

**GRUD**

Enterprise information managed

The most valuable  
asset in your  
business is data

Managing data in a **single source of truth** is the crucial part for handling the complexity in today's rising demand for a digital Omnichannel strategy.

**GRUD takes this role.**

# Overview of GRUD

## GRUD is more than a PIM or DAM

Due to its unique and generic approach GRUD becomes the essential hub to your Omnichannel strategy

## Spread content to multiple channels

Deliver a seamless communication along your supply chain by tailoring content to the needs of your dealers and customers

## Battle-tested Omnichannel infrastructure

Connect & synchronize your data across ERP, CRM, CMS, B2B-shop, digital POS, apps, and even print ready templates

## Empowers your digital strategy

GRUD provides a rock solid but yet highly flexible infrastructure which adapts to your processes and strategies

## All your marketing data in one place

Organize and merge rich media content seamlessly with your product data

## Endless import possibilities

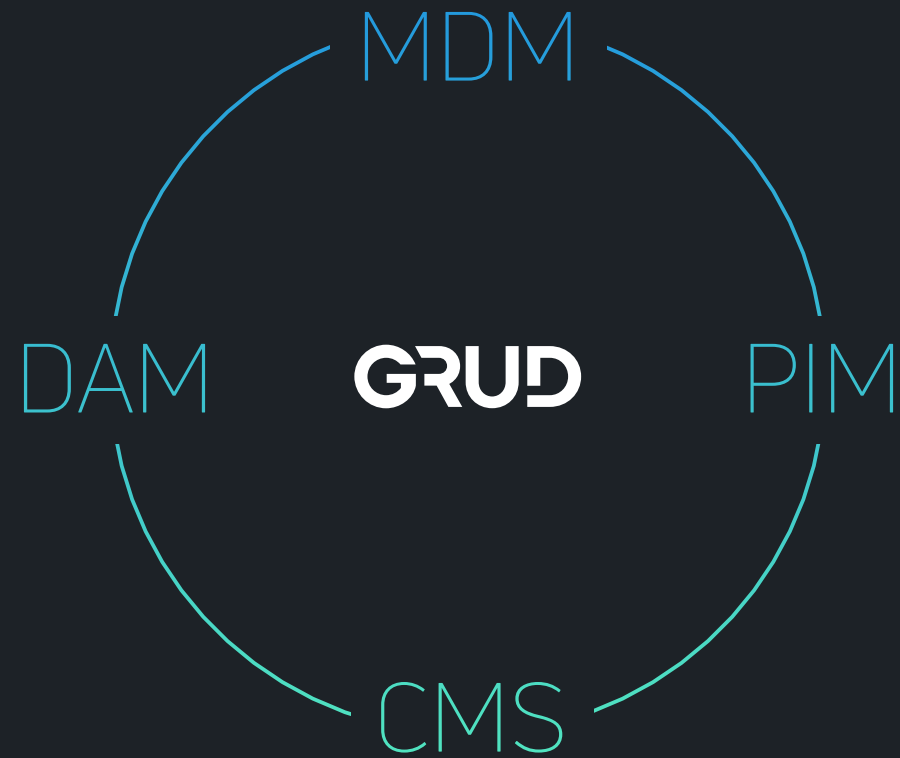
Centralizes and consolidates fragmented data from existing sources

## Act global and deliver local

Multiregional & multilanguage ready. Manage units, currency, and product exclusion rules

## Custom workflows

Review processes, translation management, in-context editing, and more

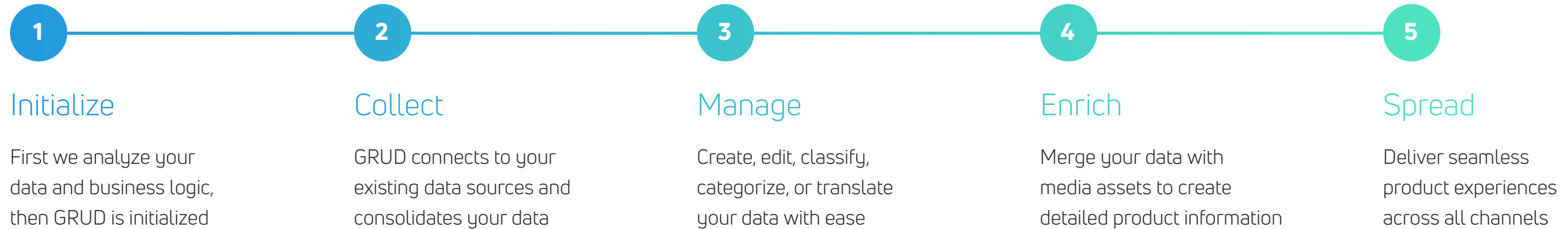


## What is GRUD?

GRUD is a scalable web based platform, which helps to **centralize, consolidate, and manage** all your product information in one place. Enabling you to deliver a seamless and consistent product experience across multiple channels and various sources.

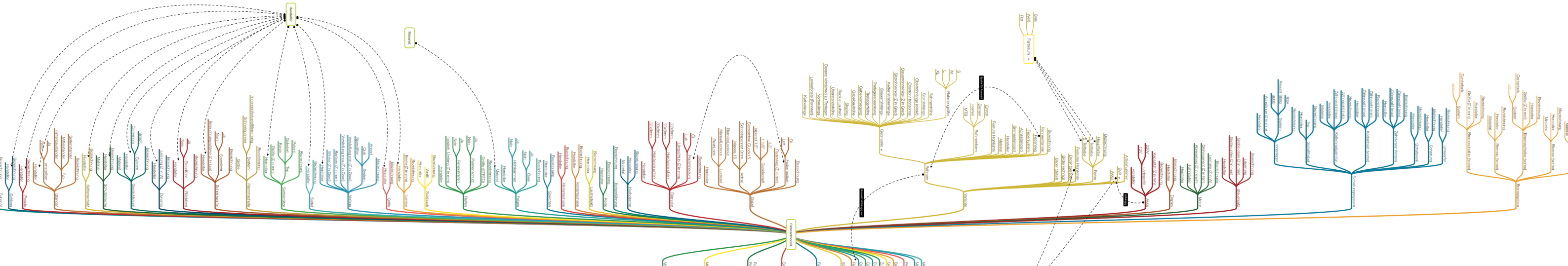
GRUD is a **PIM** including core functionalities of typical **DAM, CMS, and MDM systems** in one single highly flexible, extensible, and fast performing Omnichannel infrastructure.

# How GRUD works



# Analyzing data structures

By understanding and analyzing your **data structures** we are able to build convenient and efficient workflows around your existing processes – like managing, editing, and publishing your data. GRUD allows **completely new workflows** which are currently not achievable with your existing infrastructure.



ID	ID-Name	Manufacturer	Identifier	Power (Z in Watt)	Torque (Z in Nm)	Speed limit (Z in km/h)	Description	Product image
1	Bosch Active Cruise 250	Bosch	Active Cruise	250	50	25	Bosch Active Cruise is a powerful and reliable...	
2	Bosch Performance Cruise 250	Bosch	Performance Cruise	250	60	25	The Performance Cruise motor is a powerful ...	Bosch_Performance_Cruise_FullRes.png
3	Bosch Performance Speed 350	Bosch	Performance Speed	350	60	45	The Performance Speed drive unit is a powerf...	Bosch_Performance_Speed_FullRes.png
4	Bosch Performance CX 250	Bosch	Performance CX	250	75	25	The Bosch Performance CX has been special...	Bosch_Performance_CX_FullRes.png
6	Yamaha PW-System 250	Yamaha	PW-System	250	70	25	The Yamaha PW unit is proven to be a powerfu...	Yamaha_PW_FullRes.png
8	Yamaha PW-System 500	Yamaha	PW-System	500	70	45	The fast version of the proven Yamaha PW unit is	Yamaha_500W_PW_FullRes.png
9	TranzX F 15 250	TranzX	F 15	250	50	25	The TranzX F 15 motor is a powerful and reli...	TranzX_F15_HighRes.png
10	TranzX M 16 250	TranzX	M 16	250	40	25	The TranzX M 16 motor is a powerful and reli...	TranzX_M16_HighRes.png
11	TranzX M 25 250	TranzX	M 25	250	40	25	The TranzX M 25 motor is a powerful and reli...	TranzX_M25_HighRes.png
12	TranzX M 25 GT 250	TranzX	M 25 GT	250	50	25	TranzX new M25 GT variant brings more perf...	TranzX_M25GT_HighRes.png
13	TranzX M 25 GTS 400	TranzX	M 25 GTS	400	50	45	TranzX new M25 GTS variant brings even mor...	TranzX_Concept_HighRes.png
14	Yamaha PW-X System 250	Yamaha	PW-X System	250	80	25	The new compact and more powerful Yamah...	Yamaha_PW-X_FullRes.png
15	TranzX M 25 GTS USA 500	TranzX	M 25 GTS	500	50	25	The TranzX motor is a powerful and reliable P...	TranzX_M25_GTS_FullRes.png
16	Yamaha PW-System USA 500	Yamaha	PW-System	500	80	25	The US version of the PW system motor is a ...	Yamaha_500W_PW_FullRes.png
17	Bosch Performance Speed 350	Bosch	Performance Speed	350	80	25	The Performance Speed motor is a powerful ...	Bosch_Performance_Speed_FullRes.png
18	Bosch Performance CX 350	Bosch	Performance CX	350	80	25	The Bosch Performance CX has been special...	Bosch_Performance_CX_FullRes.png
20	Yamaha PW-System 250	Yamaha	PW-System	250	70	20	The Performance Speed motor with 250 Watt...	Yamaha_PW_FullRes.png
21	Bosch Active 250	Bosch	Active	250	40	25	The Active Plus Bosch System supports the P...	Bosch_Active_250W.png
22	Bosch Active Plus 250	Bosch	Active Plus	250	50	25	The Active Plus Bosch System supports the P...	Bosch_Active_Plus_250W.png
23	Yamaha PW-SE System 250	Yamaha	PW-SE System	250	50	25	The Performance PW-SE System motor is a p...	Yamaha_PW_FullRes.png
26	Yamaha PW-SE System USA 500	Yamaha	PW-SE System	500	70	25	Specifically designed for the US, the Yamaha ...	Yamaha_PW_FullRes.png
27	Yamaha PW-X System USA 500	Yamaha	PW-X System	500	80	25	PW-X System is an radically improved system...	Yamaha_PW-X_FullRes.png

# TableView

GRUD is built to make your daily working routine with product information easier and more efficient. The TableView offers a familiar, Excel-like data view which is intuitive to work with. It allows you to work with a lot of data at once. Sort, filter, hide, or freeze rows and columns, so you can work with data the way you need it.

Fast bulk editing of data in a clear overview.

# FocusView

The FocusView is the complimentary part to the TableView and shows details of a single dataset. It provides an organized *form view* and allows you to dive into any details connected to your data. Entering information is as straightforward as filling in a form. Comparing content side by side makes it easy to translate long texts. Handling complex datasets and managing translation is greatly simplified.

**Focus on one dataset and dive deep into details.**

**CELL**

- Copy cell contents
- Add comments
- Important
- Please double-check
- Later

**DATA SET**

- Show details
- Duplicate row
- Delete row
- Show dependencies
- Show translation
- Mark as "final"

**Engine**  
**Bosch Performance CX**

Search for column title or content...

**MANUFACTURER**

Bosch [+ Add Manufacturer](#)

**IDENTIFIER**

Performance CX

**POWER (Z IN WATT)**

250

**MARKETING HEADLINE**

Bosch Performance CX Drive Unit

**PRICE**

	399,00	EUR		360,00	GBP
	399,00	EUR		399,00	EUR
	479,00	SFR		3299,00	DKK

**PREVIEW IMAGE** [+ Link/unlink files](#)



Act global  
deliver local



## Multiregional & multilingual

In order to be able to offer products worldwide, product information needs to be translated in different languages. Regional differences in product ranges, conditions, or prices must be considered as well. With the integrated tools of GRUD, content can be efficiently translated and regionalized.

**Meet the requirements of heterogeneous markets with ace.**

# Tools & features

## User Interface

- TableView for quick bulk editing
- FocusView to work with single datasets
- Dashboard with completion status

## Productivity

- Filter, search, sort & lock data
- Inclusion & exclusion rules
- Duplicate, copy & paste datasets
- Predefined fields for error free input

## Collaboration

- Access rights & user management
- Tag & comment important data
- Work simultaneously with your team

## Workflow

- Import & export data
- Media management
- Translation management
- Customized product preview

# Technical facts

## Headless architecture

- Modern „API first“ approach with a powerful JSON RESTful API

## Resilient performance

- Future proof and highly scalable backend built with reactive principles

## Effortless maintenance

- Cloud or in-house hosting made simple with Docker containers

## Rolling releases

- Continuous delivery with automated build & deployment processes

## Fail-safe deploy workflow

- Separated test & production environments of your GRUD instance

## Secure environment

- Secure data with incremental backups & encrypted communication

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