SSMI
SUISSE INDUSTRIAL EQUIPMENT

InduPIM

Dashboard Guideline

Fast, efficient, transparent and with great respect for your company and your assets. We have been the trusted project partner in the industry for over 24 years.

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Introduction

Welcome to InduPIM! InduPIM is our new Product Information Management (PIM) system, designed to simplify and streamline the entire product lifecycle — from initial import to full enrichment and publication. This guide will walk you through the core functions of both the desktop and mobile app versions of InduPIM, so you can get started quickly and confidently.

Key Features

- **Automatic deal integration:** As soon as a project is confirmed as a deal, it is automatically transferred into InduPIM.
- **Excel import functionality:** Easily upload product data using our ready-made Excel template.
- **Product enrichment:** Assign products, upload images, and add key specifications to complete product profiles.
- **HubSpot synchronization:** Once products are finalised, simply update their status to push them directly into HubSpot.

Getting Started

## System Requirements (Desktop)
- Any tablet with integrated camera and any browser
- Or desktop and separate camera with any browser
- Stable internet connection

Users & permissions (not yet finished)

	Viewer	Sales	Enricher	Administrator
Dashboard			✓	✓
Scan a QR code				
....				
Clients			✓	✓
Projects			✓	✓
Import products			✓	✓
Create a product			✓	✓
Delete a product			✓	✓
Add media				
....				
....				
....				
Categories	✕	✕	✕	✓
Brands	✕	✕	✕	✓
Materials	✕	✕	✕	✓
Sections	✕	✕	✕	✓
Codes	✕	✕	✕	✓
Users	✕	✕	✕	✓
Invitations	✕	✕	✕	✓

Logging In

Before you can access the platform, you'll receive an invitation email from the system administrator. This email will look like the example below:
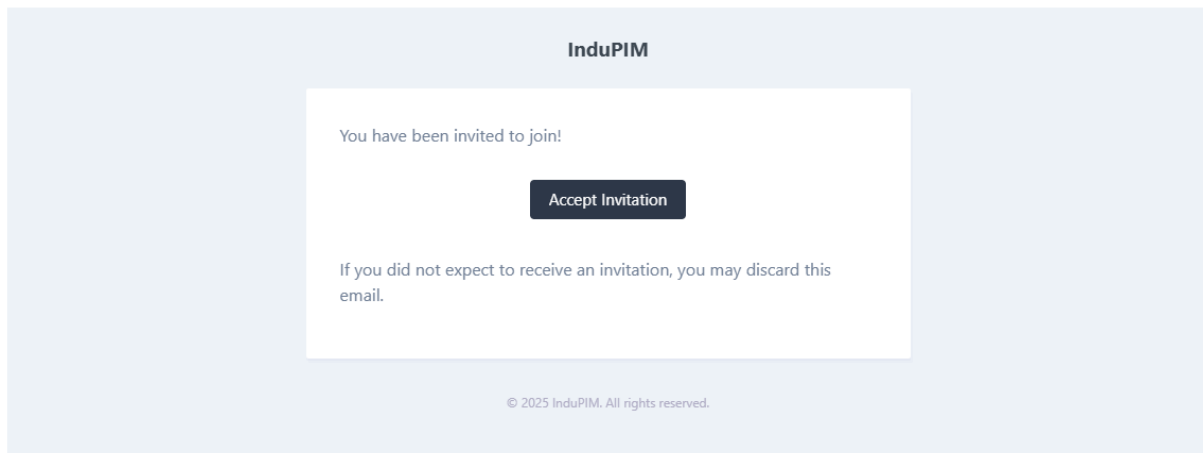
To log in, follow these steps:

1. Go to https://app.indupim.com/
2. Enter your **username** and **password**
3. Click **Login** to access the platform

Your InduPIM Dashboard

Once you're logged in, you'll see your personalised dashboard. What you see depends on your role in the system:

Viewer

As a viewer, you can scan a product QR code and instantly access key information, including product details, transport status, and dismantling instructions.

Product Enricher

If you're responsible for enriching product data, your dashboard gives you an overview of:

- The number of active projects
- Total products per project
- The number of products assigned to you
- How many products are waiting to be uploaded
- Products currently downloaded for offline work

Sales Role

In addition to the above, users with a Sales role can also quickly update product pricing directly from the product overview page

Administrator

As an administrator you have access to all functionality in the system, viewing, adding, altering and deleting

Core Features

Importing Products via Excel

To import products into InduPIM using Excel, your spreadsheet must follow a specific format. The first row should contain the correct field names, which must match exactly with the system's naming convention: *location, brand, serial, type, year_of_build, diameter_mm, height_mm, width_mm, length_mm, weight_kg, former_use, further_subcategory, subcategory, category, internal_notes, description*

⚠ To ensure the import works correctly, **at minimum the field name must be filled in**.

All other fields can be left empty, but pre-filling them is highly recommended — it will save time and make the enrichment process easier later on.

You can download a pre-formatted Excel template here: https://www.ssmi-ag.com/hubfs/Files/InduPIM-ProductImportTemplate.xlsx

Once your Excel file is ready, you can upload it directly to your project.

Creating a product manually

If you are working within a project, you can also create additional products manually via the **Products** overview view. Here's how:

1. Click the **"Create Product"** button in the right top corner of the screen.
2. A pop-up window will appear
3. Fill in the following information:
   - **Name**: This will be the title will be a part of a name used on the website, auction listings, advertising portals, invoices, etc.

- o **Type**: Choose whether the product is a **single item** or part of a **grouped product**
- o **Location**: Specify where the product is situated in the factory or on the premises

You can then choose:

- **Create**– immediately start enriching the product
- **Create and create another** – return to the form to add more products

💡 Product enrichment can also be done later if preferred.

Enriching Product Data

This section explains the different fields available when enriching a product in InduPIM. Some fields are mandatory, others optional, but all contribute to a more complete and sellable product profile.

Name

This has been prefilled when a list of products have been imported or a product has been created. The name will be used internally and will form part of the product's external display name. For example, if you name a product "Pump Station", its full display name will be:

[Year of build] [Brand] [Name] → *e.g., "2018 Grundfos Pump Station"*

SKU

The SKU (Stock Keeping Unit) is automatically generated by the system. It follows the format:

[Company name] – [Project code] – [Product number]

Description

Use this field to add relevant product information that isn't captured by other fields, such as:

- Capacity
- Quantity
- Additional details about year of build
- Any extra context that supports product identification or sale

Category

Categories are based on the Troostwijk taxonomy, which supports compatibility with auctions. Start typing to search and select the most relevant category from the dropdown. For example, for a *Pump Station*, a suitable category might be:

Industrial Categories → Pharmaceutical, Cosmetic and Chemistry Equipment → Pumps

Brand
Start typing the brand name. If it exists, select it from the dropdown. If it's new, you can type it in and it will be added automatically — helping us keep naming consistent.

HS code
This field is used when products are exported. It's optional, but helpful. If a product is sold abroad and SSMI arranges transport via Gerritsen, this code will be used for customs documentation.

Model type
Free text field – optional.

Serial numbers
Free text field – optional.

Materials
Choose from a predefined dropdown with common material types. Optional, but helpful if known.

Year of build
Enter the year the product was built. If the lot (product) contains multiple items with different years, use the youngest year here and provide further detail in the Description.

Dimensions

Enter the dimensions in millimetres (mm) and weight in kilograms (kg). Use a decimal point, e.g. *8.5 kg*. Do not add units like "mm" or "kg" — the system already recognises the fields.

Price

There are three price fields:

- Purchase price
- Selling price
- Dismantling cost

All use the decimal point format. You're not required to fill them in, but estimates are very much appreciated by the sales team.

Former Use

Free text field — optional, but often useful. Add any info about the previous application of the machine, especially when:

- It was used with specific chemicals
- It operated in a regulated industry (e.g., pharma)

This helps buyers understand if special cleaning or certification is needed.

Metadata

You can ignore this section. These fields are automatically prefilled with metadata (title and description) when the product is sent to HubSpot or published on the website. The marketing team will update this if needed to improve Google rankings.

Documents

Select Yes if physical documents are available, inventoried, and placed in/on/near the product. Products with documentation tend to sell faster and at higher value.

Notes

Internal notes — free text. Use this for any additional internal info, such as:

- Spare parts included
- Cleaning status (e.g. not yet cleaned)
- Old lot number sticker reference
- Special handling instructions

QR code

For now, in the dashboard, the QR code can only be entered manually. In the app, this can be done easily by scanning the QR sticker.

Media and documents

You can upload product photos by clicking Select or using drag-and-drop. After uploading, you can:

- Rename the image
- Add an ALT tag (max. 25 characters) — useful for Google ranking

Example: "Pump Station Motor 5 kW". This is optional, so feel free to skip it if you're short on time. ⚠

Remember to click the green Save button after uploading. Restrictions of media uploads are maximum 10mb, *.png, *.jpeg or *.jpg only. Documents files can be pdf only.

Links
Use this to add a link to a YouTube video of the product in action. SSMI has its own channel. If you know of such a video, please inform the marketing department and share the link. Example: https://youtu.be/hgNb6nlQlek Not mandatory, but very helpful for sales.

Assign Enricher
If multiple people are working on the same project, you can assign a product to another team member for enrichment.

Pushing Products to HubSpot
When a product is fully enriched and ready to be placed online, sales or marketing will change its status from Draft to Available. This can be done in two ways:
- Via the status dropdown in the Products Overview
- Or directly in the status dropdown at the top of the Product Detail page

Here's what each status means:

Status	Meaning
Draft	Product is still being enriched and is **not online**.
Unavailable	Product has been enriched but is **not online**.
Available	Product is enriched and **visible online** for sale.
Reserved	Product is enriched, **online**, and a customer has shown interest or intent to buy.
Invoiced	Product is enriched, **sold and invoiced**, but no longer online.
Paid	Product is enriched, **sold and paid**, no longer online.
Sold	Product is enriched, **sold**, and either shipped or waiting to be shipped, not online.
Auction	Product is enriched, and listed on an **auction platform**, not on the website (can return to "Available").
Scrap	Product is possibly enriched, but selected for **scrapping**, not online.

Important Note: Syncing with HubSpot

When a product is no longer in Draft status, updates made to the product will not automatically sync to HubSpot. If you've made changes and want the latest version to appear in HubSpot, make sure to click the green "Sync Product" button.
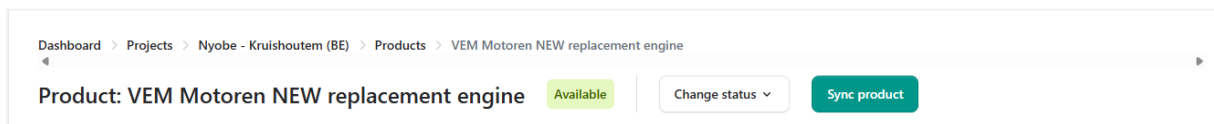
Current Temporary Workflow

Please note that the InduPIM app and dashboard are still under development, and some workflows are still being finalised. For now, the current process for Product Enrichers is as follows:

At the end of each working day, please send a short email to the Sales and Marketing team listing the SKU range (from / to) of the products you have enriched.

This allows them to:

- Review and complete pricing
- Add or adjust metadata for Google optimisation
- Update the product status to Available, if ready for publication

Troubleshooting & FAQs

As InduPIM is still in active development, you may occasionally encounter an error while using the platform. Common examples include:

- "Error 500" when making a product available for upload to HubSpot
- An error during media upload.
- Continuing issues while trying to import products via Excel

If you experience an error or something does not work as expected, please report it directly to me as soon as possible. In your message, be sure to include:

- A short description of what you were doing when the error occurred
- A screenshot (if available)
- The SKU or project name involved (if relevant)
- Any error messages shown on screen

Your feedback is incredibly valuable — it helps us improve the system and ensure a better experience for everyone. Thank you for your understanding and support as we continue to build and refine InduPIM!

Support & Contact Information

For any issues or further guidance, contact your **team lead** or the **project supervisor**. If they cannot provide you with a solution, please contact the SSMI marketing department at marketing@ssmi-ag.com or +31628406666

If you are in need of any technical assistance outside of business hours you can contact Naima Farooq at naima@gerritsengroup.com