

Product Intelligence for industrial components

Cut costs, reduce risk, and understand your market in real time.

Unlock pricing upside

2-7%

price upside potential

Free up working capital

30%

reduction in excess MRO inventory

Boost engineer productivity

20%

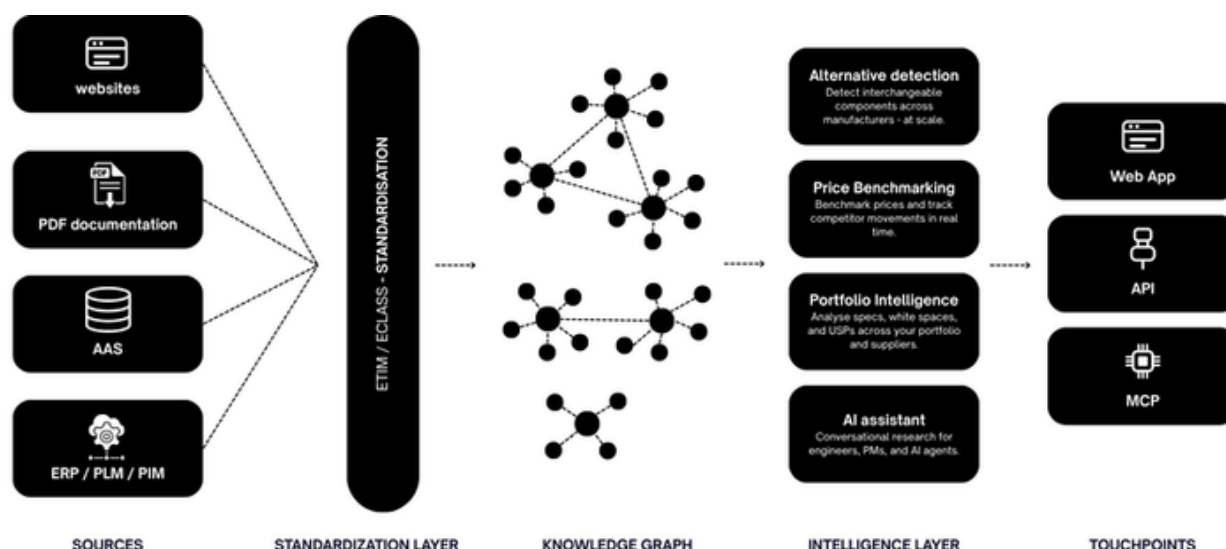
engineering time saved

Industrial manufacturers lose millions every year to decisions made on incomplete product data. Fragmented specs scattered across systems, PDFs, and supplier websites make it impossible to know which components are truly interchangeable, where you stand against competitors, or where excess inventory is hiding.

collatio is **the product intelligence layer** that fixes this. We enrich and harmonize fragmented component data across manufacturers and systems to identify interchangeable products at scale. The result: faster engineering decisions, leaner procurement, sharper pricing, and a data foundation ready for AI.



From raw data to product intelligence



Industrial product data lives scattered across manufacturer websites, datasheets, AAS files, and internal ERP, PLM, and PIM systems. collatio collects it, standardizes it into ETIM or eClass, and connects it into a live knowledge graph - the foundation that knows what every component is, how it relates to others, and where it stands in the market.

On top, we run the analytics that drive product, pricing, and procurement decisions: detecting alternatives, benchmarking prices, mapping portfolio gaps, and answering natural-language questions.

Available as a **web app** for human users, as an **API** for system integration, and as a native **MCP** for the AI agents working alongside your team.

Market expertise where you need it

01

AI Copilot

In conversation. Ask any product question in plain language and get expert answers on alternatives, prices, and specs in seconds.

02

Webapp

In the browser. Search, compare, and analyze components side-by-side. The daily workspace for engineers and product managers.

03

API

In your systems. Plug live cross-references, prices, and substitutions directly into your PLM, ERP, or BOM tools.

04

MCP

In your AI stack. Native MCP makes collatio callable by your agents, so copilots reason on real product data, not hallucinations.

How collatio helps you enhance your product decisions

01

Enriches & standardizes product data across manufacturers.

02

Automatically identifies interchangeable and competing products by specifications.

03

Delivers scalable market transparency through automating competition benchmarking.

All while working with external data, so no adjustments to your systems are needed.

Understand your market in real time

Observe competition

Competitive product map

See which competitors match your SKUs - spec by spec.

Spec gap analysis

Know where competitors outperform you and where you win. Discover hidden USPs.

Market coverage radar

Spot white spaces in your portfolio.

Decide data driven

Price positioning intelligence

Benchmark market prices and detect competitor movements in real time.

Tender matching

See which of your products - and which competitors - fit incoming tenders.

Design with market context

Instant competitor spec and price visibility during product development.

Enable sales

Cross-reference library

Drop-in replacement requested? Your sales team has the answer instantly.

Historic price development

Track how market prices have moved since your last price adjustment - and beyond.

Sales Battlecards

Get real time infos of your unique selling points and prices against the competition.

How to start with a pilot use case



01 Define Scope

You select a product category and the manufacturers to cover.

02 Matching

collatio collects and standardizes product data into ETIM or ECLASS format, then identifies competing and interchangeable products.

03 Deliverable

You receive a structured dataset with cross-references, similarity scores, and ETIM or ECLASS attributes. Ready to evaluate quality and value.

Ready to see your market clearly? We're running a small number of pilot projects beginning at 01/07/2026. Join us and get early access to collatio - built around your product portfolio, delivered in 12 weeks.

www.collatio.ai