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DO YOU NEED A PIM SYSTEM?

Let's evaluate and analysis your eCommerce and a Product Information Management System

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Question #1   How do you currently sell your products?

A PIM or a Product Information Management System helps businesses centralize, enrich and share all their product information. The software can store anything from SKUs and product descriptions to pricing and customer testimonials.

The solution creates value for companies that sell through multiple channels simultaneously, and especially when selling their products online, it becomes important to have data in one place so that you can effectively handle changes and launch new products on new channels. A PIM system offers fewer benefits for companies who only sell through physical stores.

With proper implementation, a PIM solution will ensure customers' experience consistent product information and pricing regardless of where the product is displayed. The more channels you sell through, the greater the need for consistency throughout your product information.

Question #2   Do you currently target specific segments in the market or you considering an omnichannel approach?

Context is essential and it is important that you can present your product with the information that is relevant to a specific customer. Instead of one size fits all, you can tailor your marketing and product information to specific market segments.

With a PIM system, you can easily control which product information is displayed in specific situations, and when you have one central place to update the information, maintenance becomes a simple task.

Question #3How many products (SKUs or serial numbers) do you manage?

It's simple: The more products, the harder the product management becomes and the greater the need for a PIM system. This is especially true when managing products with multiple variations in multiple languages.

Question #4   Are the limited number of fields in your ERP holding you back from creating rich product information?

If your product data varies, you need a system, which ensures that you can display the relevant product data in specific situations in a simple way. If you use your ERP's product information management system, you will be limited by the ERP system's product card, which holds a fixed set of product information fields and therefore may contain irrelevant or too few fields.

A well implemented PIM can free you from the constraints of your ERP's product card and allow you to create and manage a much greater range of product metadata and assets.

Question #5: If you could increase the number of products in your portfolio, cut time to market and implementation costs in a simple way, would you do it?

Inefficient systems often hinder the progress of a business. Not expanding the product range, because it requires inordinate amounts of resources to change or adapt the systems in relation to product data, is a typical example of a roadblock that many companies face.

These roadblocks are removed with a PIM system, and you will save resources each time you change or expand your product range.

Question #6: In lack of translation support keeping you from accessing lucrative markets?

As soon as you add just one new language to your marketing activities, a significant layer of complexity is added to your product information management. You need an easy way to handle and oversee translation processes, and here a PIM system can help.

In addition to optimizing the processes, it becomes possible to automate translations of standard phrases such as colors, and it becomes possible to differentiate, for example, images and descriptions to suit the market you are targeting.

Question #7: How often do you change existing or introduce new products in your portfolio?

A PIM system gives you a "single source of truth" for product data, making it easy to make changes and add new products. With a PIM system you can be sure that your product information is up-to-date and accurate on all channels because your updates are applied automatically and to all relevant places.

Additionally, you can set up workflows that optimize the process for product data enrichment thus benefiting from a faster time to market.
A PIM system increases significantly in value, the more often you need to change or update your product data.

Question #8: How many people are involved in the enrichment of your product data?

A PIM system makes it easy to delegate and automate specific product data enrichment tasks with workflows. You can ensure that individual employees can only change the information that is within their area of responsibility by assigning and limiting access rights and get an overview of where you are in the enrichment process and what is missing.

Workflows are a great way of ensuring your product and pricing are accurate, complete, and ready for presentation to your customer. By controlling employee access rights, you can match editors to their area of expertise and maximize productivity. Who is doing what to what products will no longer by a mystery. You will be able to visualize all stages of their journey as products pass toll gates along the way to being complete.

Question #9: Where do you currently store your product information?

The greater the number of systems used, the more resources are needed to maintain and store your product information, and the greater the risk of errors.

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A PIM SOLUTION CAN DO THE FOLLOWING FOR YOU:

- ✓ eliminate unproductive manual labor
- ✓ re-purpose content to save time and resources
- ✓ add new meta data and fields without having to engage your ERP vendor
- ✓ provide language translation management
- ✓ create approval workflow to assure the right product data is making its way to your customers
- ✓ ensure brand consistency through approval workflows and easy access to brand assets and corporate guidelines
- ✓ organize content in one system allowing employees and external partners to find exactly what they need