

Product Intelligence for industrial components

collatio makes industrial product data usable, systematically.

Cross-Referencing

Every alternative, ranked by fit

Strategic Market Analysis

Gain market transparency

Identify products

Match inquiries and tenders

Technical specifications are scattered: across PDF datasheets, supplier websites, and various systems.

In day-to-day operations, this turns every product selection into search work, whether for a customer inquiry, a tender line item, or a component going end-of-life in procurement. And strategic market comparisons are built by hand in Excel, rarely cover the whole market, and are already outdated a few weeks later.

collatio started as a research project in early 2026 and is now an independent company.

We harmonize product data across manufacturers and systems and add an intelligence layer on top that actively contributes: the Co-Pilot answers questions about portfolio and competition, finds alternatives, and matches requests to the right articles. Available as a browser-based platform, as an AI agent, or directly within your systems.



Spot market developments in real time & support operational processes

Product Management

Strategic Market Research

Competitive position at product-line level, USPs, and portfolio gaps.

A market picture in hours instead of weeks - and always up to date.

Launch Preparation & Battlecard

Substantiate differentiators, derive sales arguments from them.

Sales starts with substantiated arguments and competitive intel.

Sales

Tender Matching

Automatically match tender line items to articles. And quote against competitor articles.

More tenders fully processed, with the same team size.

First Level Support

Cross-references and product guidance with reasoning in real time, without escalating to PM.

Response quality no longer depends on individual experience.

Procurement & Engineering

Compare Alternative Components

Find interchangeable components and compare them across manufacturers.

Scalable RFQs; second sources secured before an EOL notice becomes a bottleneck.

We work with external data, so no system integration is required.



01

Complete and standardize product data across manufacturers.



02

Automatically identify interchangeable products based on specifications.



03

Scalable market transparency through automated competitive comparisons.

Next steps to learn more about us



01 Objective

Together, we define the objective and the related use cases.

02 POC

A proof of concept on your data serves as a feasibility study and clarifies open questions.

03 Pilot Use Case

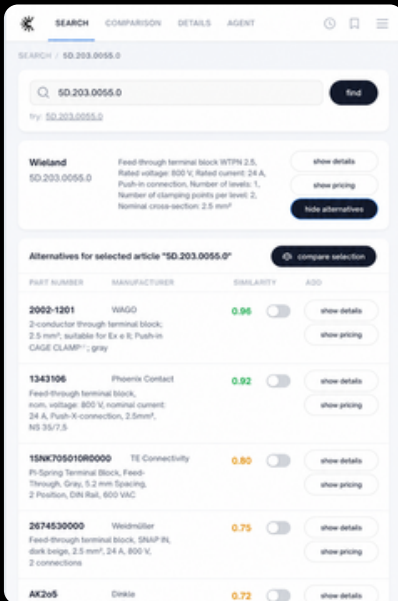
We then move into a joint 12-week pilot phase to bring your applications into practice.

We are currently running a small number of pilot projects. Let's get in touch to discuss potential use cases, with no obligation.



Web App

Search and compare in the browser.



MCP/ API

Direct access for AI systems and automation.



AI Copilot

Ask questions in a dialogue, get answers in seconds.



FAQ

What kind of data is collected?

We collect all publicly available product data from datasheets, manufacturer websites, and, where available, in AAS format. For products sold through online sales channels, we also capture current market prices. In addition, we process available sustainability data with regard to regulatory requirements.

Which product segments does collatio cover?

We start with electrical and electronic products. Our approach scales to all industrial components.

Where does your data come from?

We work with external data providers to gain access to publicly available product information. This includes manufacturer websites, datasheets, and data from trading platforms.

Is collatio developing an AI? What's the difference to common LLMs?

collatio is built on a knowledge graph as a structured data foundation. We do not offer a generative AI solution. Our deterministic matching algorithms outperform LLMs because they do not hallucinate.

What is the deliverable?

We build custom analyses on top of our data foundation and put them into practice together during the pilot phase. Access to the analyses happens via the touchpoints shown above: web app, Co-Pilot, or system integration via API/MCP.