

Meta Data Generation with Tag-Gen by Okkular® Now Available on SAP® Store

By integrating with SAP Commerce Cloud, Tag-Gen solution delivers AI-assisted product catalogue meta data generation to customers

Melbourne, Victoria Aug 18, 2022 ([IssueWire.com](https://www.issuewire.com)) - Okkular® Pty Limited today announced that it's [Meta Data Generation with Tag-Gen](#) solution is now available on [SAP® Store](#), the online marketplace for SAP and partner offerings. Tag-Gen integrates with SAP Commerce Cloud and provides customers with the ability to optimise product catalogues with rich descriptive metadata.

“Data is the new oil and Okkular’s Tag-Gen provides fashion retailers using SAP Commerce Cloud the ability to easily mine the metadata associated with their products in their product inventory using AI and add it back into SAP Commerce Cloud,” said Abhishek Vohra, CEO of Okkular. “With this metadata enabling and resulting in better product discovery, businesses that use SAP Commerce Cloud can boost sales and save time and costs.”

Okkular’s Tag-Gen also helps retailers that use SAP Commerce Cloud to:

- Generate SEO-optimised alt-tags and product titles that enable them to maintain SEO-optimised storefronts
- Create attribute synonyms and product category taxonomy mappings that enhance product discoverability
- Create custom colour palettes that allow retailers to add relevant and current colour search filters
- Audit generated attributes quickly to ensure a high degree of accuracy with the metadata

SAP Store, found at store.sap.com, delivers a simplified and connected digital customer experience for finding, trying, buying, and renewing more than 2,000 solutions from SAP and its partners. There, customers can find the SAP solutions and SAP-validated solutions they need to grow their business. And for each purchase made through SAP Store, SAP will plant a tree.

Okkular is a partner in the SAP® PartnerEdge® program. The SAP PartnerEdge program provides the enablement tools, benefits, and support to facilitate building high-quality, disruptive applications focused on specific business needs – quickly and cost-effectively.

Okkular participated in the SAP.iO Foundry program in Singapore, which helped it integrate its solution with SAP Commerce Cloud and become part of a curated ecosystem.

About Okkular Pty Limited

Okkular is an award-winning Australian-based AI-enabled product enrichment and discovery platform. Okkular’s vision is to automate the currently manual processes in e-commerce using AI. It enables retailers, brands, and marketplaces to integrate and enrich the product information/descriptions directly from the images to boost discovery. It further leverages this information to drive personalisation by way of visual search and style recommendations. Refer www.okkular.io

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