AltiusNxt

Product Information Increasing Sales or Driving Customer Away?

We Have Solution

History Of AltiusNxt

2007

Inception of AltiusNxt Technologies Pvt Ltd

Company was founded by Mr.Vellayan with a vision to help companies reach revenue goals, by enriching their product content

2010

Full-Fledged Company

Reached a team size of 50 employees creating online data for various industrial products' catalog

2012

100 Employees and Growing

Altius became one of the fastest growing companies in the industry with over a 100 employees and still growing at a steady pace

2014

1 billion USD

Altius helped one of its clients reach a turnover of 1 billion USD

2017

Additional Offerings

Altius partnered with several PIM and eCommerce platforms and started developing successful eCommerce Stores for its clients

2020

Expanding beyond horizon

With clients across Americas, EU, EMEA and APAC, Altius is all set to expand beyond the horizon with multiple service offerings

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

With decades of domain expertise, AltiusNXT empowers industrial distributors by transforming raw product data into rich, accurate, and customer-ready content. Through tailored taxonomy, attribute enrichment, and seamless PIM integration, we help businesses scale their eCommerce operations, improve product discoverability, and enhance the customer experience globally.

● 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

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● 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

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- **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 relationship span over 17+ Years.

We are the experts in Product Content Management

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.

Repeat customer | Greater lifetime value

Automated Online Merchandising
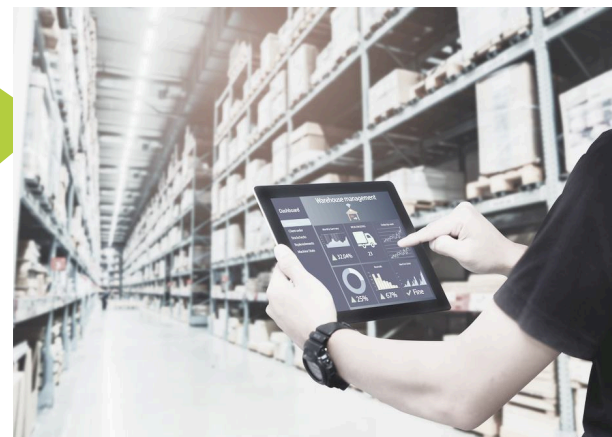
**Reduce Cost of Support**

Increase operational efficiencies

Increase overall margins

Serving Clients Across Geographies with Diverse Product Categories

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

B2B eCommerce Solutions
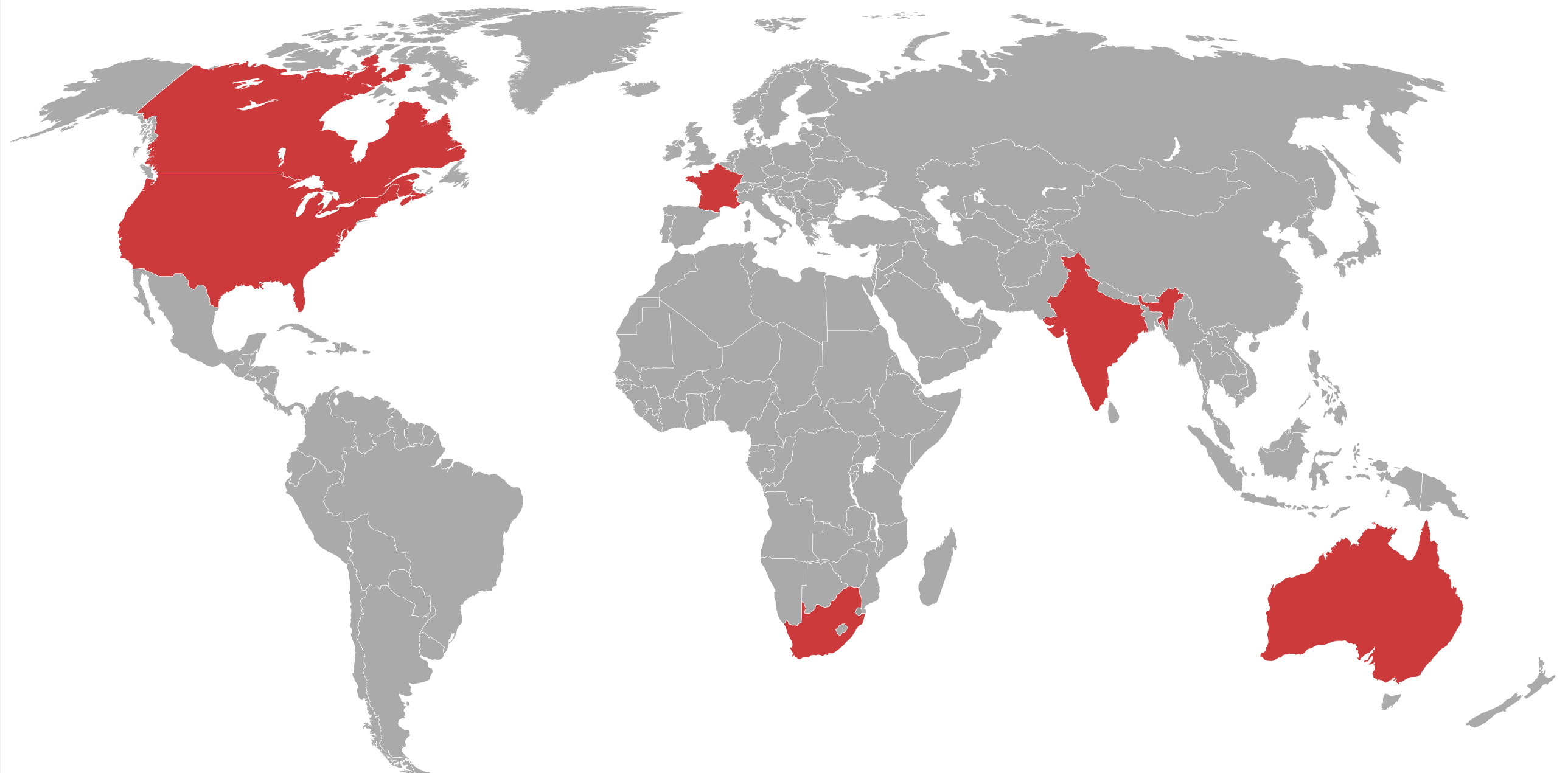
Our methodologies drive complex data transformations

01 Taxonomy Development

Taxonomy categorizes all the products according to a specified structure, thus making your products more discoverable for the customers' search requests.

02 Product Content Enrichment

We enrich product pages with important pieces of information like Tech Specs, Product Images, MSDS sheets, and user information sheets - thus enabling your customers to have a clear-cut idea of what they are buying.

03 Digital Asset Management

Increasing customer engagement with your e-commerce site, allows them to have a better understanding of product features, benefits, usages through rich and enhanced digital assets - such as Images, Video and Audio.

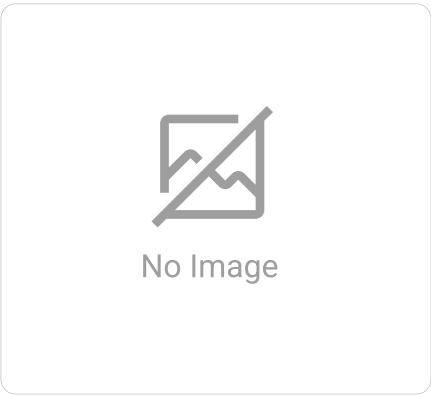## 04 Product Catalogue Management

It's the strategic process of managing your eCommerce product catalogue to ensure the quality of your product data across all your sales channels. It includes how you organize, standardize, and publish your product data to each sales channel.

05 Gap-fill, Cleansing & Normalization

We help you fill gaps in converting the content from the manufacturer's language to the customer's language. A gap-fill may be required in different stages of content management right from aggregation of product content to making it unique, by applying standardization rules, referring the manufacturing assets, bringing in consistency across the entire category.

Before

Makita Combi Drill

$ 275.00

Qty   01   Add to Cart

No Image

SKU: TFS2221 | Category: Drill

Description

18 V battery operated drill

After

YOUR PLUMBING ESSENTIALS AWAIT.

Home > Tools > Power Tools & Accessories > Holemaking > Drill Drivers > Combi Drill

Makita LXT ® Combi Drill,Battery, 18 V, 1.5 to 13 mm Chuck

Manufacturer Name: Makita | MFR Part Number: DHP458

Be the first to review this product   In Stock

$275.00

SKU: TFS2221

Buy now   Add to cart

Free Delivery
Order above $50 to get free delivery

Return Delivery
30 Days Delivery Returns Details

PRODUCT OVERVIEW	SPECIFICATIONS	TECHNICAL DOCUMENTS	REVIEWS (0)

Brand	Makita
Product Type	Combi Drill
Standards Met	EN 62841-2-1
Weight	1.7 kg
Series	LXT ®
Voltage Rating	18 V
Special Features	Battery Protection System Automatically Shuts Off Power when the Battery Level is Low
Warranty	3 yr
Power Source	Battery
Maximum Torque	110 nm

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

B2B eCommerce Solutions

Scalability & Volume of Skus Handled

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 item

RUBIX Group, France - Industrial Supplies/MRO

Screwman, South Africa – B2C Distributors

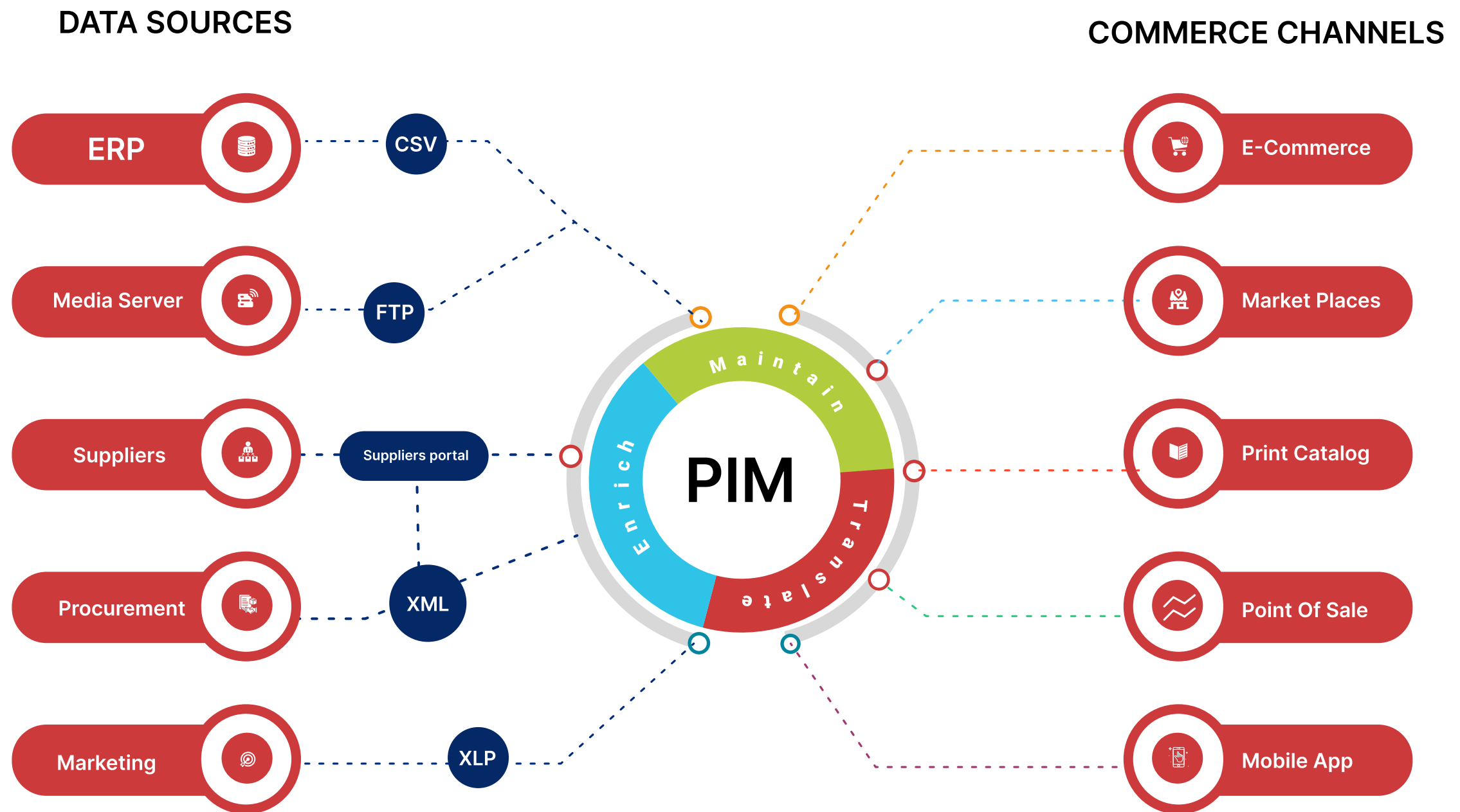**Screwman, South Africa** – B2C Distributors of Industrial Products

SKU Build Projects through System Integrators

01) $10 billion, North America's leading supplier of MRO Products – 200K SKUs

02) $ 3 billion Industrial Products & equipment distributors in the world based in NY– 400K SKUs

03) $4.5 billion Alabama based distributor of industrial parts – 250K SKUs

04) $ 1.9 billion UK based Electronics and Maintenance Products – 600K SKUs

05) $ 267 million distributor of electronic and industrial materials with over 200K items based in Texas

PIM Implementation

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

DATA SOURCES

- ERP
- Media Server
- Suppliers
- Procurement
- Marketing

CSV · FTP · Suppliers portal · XML · XLP

PIM — Maintain · Enrich · Translate

COMMERCE CHANNELS

- E-Commerce
- Market Places
- Print Catalog
- Point Of Sale
- Mobile App

- 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:

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

Website Visitors

Paying Customers

Our Partners:

Magento

shopify

WOOCOMMERCE

BIGCOMMERCE

14
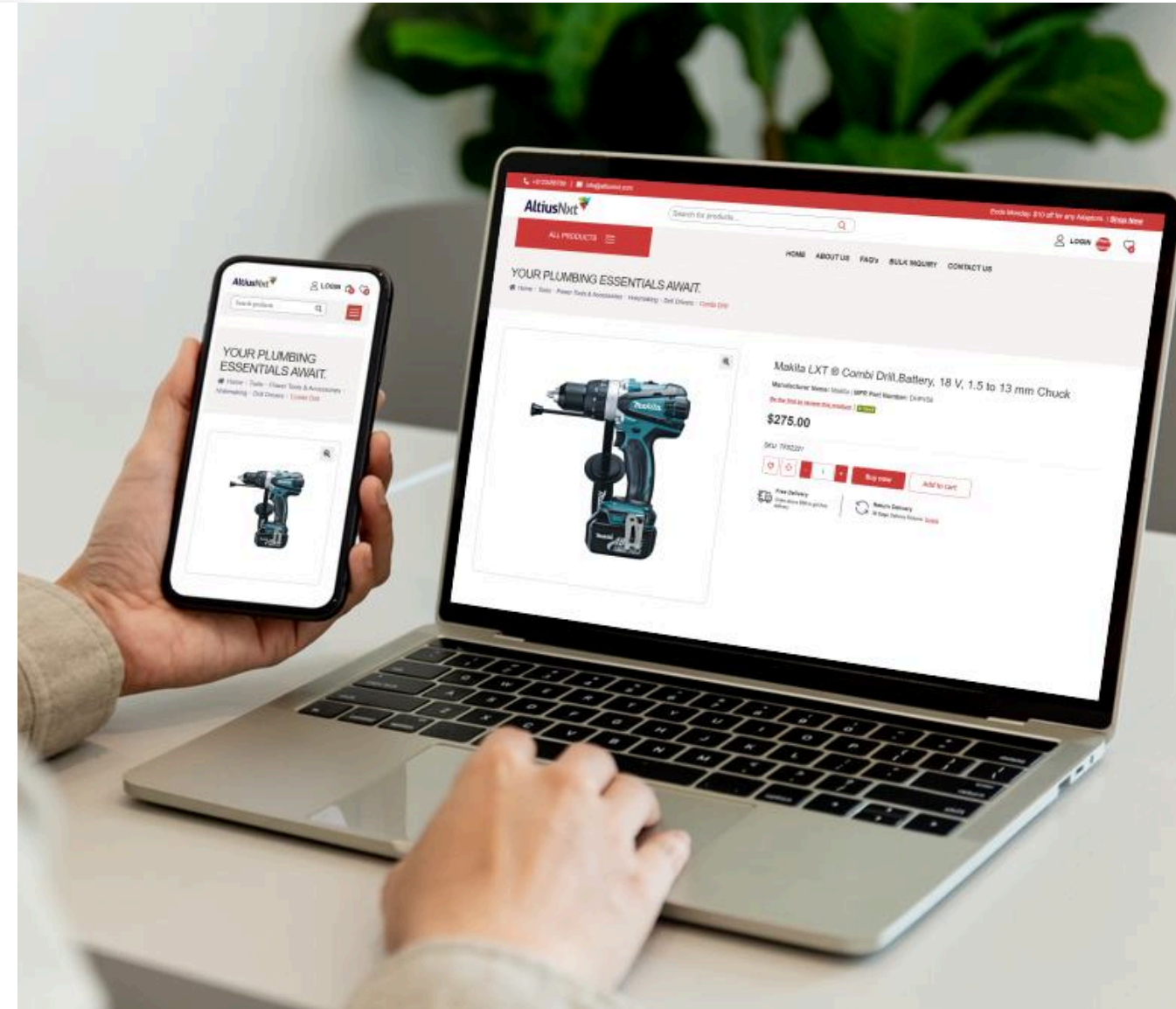
Catalog Wiz

Self Service AI Platform for Building your B2B Content

AI-Powered Expertise

Generate quality B2B content with AI trained on 20 years, 20M+ SKUs & Fortune 1000 experience.

AI-Driven Workflow

Efficiently generate, curate, and refine consistent omni-channel product info using AI.

AI-Powered SEO

Improve product visibility and attract buyers with integrated, AI-driven SEO optimization.

Our Esteemed Customers

B2B eCommerce Solutions

Many More..

What Our Clients Say

Discover how AltiusNXT's tailored eCommerce solutions have empowered industrial distributors to enhance product data quality, streamline operations, and drive significant business growth.

KEMPSTON CONTROLS

Kempston Controls, UK
Mark Jansen, Digital Marketing Manager

" 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.

EU AUTOMATION

EU Automation, UK
Frazer Cox, Development Team Leader

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

Our team

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.

AltiusNxt

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