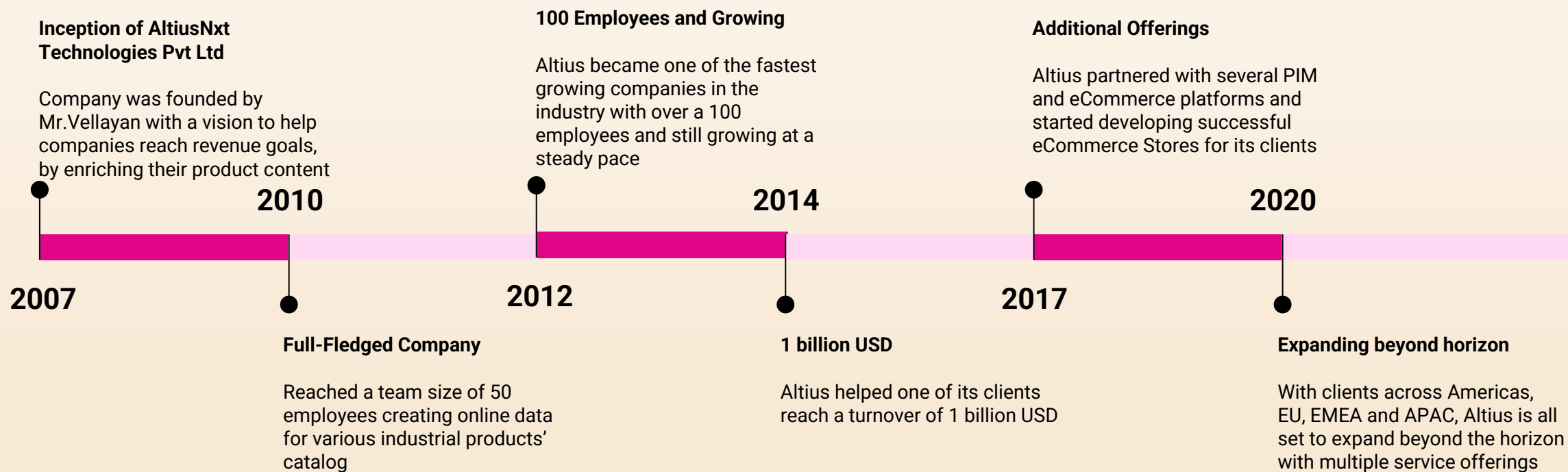




**Empowering Digital Transformation
for B2B Success**



Our History



Why Altius Stands Out as a Global Data Enrichment Partner For Industrial Distributors

•Buyer-Centric Strategy

We approach data enrichment from the **Industrial buyer's perspective**, ensuring that the product data aligns with what Industrial customers need to make informed purchasing decisions.

•Extensive Industrial Data Expertise

With a team of 100+ Industrial engineers with **experience in managing diverse industrial product catalogs**, we understand complex product hierarchies, technical attributes, and cross-category relationships—critical for B2B operations. Our team has collectively built over 10 million SKUs

•Impact-Driven Solutions

We go beyond data accuracy, delivering strategies that improve **product discoverability, search relevance, and conversion rates**, boosting your online performance specific to industrial distribution companies



- Global Reach with Local Understanding**

We cater to clients worldwide while ensuring relevance to regional markets and standards. Our client profile includes North America's Top 3 Industrial Distribution Companies, UK Largest Electrical & Electronics Parts Distributor and many Fortune 1000 companies

- Trusted Partnerships for Long-Term Success**

We focus on building **long-term partnerships**, offering continuous support to ensure your data remains relevant and impactful over time. Many of our relationships span over 17+ Years.

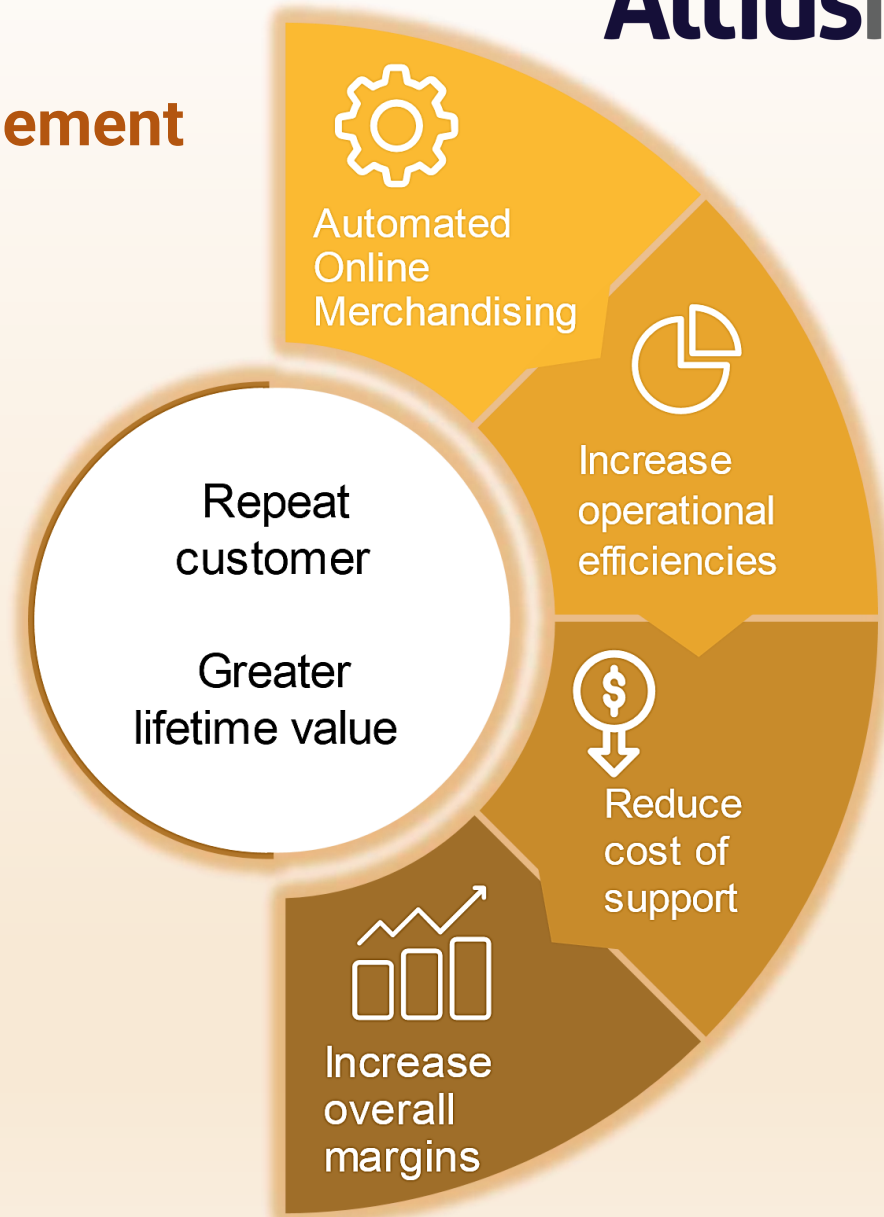


We are the experts in Product Content Management

It's in our DNA.

AltiusNxt has over a decade of experience in providing accurate product content for hundreds of B2B and B2C companies. We offer all essential components, including comprehensive product data, high-quality images, and a well-structured category hierarchy, ensuring seamless integration with internal and external IT systems.

In today's market, exceptional product content is crucial for your customers. A well-crafted product content page empowers confident purchasing decisions. At Altius, we are committed to delivering informative and visually appealing content for your e-commerce platforms to help achieve this goal.



Serving Clients Across Geographies with Diverse Product Categories



- **Electrical & Electronics**
- **Hand, Power & Machine Tools**
- **HVAC, Plumbing & Fluid Power**
- **Safety, PPE & Hardware**
- **Chemicals, Lubricants & Coatings**
- **Office Supplies**
- **Kitchen, Bathroom & Maintenance**
- **Cleaning & Janitorial Supplies**
- **Medical, Dental & Veterinary Supplies**



Product Content Service Offerings

- **Taxonomy/Category Hierarchy Development**
- **Schema Modeling/Attribute Creation**
- **Product Classification & Standardization**
- **Product Data Enrichment**
- **Gap-Fill & Attribute Completion**
- **Data Cleansing & Normalization**
- **UNSPSC/eClass/ETIM/PDIX Codification & Enrichment**
- **Digital Asset Management (DAM)**
- **Rapid NPI SKU Handling**
- **Technical Product Content/Romance Copy Writing**
- **Vendor Outreach & Coordination Program**



Scalability & Volume of Skus Handled

SKU Build Projects through System Integrators

\$10 billion, North America's leading supplier of MRO Products – 200K SKUs

\$ 3 billion Industrial Products & equipment distributors in the world based in NY– 400K SKUs

\$4.5 billion Alabama based distributor of industrial parts – 250K SKUs

\$ 1.9 billion UK based Electronics and Maintenance Products – 600K SKUs

\$ 267 million distributor of electronic and industrial materials with over 200K items based in Texas

SKU Building Solutions for Direct Clients

Nott Company, USA- Industrial Fluid Power

ISE Controls, USA – Industrial Automation

Singer Industrial, USA – Industrial Supplies/MRO

Hantover, USA – Industrial Supplies/MRO

Royal Brass & Hose, Knoxville USA– 90K items Fittings, Couplings, Adapters, Hydraulic and Pneumatic Products

Century Tools & Machinery Ltd, Canada – Tooling & Machine Components

Bosch Hydraulics Connections Ltd, Canada – Hydraulic Hose & Fitting

EU Automation UK– Automation parts supplier

Kempston Controls, UK – Electrical & Electronics with over 0.5 Million items

RUBIX Group, France - Industrial Supplies/MRO

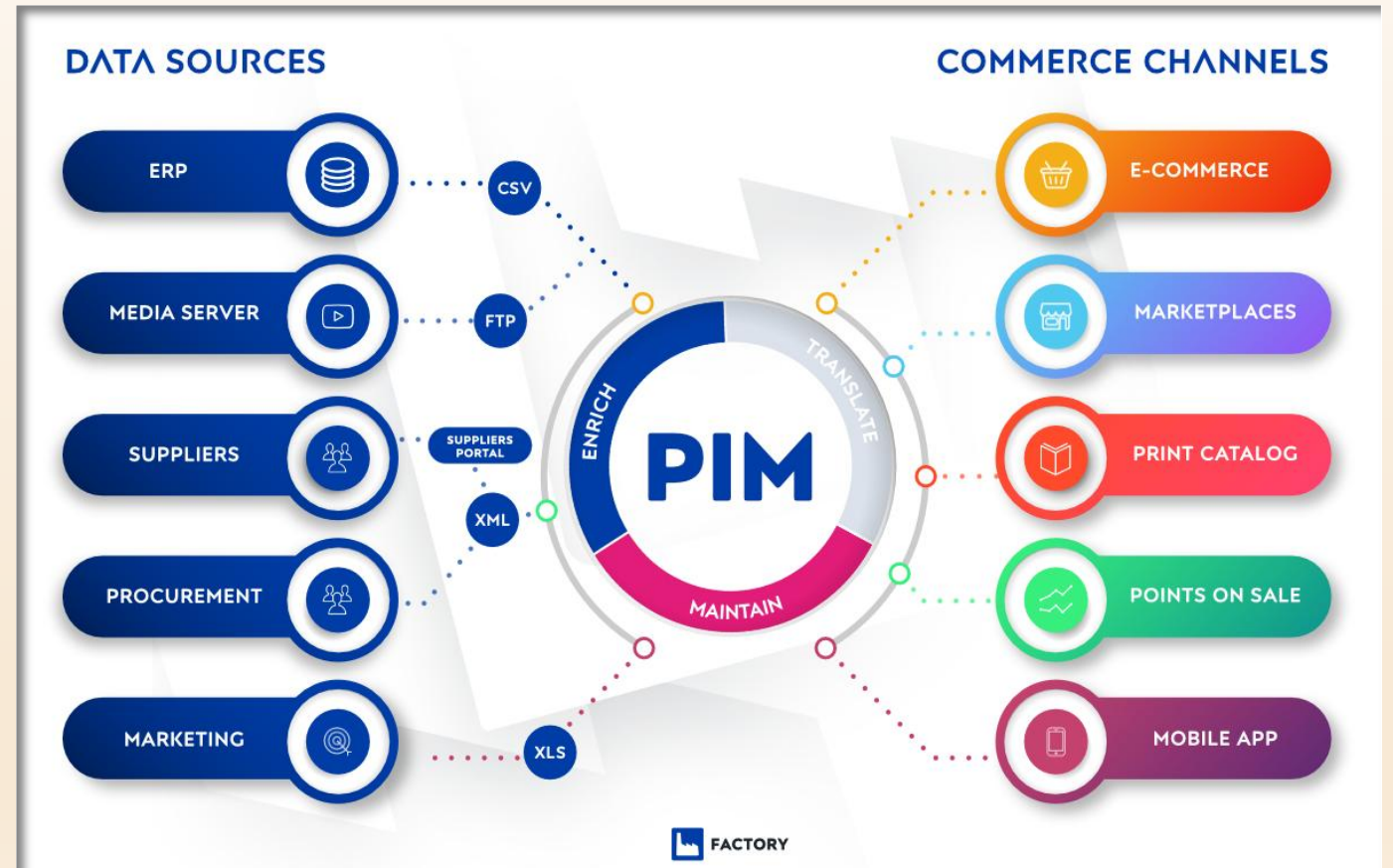
Baker & Farrow , Australia – Industrial & Engineering Supplies

Screwman, South Africa – B2C Distributors of Industrial Products



PIM Implementation

Unified Product Information, Enhanced Data Quality, and Seamless Omnichannel Experience



- Unified Product Information across all channels
- Seamless integration with other systems (ERP, CRM, etc.)
- Improve Customer Experience
- Better management of product assortments
- Optimized Workflow and Collaboration
- Centralized Digital Asset Management (DAM)
- Data Analytics and Reporting Capabilities
- Support for Multilingual and Regional Data
- Improved SEO and Discoverability

Our Partners:

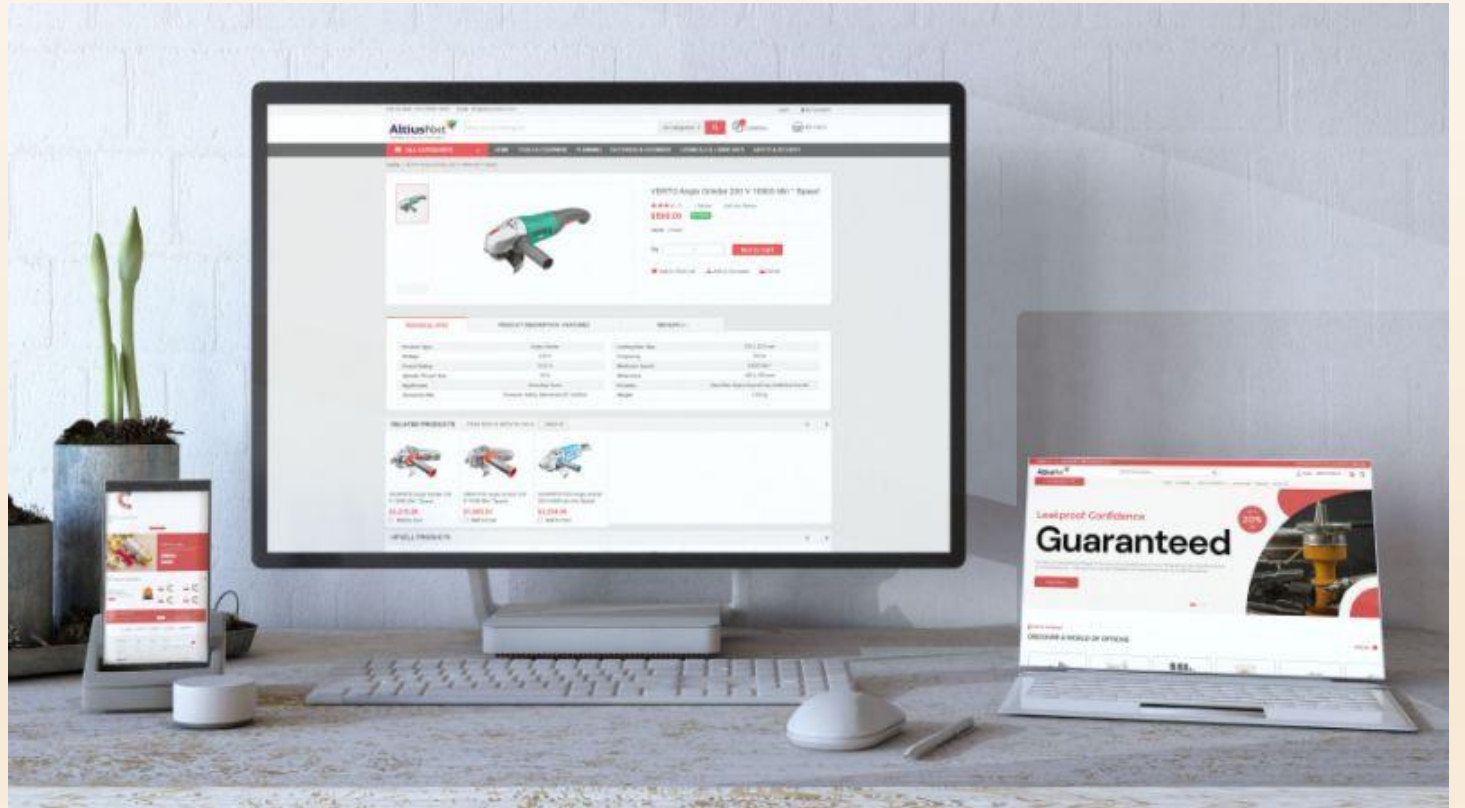
PIMCORE®

Ecommerce Store Development

Website Visitors



Paying Customers



Ecommerce Store Development

We Build Exceptional eCommerce Stores

- **Visually Stunning Websites** that captivate your audience
- **Minimalistic Designs** focused on clarity and functionality
- **Seamless UI/UX** for an intuitive shopping experience
- **SEO-Optimized** to enhance discoverability and drive traffic
- **Future-proof solutions** built to scale with Future-proof solutions

Our Partners:



Our Clients



Client Testimonials



In the age of web search and googling, it is imperative that we provide proper data to the customers who view our website to purchase. Be it small purchases or large, customers tend to go online and check the website for technical specs of the products required. And if the data is wrong or insufficient or old, we lose customers and we are on a back foot. We would not want that. Altius has helped us enrich our SKU data for over 50,000 products and we are very happy with the data. It gives an impression that we are an authority for the products we sell. With the new data we have roughly seen an increase of 23% in revenue, last year to this year. Keep in mind that there is a mix of factors, along with rich Altius data that enabled this.



Kempston Controls, UK
Mark Jansen, *Digital Marketing Manager*



Consistently saw 90% of product enquires and over 30% of conversions due to the rich data enriched by Altius



EU Automation, UK
Frazer Cox, *Development Team Leader*



The team

@AltiusNxt

With over 100+ engineers specializing in Electrical, mechanical, computers and software, Altius believes in solving our clients' toughest Product Data challenges by providing unparalleled services in technology and consulting.

With every team working as a knowledge hub for specific categories, we believe in providing high-quality expert data. We deliver accurate information for a demanding new-age digital commerce world.

Our solutions for every kind of company makes us accessible to everyone.





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