Why do you need a PIM?

A presentation by
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Why do you need a PIM?

Because consumer preferences are changing dramatically...

- Consumers demand high quality product information and this speeds up their decision to buy

- To give you the flexibility to respond to ever changing market conditions

- To improve your operational agility and business performance

- To help reduce operating costs

- Consumers are becoming increasingly more comfortable buying online and on hand-held devices
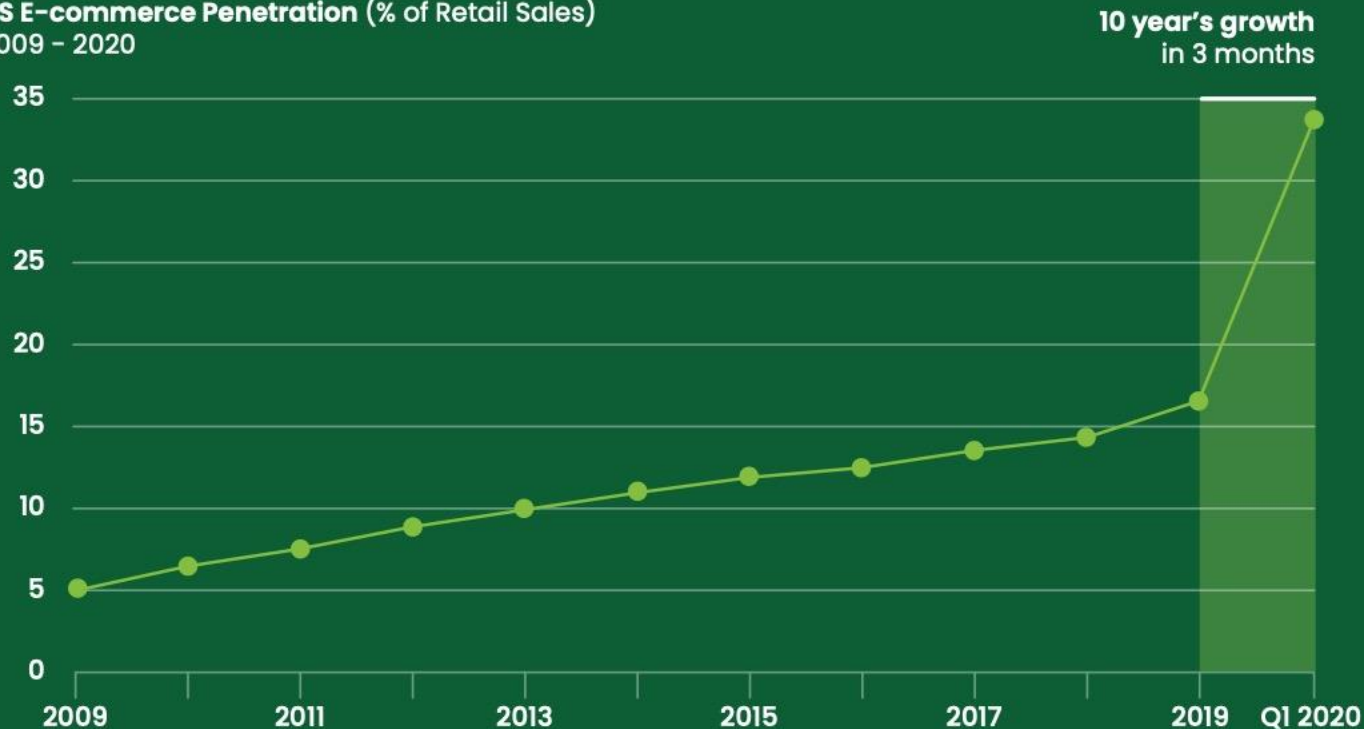
The pandemic has accelerated the shift towards a more 'digital world' and triggered changes in online behavior...

BUY

COST SAVING

£ £

1 2 3
4 5 6 +
7 8 9 −
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The Leap

Years happening in weeks

US E-commerce Penetration (% of Retail Sales)
2009 – 2020

10 year's growth in 3 months

According to the Bank of America - during COVID 19 there was an online growth of
10 years in just 3 months

Online sales grew from
18% to 28%

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# Digitalisation...

Why you need to embrace it

- To simplify data management, digital assets and workflow processes

- To create a centralised **'single source of truth'** for all product data

- To distribute accurate and consistent product information to all your marketing channels

- So you can remain competitive and stay directly in touch with the demands of the modern **'always connected customer'**.
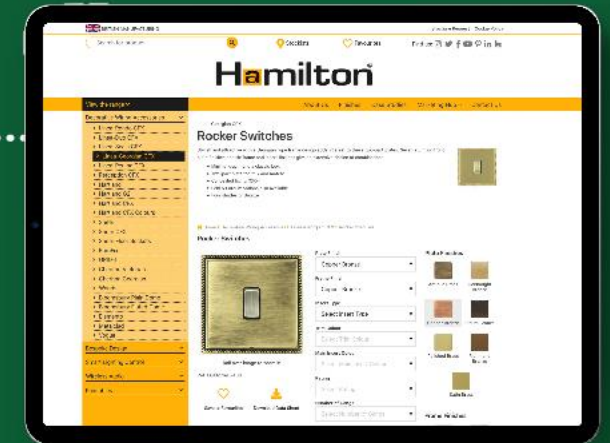
From this...

...to this!

Data Sheets
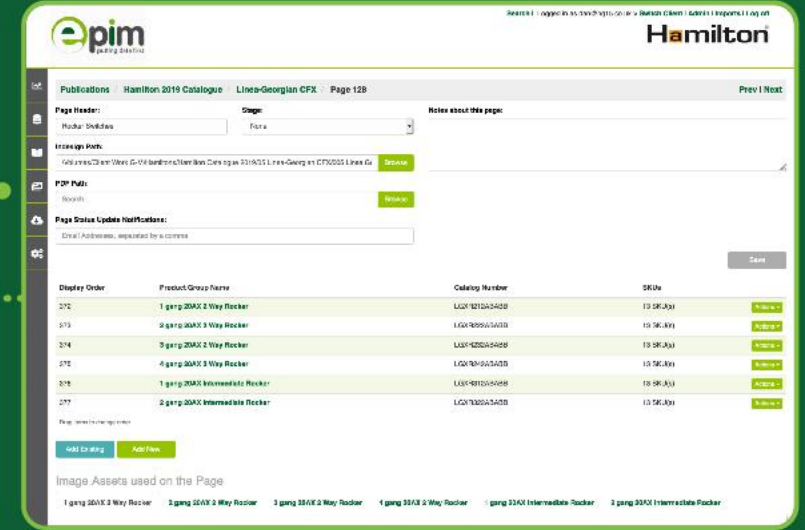
e-Pim Product Card

Website

Catalogues & Brochures

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What is a PIM and how does it help your business?

A Product Information Management (PIM) system is a tool that centralises and organises all the information about your products

- PIM allows you to quickly scale your product offering and spread product information to additional channels

- You can build highly targeted product experiences for all your channels, and in other languages

- It contains all the 'marketing related information' about products

- It supports workflows and processes for integration that improves the product information enrichment

PIM

SUPPLIER INFORMATION

| DATA POOL | IMAGES | VIDEOS | PDFS | CSV, XLS | BMECAT | CRM | ERP |
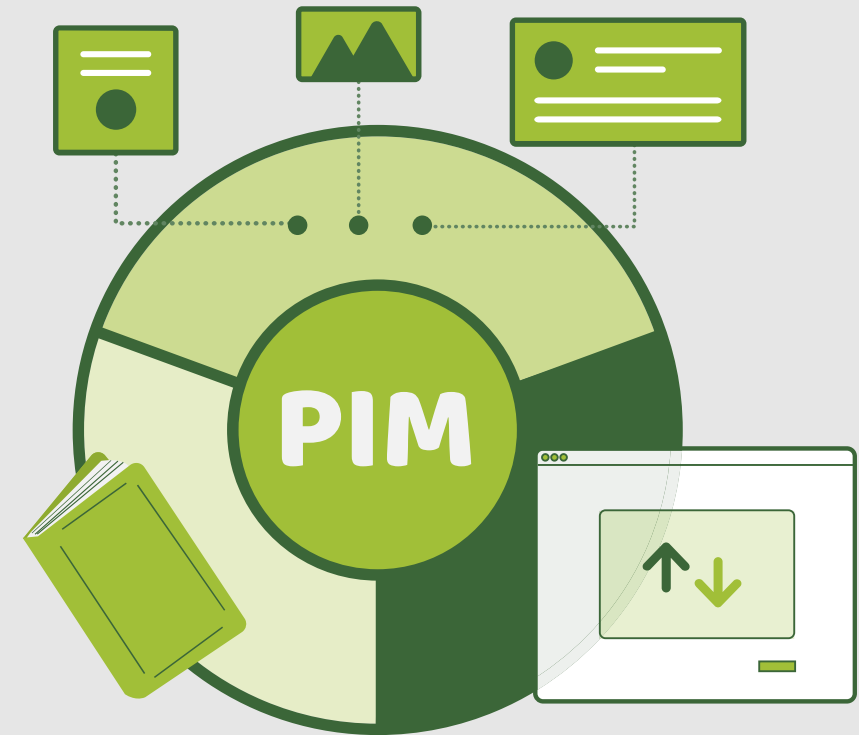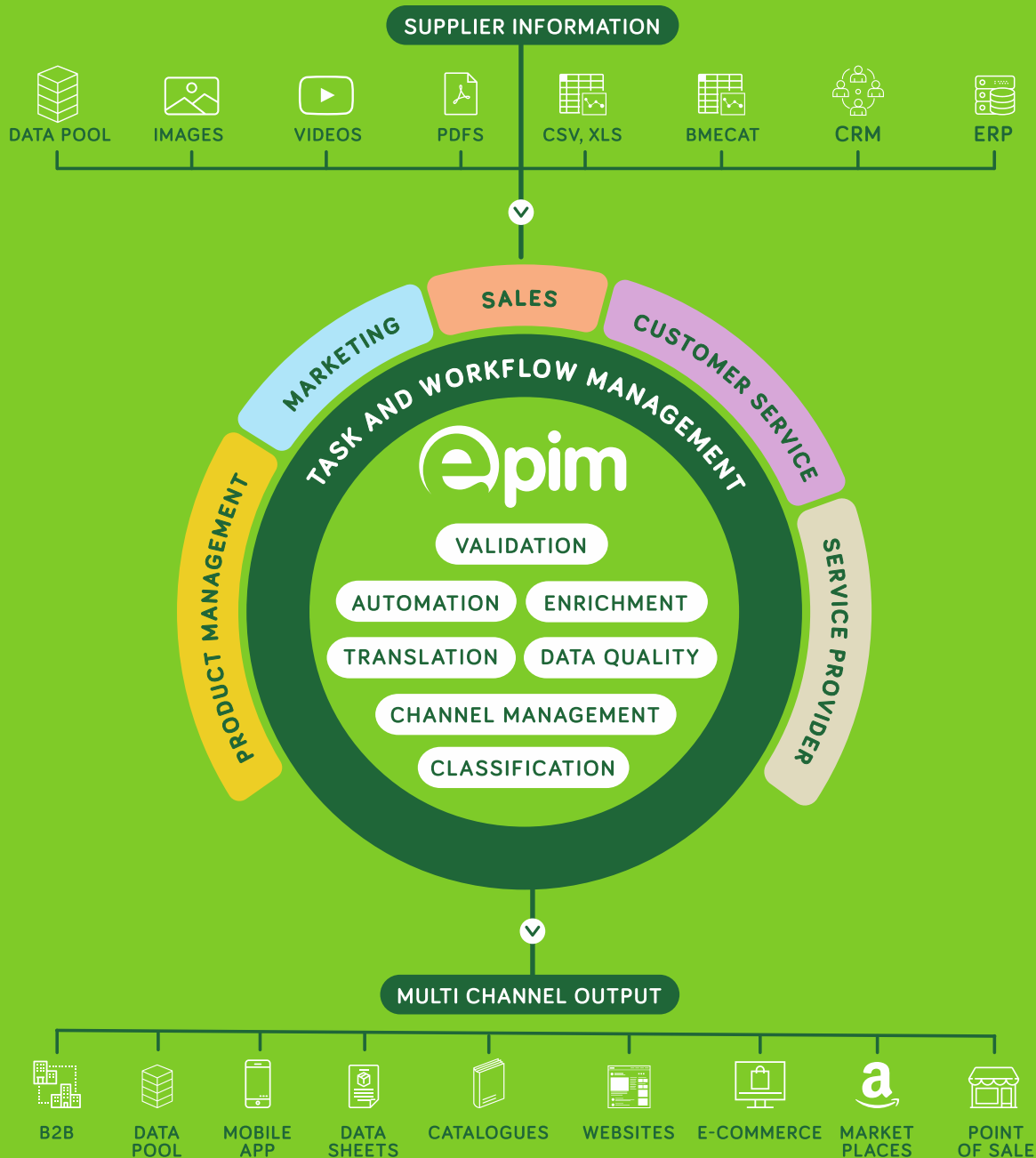
A PIM delivers a single source of truth

PIM provides a single place to **store, enrich and distribute** product information

- It gives you **full control** over your product data
- It allows you to **build an enriched view** of every product
- It allows you **distribute product information** to multi-channel sources

Supply > Manage/Enrich > Distribute

No more spreadsheets or fragmented product data sources

Circular diagram

SALES • MARKETING • CUSTOMER SERVICE • PRODUCT MANAGEMENT • SERVICE PROVIDER

TASK AND WORKFLOW MANAGEMENT

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- VALIDATION
- AUTOMATION
- ENRICHMENT
- TRANSLATION
- DATA QUALITY
- CHANNEL MANAGEMENT
- CLASSIFICATION

MULTI CHANNEL OUTPUT

| B2B | DATA POOL | MOBILE APP | DATA SHEETS | CATALOGUES | WEBSITES | E-COMMERCE | MARKET PLACES | POINT OF SALE |

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What you need from a PIM

As products are the core of your business,
it's important to choose a PIM that provides:

✓ Compatability
Connects to your ERP and other
key internal and external sources

✓ Automation
Automate important processes, tracks
enrichment and saves time

✓ Localisation
Adapts to different market and sales
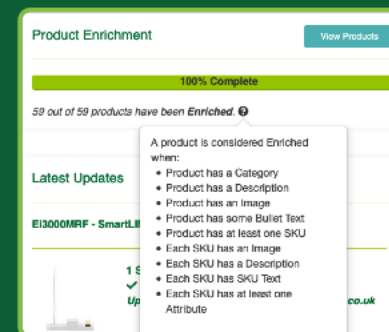channels (and in different countries)

✓ Usability
User friendly interface, easy to use for
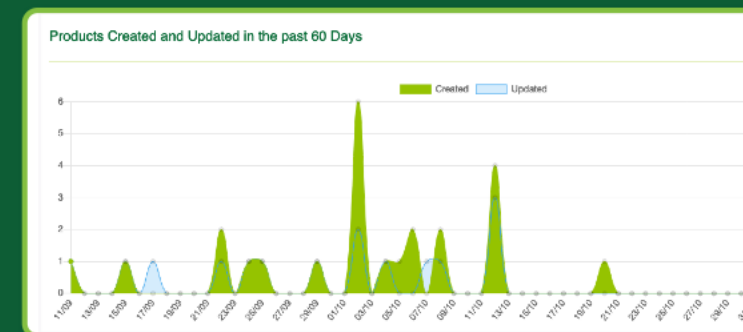non-technical people to increase work efficiency

Categorise & group products

Enrich data by setting
key information triggers

Track and monitor when your data is uploaded

Easily manage SKU data & attributes
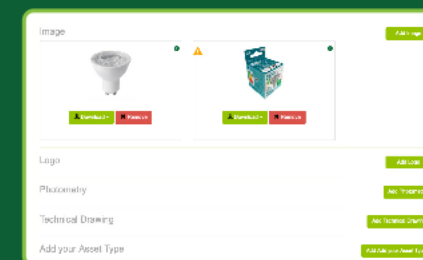
Assign digital assets to your products
& distribute across multiple channels
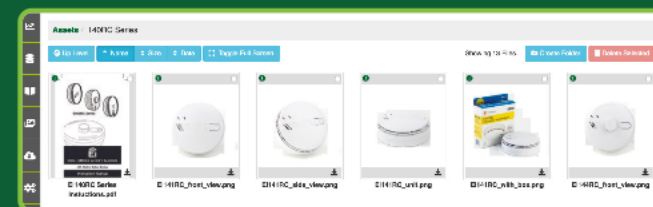
Manage and store image assets in a DAM
(Digital Asset Management)

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A PIM that supports the industry...

A great PIM can support you with:

- **ETIM Classification**
  In-built tools to help you convert and speed up the process of product classification

You will need the ability to:

- Connect you directly with the EDA's **'EDATA Pool'**

- Connect you with **existing Industry data** content

Manufacturer Journey

Wholesaler Journey

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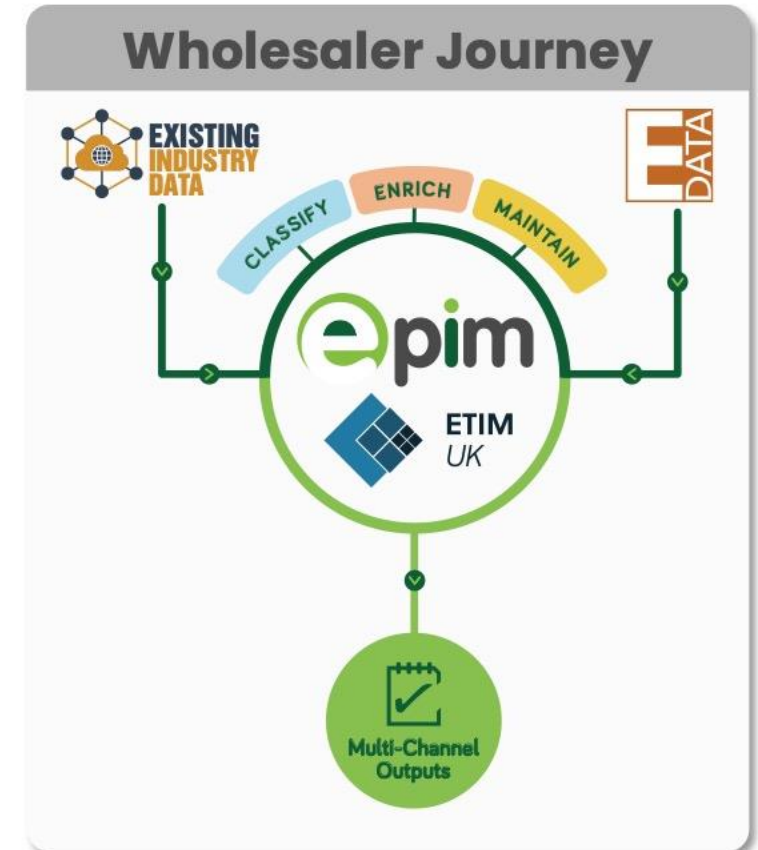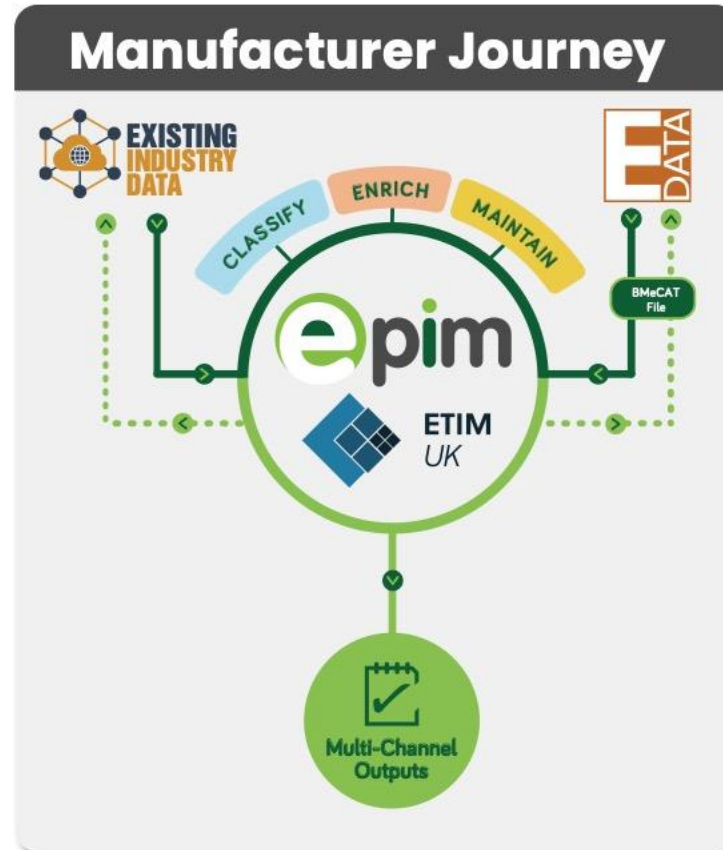
Thank you
for your time

For further information:
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