, manual exports, and lack of transparency.

”

*Trigger, monitor, and control integration tasks yourself
– without detours.*

– Gaétan Airiau - Somfy

CUSTOMER TESTIMONIALS

Our customers confirm the added value: autonomy, speed, transparency, and stable processes.



With the help of Conigon-ADIB, we were able to significantly increase the performance and stability of our imports and exports.

Houda Chouaib (Lacoste)



With CONIGON's Enterprise Service Bus ADIB, the innovative data integration software, we have achieved a new level of autonomy in our data workflows.

Gaétan Airiau (Somfy)



What we particularly appreciate about Conigon is their solid experience in implementing complex PIM and DAM projects. The combination of Contentserv PIM and the Conigon ADIB integration platform with the portals fits our requirements perfectly – flexible, powerful, and future-proof.

Franck Prevost (Solinest)



Thanks to Conigon and ADIB, we can make optimal use of our Contentserv system.

Olivier Barboyon (Airvance Group)



France Air chose the ADIB solution to make all its documentation accessible to users and customers. We are very satisfied with this freely configurable solution.

Juliette Forte (France Air)



With the help of ADIB, we ensure that our Shopware eShop and our Moodle eLearning system are perfectly connected to our backend systems.

Thomas Oberdörfer (TÜV Seminare Saarland)

PRACTICAL EXAMPLES

The following examples show how companies are using ADIB in practice – from document access and system integration to scalable portal landscapes.

AUTONOMY & AGILITY IN DATA PROCESSES (SOMFY)

Initial situation: dependency on external support processes.

Solution: ADIB-ESB with self-triggered integration jobs.

Result: higher agility, reduced dependency.

DOCUMENT PORTAL FOR USERS & CUSTOMERS (FRANCE AIR)

Initial situation: distributed document access.

Solution: ADIB Document Portal (search, preview, download) based on DAM.

Result: faster, unified access to documents.

INTEGRATED SHOP & ELEARNING (TRAINING PROVIDER)

Initial situation: separate systems with media discontinuities.

Solution: ADIB connectors for Shopware and Moodle.

Result: seamless coupling with backend systems.

FASTER ACCESS FOR MARKETING (FRANCE AIR)

Initial situation: slow analytics for campaigns.

Solution: ADIB portals with fast data access.

Result: more efficient campaign planning.

PORTAL LANDSCAPE WITH HIGH USER ACCEPTANCE (SOLINEST)

Initial situation: decentralized access to product information.

Solution: 14 ADIB portals based on Contentserv, centrally orchestrated.

Result: 300 active users, clear data, autonomous teams.

AUTONOMY & CONTROL WITH CONIGON CLOUD + ADIB (SOMFY)

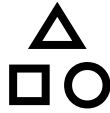
Initial situation: rethinking critical data processes.

Solution: Contentserv PXP fully hosted and managed in CONIGON Cloud; ADIB links workflows.

Result: transparency and control, fewer dependencies, greater agility.

GOVERNANCE, MONITORING & COMPLIANCE

ADIB ensures end-to-end governance and compliance – every change traceable, every process monitored.



Data Governance

Attributes, value lists, mandatory fields, data domains & responsibilities



Approvals & Roles

Four-eyes principle, rights per portal/channel/entity



Audit Trail & Documentation

Every change traceable (Who? What? When? Why?)



Monitoring & Alerts

Throughput, failed runs, SLA violations, channel coverage



Compliance

Transparent data origin, GDPR-compliant processing

„ADIB supports GDPR-compliant processing: transparency, traceability, and data deletion concepts.“

TYPICAL USE CASES

B2B customer portal: up-to-date datasheets/media, login-based, cross-channel consistency

PIM-Shop synchronization: automated update of assortments, attributes & assets

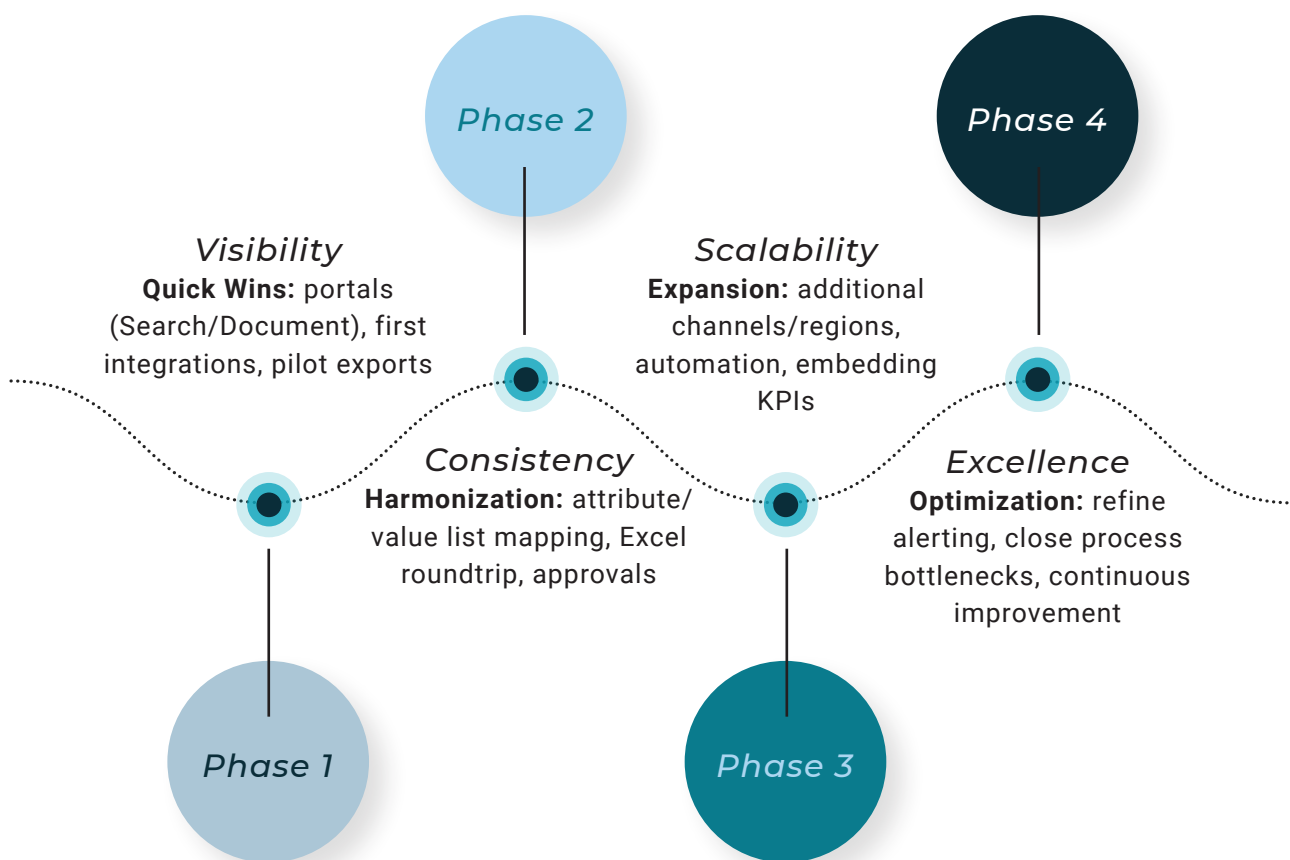
Supplier onboarding: Excel templates, validations, approvals, audit-proof documentation

SAP master data visualization: portal-based access for business departments instead of tickets & waiting times

Partner supply: selective syndication by region, assortment, and distribution rights

IMPLEMENTATION ROADMAP

The introduction of ADIB follows a pragmatic approach in four phases – with quick initial successes and continuous optimization during operation.



Projects typically start with Quick Wins and deliver measurable value within just a few weeks.

MATURITY-CHECK

Use this checklist to assess the maturity level of your omnichannel data processes.
The more boxes you tick, the closer you are to true omnichannel.

☐ *Product Data Model*

- Unified product data model
- Including value list governance

☐ *Interfaces*

- End-to-end interfaces
- ERP · PIM/DAM · eCommerce · CRM · CMS

☐ *Validation*

- Validated data delivery
- Excel roundtrip + defined approvals

☐ *Monitoring*

- Real-time monitoring + alerts
- Automatic process documentation

☐ *Syndication*

- Selective syndication
- Target channels, regions, assortments

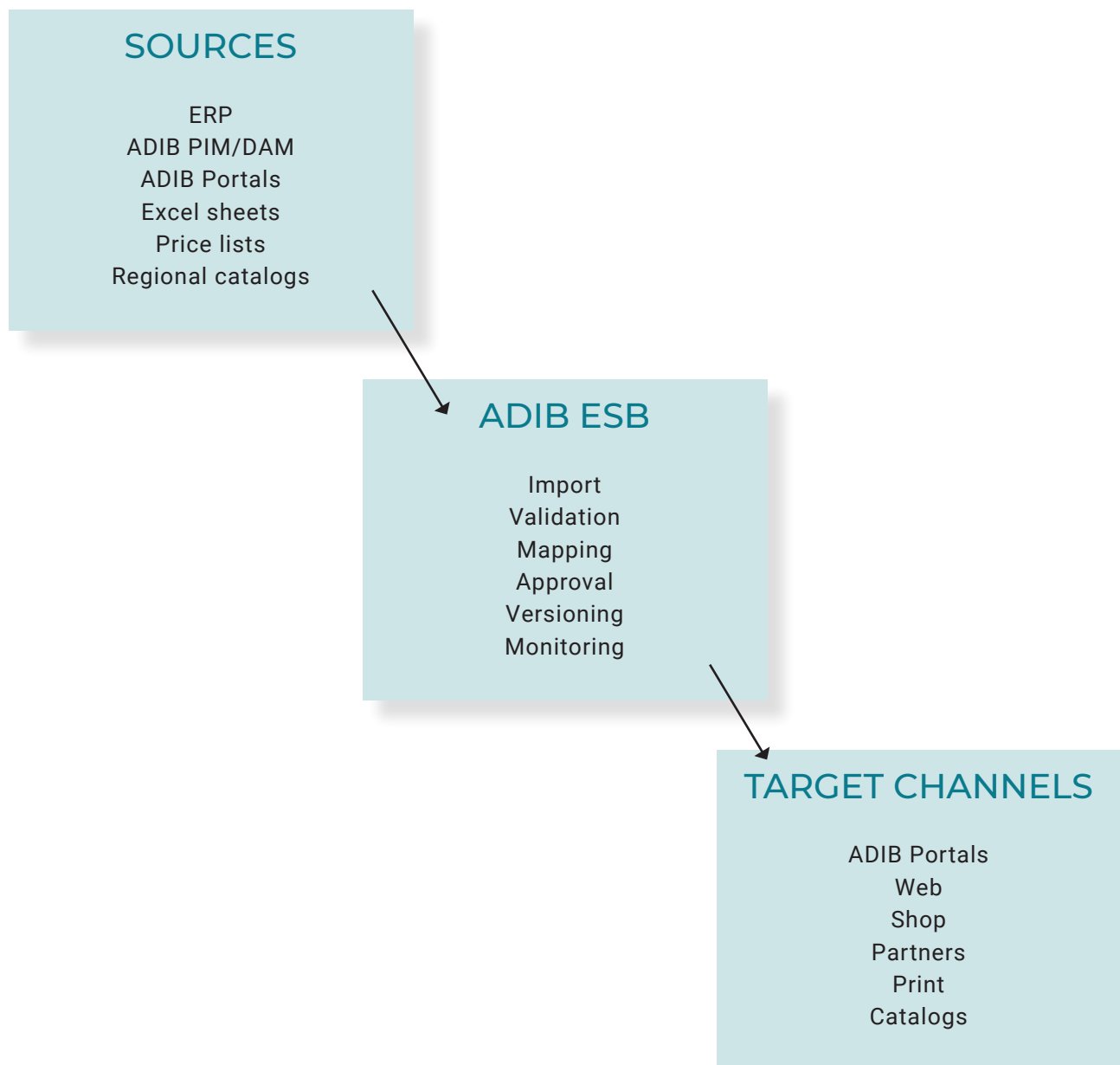
☐ *KPIs*

- KPI set for quality, speed, and coverage
(regular reporting)

AS PART OF A MATURITY WORKSHOP,
WE ANALYZE YOUR CURRENT OMNICHANNEL MATURITY
TOGETHER WITH YOU.

ADIB AS THE BACKBONE BETWEEN SOURCES AND TARGET CHANNELS

ADIB connects existing systems with all target channels – consistent, validated, and traceable.



This is how fragmented silos evolve into a harmonized omnichannel backbone.

OMNICHANNEL WORKS – MEASURABLE BUSINESS IMPACT

Companies that use unified product data and orchestrated channels demonstrably achieve faster market launches, fewer errors, and higher customer satisfaction.

Efficiency



- -30–40% fewer manual exports and errors (Source: Bitkom 2024)
- Time-to-market up to 50% faster (Source: Forrester 2023)

Quality & Governance



- Over 70% of omnichannel programs fail due to inconsistent data – ADIB directly addresses this issue. (Source: Gartner/Bitkom)
- Audit trails & approvals – audit-compliant processes

Growth & Customer Retention



- 71% of customers expect cross-channel consistency, yet only 29% of companies deliver it. (Source: PwC 2023)
- Omnichannel buyers generate up to 30% higher CLV (Source: McKinsey 2022)

ADIB provides the foundation for your company to benefit from these effects – from fewer errors to higher revenue per channel.

CONCLUSION & CONTACT

Omnichannel starts with product data. With ADIB, you create the foundation for consistent content, transparent processes, and measurable business results. Instead of complex individual projects, you get a scalable backbone that reliably connects your systems and channels.

WHY WAIT ANY LONGER?
REQUEST NOW!

*Demo: Experience ADIB in action
Direct contact for a personal consultation*

WE ARE HAPPY TO SUPPORT YOU, CONTACT US :

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