

# SaleSight PLM



Everything you need to know for product development,  
Sales & Marketing in your PLM Platform.

In one place.

# SaleSight PLM

In today's dynamic business world, making fast, informed decisions is critical to success. Aras PLM already provides a solid foundation for product lifecycle management. SaleSight PLM complements this foundation with key sales and marketing information to provide a 360-degree view of each product. Companies can now correlate development decisions with sales and marketing data, ensuring that each product is optimally positioned for the market.

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# Benefits

- **Single source of truth:**

All relevant product information in one place - from conception to sale. SaleSight PLM ensures that all product data, such as specifications, pricing, and descriptions, are up-to-date, standardized, and readily accessible, enabling you to deliver consistent and accurate product information across all channels.

- **Streamlined decision-making:**

Integrated sales and marketing data enables teams to design and customize products based on actual market needs.

- **Time saving:**

Reduce manual data transfer processes between departments and systems, freeing up time for strategic tasks.

- **Better market adaptation:**

By linking PLM and sales data, products can be adapted more quickly to market changes.

- **Increased productivity:**

Teams can focus on product innovation instead of spending time searching for and consolidating data.

- **Localization and Internationalization:**

If you operate in global markets, the SaleSight PLM tool offers features for localization and internationalization. You can manage product information in multiple languages, adapt content for specific regions, and maintain consistency across different locales.

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# Benefits

- **Enhanced Customer Experience:**

With a comprehensive view of product information, you can provide customers with detailed and relevant product data, making their buying decisions easier. This tool allows you to create engaging and personalized product experiences, leading to improved customer satisfaction and loyalty.

- **Cross-Selling and Upselling Opportunities:**

SaleSight PLM enables you to establish relationships between products, suggesting cross-selling or upselling opportunities to customers. By presenting complementary or upgraded products based on their preferences, you can increase average order value and drive revenue growth.

- **Scalability and Flexibility:**

Whether you have a small business or a large enterprise, SaleSight PLM is scalable and flexible to accommodate your evolving needs. It can adapt to your growing product portfolio, expanding market presence, and changing business processes, ensuring long-term usability and value.

- **Integration with Existing Systems:**

SaleSight PLM seamlessly integrates with other systems in your technology stack, such as ERP System (SAP).

With SaleSight PLM, you not only gain deeper insight into your products, but also the tools to translate those insights into market-leading innovations. It's not just an extension for Aras PLM – it's the key to a connected, agile, and data-driven product lifecycle.

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# Related features



## CloudConnector PLM

CloudConnector PLM is an innovative solution that revolutionizes the field of product lifecycle management. It represents the bridge between ARAS PLM software and the unlimited world of the cloud. This marks the dawn of a new era in the PLM industry where flexibility, scalability, and efficiency are paramount.



## TBIA (Template-Based Item Attributes) PLM

In today's digital landscape, companies need accurate, efficient, and adaptive product information tools. TBIA for ARAS addresses this need by adding Template-Based Item Attributes to ARAS PLM, which revolutionize the management of product attributes.

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# Related features



## AI Writer

This feature leverages advanced copywriting, data analysis, and information processing algorithms to reduce manual effort in various PLM processes. From product descriptions and technical specifications to maintenance manuals, the AI feature can generate tailored content that fits seamlessly into the product lifecycle.



## Multilanguage Tool

Multilanguage Tool is a module that extends the functionality of the basic multilanguage in ARAS. It allows properties to be added in multiple languages without limitations, using a solution for transitioning from multi-column to multi-row records. It allows you to edit information in multiple languages at once, automatically retrieve product data in the selected language you enter, and set specific properties (e.g. titles) whose content should be translated into other languages.

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# Related features



## HTML Editor

HTML Editor is an extension of the existing tool in ARAS Innovator with functions for editing text in text boxes. It allows you to edit and modify tables in various ways, such as formatting, adding, deleting, expanding, shortening, completion, cleaning. These features increase the convenience of text editing and allow you to properly separate the data and present it in the desired way in any part of the product information system.



## Migrator Tool

Migrator Tool is an important part of effective product data management. It enables the seamless and reliable transfer of relevant information from various sources to a specific location in ARAS by downloading and processing the files generated by the external system, thus creating the conditions for a consistent, integrated data flow.

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# Technical specifications

The following is a list of Minimum System Requirements to install and operate SaleSight PLM.

ARAS Innovator

From Version 12 SP 15

Web Browser

To ensure the best performance and speed, we recommend using the latest Edge and Google Chrome browser version.

For CloudConnector PLM Amazon Web Services is necessary.

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Take advantage of a free consultation to learn a new dimension of Product Lifecycle Management.

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