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Systematization of product information – **how the PIM class system can help you**

The ebook is primarily aimed at e-business decision makers and entrepreneurs who are looking for reliable solutions to improve their eCommerce. Shop owners who have a large assortment of products or are constantly expanding it, people who plan to expand into foreign markets and eCommerce managers who want to deepen their knowledge in the field of product information management

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What will you learn from the e-book?

The intensive development of online stores generates effects in the form of the expansion of the digital information ecosystem. This is especially noticeable in the case of dynamically developing companies whose product range is gradually increasing the number of products. This in turn increases the amount of data that is associated with these products. PIM systems are a solution that helps to avoid information chaos, improves work and, as a result, the functioning of the entire company. In the e-book prepared by us, we explain what PIM actually is, to whom this solution is dedicated and what benefits these systems bring to e-commerce. In addition, you will learn:

- what will you gain by implementing PIM in your company
- how to adapt the appropriate system to the specifics of your e-commerce
- the extent to which you will achieve an advantage over the competition
- what costs to prepare for if you want to use the PIM solution

We also raise the issue of PIM in B2B and omnichannel and present examples of brands that are based on this solution.

The e-book is addressed primarily to decision-makers in the field of e-business and entrepreneurs who are looking for proven solutions to improve their e-commerce, store owners with a large assortment or it is constantly being expanded, people who plan to expand into foreign markets and eCommerce Managers who want to deepen their knowledge in the field of product information management.

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Systematization of product information - how the PIM class system can help you

What is PIM?

PIM - Product Information Management is a product information management system based on data that enables efficient creation and dissemination of information through various channels. These include eCommerce systems, mobile applications, websites, catalogs, PDF files, etc. PIM systems significantly facilitate the free and, above all, efficient management of all product resources and storing them in one place, which improves work efficiency. Is PIM an option designed exclusively for eCommerce? No - PIM is an external product database that can be connected to both the online store and offline stores or the hotline. Systems of this type can also be successfully used as a database for brochures and catalogs.

PIM tools are characterized by flexibility and development, thanks to which they enable easy and full adaptation to the client's needs and the specificity of his activity, facilitating integration with other systems of the company, also when there is no direct possibility. Then comes the option of importing or exporting data, which are available in basic file formats.



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One of the crowning advantages of PIM is the option to adjust the way of integrating the platform into the company's infrastructure in accordance with the specific needs and requirements of enterprises. There is both the option of installing the system on internal servers and locating it in the cloud. The second option is especially recommended for large companies that want to avoid additional strain on the IT infrastructure and enable employees and users to access resources at any place and time.

Thanks to the automated central database of products, it is possible to notice significant progress at the level of sales management processes, especially the one conducted through various channels. To sum up, PIM systems are a solution aimed at helping in the classification of products, ordering names, photos, descriptions, promotions and a number of other data related to products that are necessary for a potential customer at the stage of making purchasing decisions. Additionally, PIM helps to organize data obtained from various sources and transfer it to other channels. Thanks to the collection and consolidation of information about the product, it is possible not only to publish in various channels, but also to easily search for relevant data, verify and enrich it, or update information about the product. Control over product information, reducing the time of adding a new product and reducing data servicing costs are key PIM features that should be focused on by everyone who runs and wants to develop their e-commerce, deals with omnichannel sales or plans to enter new markets.

About PIM solutions

PIM systems are available in several variants. However, before we introduce them, it is worth noting that they differ from ERP tools, the main purpose of which is to store basic, logistic and transactional information. The difference is also that, in the case of basic information, ERP tools require you to enter product attributes, describe them, translate and transfer multimedia files. The undoubted advantage of PIM systems is their functionality, which consists of:

- centralized storage of digital data and metadata,
- digital data and metadata manager,
- developed data editor - both text and graphic content,
- customer experience management manager,
- team management manager with the option of planning and monitoring activities,
- product data library - descriptive and multimedia,
- an automated platform for managing product information in many sales channels, including the offline channel,
- communication channel between the entrepreneur - wholesaler, retailer, supplier.

When choosing a PIM system, you should take into account, above all, the specificity of the company. Two solutions are available - commercial and open source.



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Akeneo

During the implementation of our store on Shopify, we paid a lot of attention to the product management system. We were recommended to implement Akeneo and we think this was a very good decision. The tool is easy and intuitive to use. It helps us to create and expand our list of offers. It allows us to present products in an attractive way and to update product sheets in both our sales channels. The system works really quickly. It speeds up the preparation of product sheets, but also allows us to make global changes in the offer. The ability to filter by category trees is also important to us. This allows us to find potential errors in the data and update them quickly. What we think needs to be improved is the ability to edit the order of product images and the ability to create cross-links between complementary products. The process of implementing Akeneo in our company started with training on the functionality and use of the tool, and now our eCommerce team is mainly working on it. I believe that the decision to choose Akeneo was the right one and I can recommend it to businesses like ours.

Paweł Lewandowski | Member of the Board PM Sport

It was established in France, but it also has subsidiaries in Germany, Israel, England and the USA, which allows users to use various service providers. It is an open source solution with high configurability, built on the basis of Symfony3 technology. Thanks to the modular structure of the platform, it allows to effectively and intuitively reproduce the structure of the company, taking into account internal processes occurring in it. Depending on the expectations and needs of the company, Akeneo offers three variants: Community Edition, Growth Edition and Enterprise Edition – this version has two additional variants: Flexibility SaaS and Serenity PaaS. The system allows sellers to manage content and product data in one place, export them to various channels, and supports content in multiple languages and currencies, allowing them to select the data to be exported, their way, time and place. The tool measurably supports global access to channel sales. Akeneo offers integration with Shopify Plus, Magento 2, WooCommerce, eBay, Aliexpress, WordPress, Google Shopping or Salesforce Commerce Cloud, among others.

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It also offers an internal search engine equipped with smart rules - intelligent search and grouping rules. This is especially useful for an e-commerce beginner or companies that strive for maximum automation of sales-related processes. By using Akeneo, the user also gains the option of grouping products according to manually entered rules or categories, and can also add additional variants to the products. The solution can be equally useful when exporting data from the platform.

The Product Experience Management (PXM) approach, i.e. customer experience management, is also noteworthy - the system functions have been programmed and optimized with the customer and their subjective feelings related to the use of the product in mind. The creators of the platform also support users at the service level while using the tool. To ensure a positive shopping experience, Akeneo offers, among others; editor of text and graphic content and PAM (Product Asset Manager), which, thanks to an extensive multimedia library, makes the product presentation on the website more attractive, at the same time offering additional options, such as tag management or product search based on photos.

An equally interesting option is the Teamwork Assistant module, i.e. an indicator showing the publication progress of a given product and its current status. This information allows you to plan further activities by assigning responsible persons. The change history section is also helpful, as it allows you to track actions that have already been entered. Thanks to the ability to import data from various Excel and CSV files, connect with systems of other websites and suppliers, Akeneo allows you to quickly export and import a large number of products with a full and clear view at the same time. This PIM system enables you to create workflow and validation rules for your data, provides simplified product catalog management and simple, intuitive tab navigation.

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Pimcore

Another open source solution. It is the only consolidated open source platform that includes Product Information Management, Master Data Management (MDM), Digital Asset Management (DAM), and eCommerce. It is a centralized platform that connects key applications and eliminates the need for complex integrations, allowing you to work efficiently and quickly. Pimcore combines many functions, such as data modeling, data management and workflow management. This enables complex product information to be smoothly controlled and sent to multiple sales channels. Based on Pimcore, we can centralize and structure all information - both marketing and technical - about the goods, delivering data to all customer touchpoints. Pimcore can be easily integrated, among others from Shopify Plus, Magento 2, Amazon, eBay, Google Shopping, or Facebook. The advantages of this system include ease of use and development - Pimcore includes advanced modules, such as user permissions, API (enabling simple communication with CRM, ERP systems and third-party applications), messaging system, Connect Anything architecture, which allows the integration of any number of various types of digital data, thanks to which the solution is dedicated to enterprises of any size and industry. It is also distinguished by built-in editors, integration with Google search engine, social media reporting option, QR code management, integration with Google Analytics and a framework, i.e. a framework for building e-commerce applications. Thanks to this, it is possible to build the entire store solely on the basis of the Pimcore platform.

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Ergonode

An open source system, the architecture of which was built on the basis of the Domain Driven Design approach using Command Query Responsibility Segregation (CQRS) and Event Sourcing, thanks to which it gains flexibility in managing system elements. Ergonode consists of two independent applications, Backend and Frontend, that communicate with each other via the Rest API interface. The system allows you to define an unlimited number of product attributes, which facilitates better and more attractive description of the goods, and offers the product designer option that allows you to design any layout of product cards from scratch, personalizing them and making them more attractive. Thanks to the ability to design a product family structure with a wide range of attribute types, the user can set single-line text, text area with word processor, image, image gallery, files, multiple selection and selection, date, price, numeric and unit attributes. This gives you unlimited possibilities for creating product content. Additionally, Ergonode enables various search and product catalog management options - traditional spreadsheet and gallery view. An unquestionable advantage of Ergonode is the multi-level language tree - each product value is inherited in the desired language.

The language customization option is also valid at the workflow configuration level - thanks to the option to set local languages, any manager can work freely.

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Plytix

Plytix PIM is a cloud-based SaaS system designed and priced for small and medium-sized businesses. The modular pricing structure enables companies of all sizes to leverage the power of PIM, starting with an entry-level subscription and expanding with add-ons, as their business grows.

Essentially, this means that companies only pay for the features they need and can afford.

Tim Reintgen, Head of Partnerships at Plytix, shares that “Price is often the biggest hurdle when adopting a PIM, because ROI is often hard to measure. Starting small also helps with the adoption. You first master one piece of the puzzle, and once you are ready, you expand to the next.” Plytix’s add-ons are all included in paid Standard and PRO subscriptions—from unlimited digital asset storage to digital catalogs (Brand Portals), PDF catalogs (Product Sheets), and CSV export templates (Channels).

The Plytix interface is designed to make new-user adoption as seamless as possible, without the need for prior technical (or PIM) knowledge. To add further value, Plytix offers best-in-class customer success, creating a following that earned awards from popular review sites like G2.com.

“Our Customer Success Team functions like a personal trainer in the gym, making sure you know exactly what needs to be done to achieve your goals. They’re there for you every step of the way!”

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It's a no-code platform built on the newest technology and offers many UI functionalities. For example, scheduled imports via CSV feeds, unlimited custom attributes, completeness tracking, dynamic AND/OR filtering and bulk-table-view editing in an Excel-like environment, and smart lists. These significant features allow you to manage product data in a way that adapts to your business.

On the export side, Plytix can create a custom feed to any endpoint. Their REST API integrates with popular ecommerce platforms like Shopify, BigCommerce, Magento, and WooCommerce, as well as comparison shopping engines (CSEs) like Google Shopping or Facebook Shops and Instagram.

“Whether it's getting product data to an existing channel like your ecommerce web shop, existing distributors, or on an entirely new sales channel like the next big marketplace—a PIM system should give you the flexibility to get the right products, with the right information, to the right channels.”

The collaborative PIM tool eliminates silos and can be used by unlimited users simultaneously—thanks to assigned roles with non-standard permissions. Product information management is no longer a one-person job; it takes everyone from product to marketing to get your products to market. So, it only makes sense to have one 'home' for your products and team.

Why are PIM class systems gaining in popularity?

The traditional stationary sales channel is gradually giving way to the e-commerce channel, and more and more often both channels complement each other based on the omnichannel model. In this case, it is necessary to provide the consumer with a rich and, above all, consistent purchasing experience that will be guaranteed by PIM. If you want to develop your business, you must constantly expand and make your offer more attractive. This, in turn, means that there are more and more products in the assortment, which often come in different variants, differ in terms of color or size, which may affect the final price of the product.

As a result, a product can have up to several hundred variants. Therefore, it is not difficult for chaos to appear. PIM systems are gaining popularity primarily because their implementation leads to a significant improvement in the quality of product data used in the creation of sales support materials and marketing content. The data created in a uniform form is not only verified by the system itself, but also, with the support of appropriate tools, by employees from various departments. Due to the fact that data is always available, the process of launching new sales and marketing initiatives significantly speeds up.



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PIM systems are also an incredible support during internal and external training. Product information is often the first element that new employees have to deal with, for whom it is a knowledge base about what a given company offers.

PIM systems are appreciated by entrepreneurs due to the functionalities offered. The main PIM options are:

- **import** - PIM is a solution both for smaller companies, where the system can be used to create information about a product for the first time, and for large enterprises. In the second case, it is necessary to import data from external sources. Most often it happens via CSV, XLS or XML file sources or web services. PIM systems map incoming data to their own structures, then transform them to the required form. Import is a particularly important workflow link for companies that are distributors. Then PIM can be extended with the function of the Supplier Portal, which transfers the obligation to introduce and update product information to suppliers, which significantly reduces costs related to information management, shortening the Time to Market time and increasing the quality of information that reaches customers
- **consolidation** - or an ideal effect, the product should have one correct description, which means that it should be defined once in the system. A common problem resulting from, inter alia, the work of many people, or the import of data from different sources and from different suppliers, is the duplication of data, which generates its redundancy or inconsistency. In such a situation, the solution offered by the PIM system, which is Data Cleaning, turns out to be beneficial. These processes can take place automatically according to predefined rules and algorithms or by means of quick search and filtering of information that make it easier for the user to find and correct incorrect information or remove redundant data

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- **enrichment** - the next step after importing the master data is to describe the product with a complete set of information. Descriptions and advantages of products are entered by the marketing department, then supplemented with technical or specific attributes for a given performance, which is done by the technical department or product managers, multimedia files and files are assigned. Each product is classified and placed in a tree structure with the option of placing it in many places at the same time - at this stage there are practically no restrictions in creating any complex structures, thanks to which it is possible to best reflect the company's product offer. The final stage is creating relationships between the products. These can be information about accessories, kit components, similar products, as well as Up-sell connections used in e-commerce platforms. The enrichment and management of attributes is one of the key elements of the PIM system. Built-in mechanisms for assigning various attributes to different product groups or types of objects as well as mechanisms of inheriting attribute values and mass editing of large amounts of data significantly accelerate the work
- **translation** - extensive tools supporting translation processes are a great help for people who enter foreign markets. Currently, providing clients with information only in English significantly hinders international expansion. The PIM system allows all data to be fully multilingual - both descriptions and names, attributes, values, units, graphic files or lists of values (dictionaries) can be localized. PIM also offers support for people who are responsible for translations in the form of Translation Memory, i.e. a translation memory mechanism. Automatic export and import using XLS or XLIFF formats is equally helpful. PIM systems also allow you to define a workflow task that sends information to the translator that requires verification or a new translation

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- **control** - this is the stage before data publication. The control process may take place at various levels - as a control of the correctness of the entered data, verification whether the mandatory fields are filled in, you can also build rules for dependent attributes (if A, then B). Thanks to access rights, sensitive data is protected, which means that only authorized users can access it, and based on the history of changes in the value of each attribute, you can easily determine the source of any errors
- **publication** - complete and correct data is submitted for publication in various channels. In this regard, PIM systems have no limitations - it depends on our needs where they will be used. The exported data can take the CSV or XML file format or be made available by web services. The data exchange can be synchronous or asynchronous using the ETL standard or the ESB data bus.

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Who needs PIM?

Does my company need a PIM solution? When in doubt, answer a few questions:

- Are you getting used to creating a variety of content for the websites you rely on?
- Do you see mistakes in the descriptions of your products?
- Are you having difficulty updating your descriptions?
- Do you want to separate product management from e-commerce system?
- Do you want to build your ecommerce in a headless model?

If you answered 'yes' to any of the above questions, PIM is for you! This solution is dedicated primarily to those who have a large and varied assortment (this is of course a relative term - for products that have simple characteristics, a large amount will mean over 2000 SKU, for those with a complex description and highly diversified - 500 SKU).

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However, if the number of products in the company's offer is estimated above 5,000 SKUs, PIM is necessary), conduct multi-channel sales, obtain data on products from various sources, conduct multilingual sales (PIM enables parallel publication in 20 or more countries), regularly update descriptions or promotions, products have a complex description (e.g. the assortment requires a specialized description, which consists of several or several dozen attributes) or are multidimensional (PIM offers a solution in the form of product configurators, which are invaluable when ordering accessories and accessories that match and match the given parameters), you run a large enterprise employing a large amount employees (PIM streamlines work by adjusting access rights), you also rely on printed publications (PIM will provide high-quality product information with a high degree of structuring and containing full graphic material), it is necessary to support external classifications (if your business partners require the delivery of e-catalogs e.g. in the form of XML compliant with industry standards applicable in a given industry (ETIM, Datanorm, ProfiClass, UNSPSC, eCI @ ss), PIM will allow for effective operation and avoid entering data into another IT system).

The decision to implement PIM is always associated with a specific stage of the company's development. If the current way of managing product information makes it difficult to invest in new sales channels, process optimization, or disrupts or delays foreign expansion, then it's a good time to take advantage of the PIM functionality.

How much does PIM cost?

The implementation of PIM undoubtedly brings with it a lot of advantages and opportunities. People who hesitate to reach for this solution are usually afraid of high costs. How much does PIM actually cost? The total cost of PIM implementation depends on many factors. The most important of them are the processes taking place in the field of digitization of product data. The price of the system will therefore depend on:

- **data migration** - the migration process has the greatest impact on the costs of introducing and further operating the system. PIM systems are constructed in such a way that scaling data and absorbing already collected information into the new system is easier. However, if the existing base differs from the scheme for PIM, it must be transformed and divided into specific elements - then the costs related to the implementation of PIM will increase. However, there is a solution - if the database has specific families, attributes and products, and the types are categorized, products and media are assigned to them, the costs of migration will decrease,



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- **number of system integrations** - the number of systems to be integrated with PIM increases costs, which seems to be obvious. In such a situation, the costs may be reduced by a solution such as a multistore, i.e. many stores on one servicing engine and ERP integration, because this reduces the workload that must be performed during the PIM implementation - the developer does not have to build a base bridge,
- **carrying out the project** - that is, responsible cooperation with the client, which also allows you to reduce costs. How? Knowing his own resources, the Product Owner will improve task creation, analysis or work on a detailed action plan, thanks to which the implementer will not have to deal with creating an analysis or doing reconnaissance, and will be able to focus on PIM integration faster.

The cost of implementation is also influenced by the number of products in the database, preparation of a photo database of products, creation of product descriptions and names, translation of texts, size of the database to be imported, or determination of the availability of individual distribution channels. Therefore, the larger your business, the higher the costs you have to face. Remember, however, that in the end PIM allows you to save - not only money, but also time. It is also worth remembering that a consistent and accurate product description is an opportunity to increase conversion.

Benefits of implementing PIM in your organization

PIM is also a guarantee of safety. Controlling access to the database and the possibility of making corrections is extremely important and necessary to maintain its correctness, which is why PIM solutions use a security feature that prevents several users from editing the same data at the same time. In order to minimize the risk of data loss when making changes, the system informs about such a possibility, which allows you to verify whether the entered information about the product is complete and appropriate. It should also be mentioned that by using the PIM system, the user gains the option of easily assigning access to specific people from the team and the ability to clearly define permissions for given user groups. We get a simple, intuitive way to manage rights to edit product data (e.g. specific categories), attributes (some may be edited, and some may be hidden or available only in the preview), language versions, or other basic actions (including , for example the option to delete, save changes or publish). PIM therefore increases the possibility of control over data, thus reducing the risk of their loss, which is another form of cost reduction, while guaranteeing data security and improving the flow of product data both within the organization and between business partners.

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Therefore, the benefits of implementing the PIM system include:

- reducing the cost of content management,
- consistency of communication on all channels and platforms (websites, online stores, B2B sales platforms, blogs, mobile applications, social networks, e-mails, newsletters, e-publishing, videos),
- integration of data that was previously scattered in different places,
- managing product content on all channels and platforms from one administration panel,
- increase in sales - extensive, detailed product information influencing faster purchasing decisions by customers. Unique content also has a positive effect on SEO, which increases organic traffic in websites and online stores,
- greater control over product data and reducing the risk of possible errors,
- improving the work of the team, translating into the productivity of specialists, and thus reducing costs and accelerating the process of publishing new products.

How to choose the right PIM solution

It is clear that the PIM system should be fully tailored to the individual needs (both present and future) of a given enterprise. When faced with the choice of a specific solution, it is worth considering functional and non-functional requirements, which may concern, for example:

- how to add attributes,
- the scope of searching and filtering information,
- openness to integration with other tools,
- language versions,
- versioning,
- forms of presenting the product offer.

The determination of these requirements is influenced by factors such as:

- number of data sources,
- the amount of data and their quality,
- individual business goals,
- the number of people participating in the process and responsible for creating and supplementing product information.



The advantages you will achieve with PIM

Product Information Management is a huge number of opportunities and benefits that your company can gain. The most important of them are:

- **shorter Time to Market** - i.e. the possibility of resigning from manual data entry, saving time and more efficient introduction of a new product to the market,
- **increasing the assortment** - thanks to efficient and fast information management, it is possible to dynamically expand the assortment and obtain the long tail effect,
- **Maintaining data consistency in each publication channel** - content consistency in all channels permeates with consistency of information about the product in all languages used, which enables operation on a large, global scale. The option of quick editing and personalization of content allows you to fully adjust product information to a specific publication channel,



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- **greater control of published content** - the use of product information life cycle statuses supports the user at the level of working on the publication of product content. PIM enables a quick review of the entered data, offers mechanisms that allow you to control information that ultimately reaches potential customers. Improving the process of creating information about the product also eliminates possible errors or duplication of content,
- **higher conversion rate** - valuable content and a complete description not only speeds up the decision-making process of customers and sells, but also minimizes the risk of disappointment with the product - PIM allows you to meet all customer needs and expectations,
- **lower costs** - PIM means savings on several levels. First of all, it is noticeable at the stage of entering information - the process of repeating the same actions is replaced by entering information about the product into the system once. Another saving takes place in the sales department - a well-informed customer will be able to make a purchasing decision that satisfies him right away, thus not feeling the need to use Customer Service and having fewer reasons to return the purchased goods. A specific PIM structure enables the creation of databases for the automation of the DTP composition of product catalogs and other publications.

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PIM in B2B

Complete information about the product directly influences customers' purchasing decisions, shortening the time of their making. If you want to provide them with the highest level of shopping experience, remember about three basic things:

- **Detailed product information** – in addition to sales data, such as price, discounts, inventory, delivery options, on the product card, include product features, i.e. material, color, weight, dimensions and marketing data – comprehensive description, photos, animations and videos
- **Easy navigation between products** – facilitate the search for products by adding them to the appropriate categories, use filters, etc,
- **A simple purchasing process** – take care of what B2B customers know from classic online stores, i.e. quick access to the basket or simple finalization.

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In the case of B2B companies, the need for a secure organizational system is increasing. All due to the fact that as sellers mainly for other companies, B2B has a tendency to oversee many products. Equally often, you can see the transformation of today's B2B companies, growing into B2B2C companies, also selling directly to consumers. This in turn generates multiple online platforms that are expected to cater to different market segments. PIM helps to improve the operation of B2B organizations by centralizing product data from multiple sources, the possibility of simultaneous delivery of product data to multiple distribution points. At the same time, the same data is available to all teams, sales and customer service representatives and important customers. Before using the solutions offered by PIM, a B2B company should pay special attention to the evolution of the B2B customer. Potential buyers are changing the way they search and select products.

Speed and comfort are priorities now. Just like B2C customers have a precise purchasing strategy - they check various channels to choose the best option for themselves. B2B companies therefore only need to move away from directory marketing. Before choosing a specific system, one should pay attention to creating a digital and printed catalog - it must be simple and intuitive. In the past, all sales were based on printed catalogs, the creation of which was very time-consuming. In the era of digitization, their rank decreases, which does not mean that they have become completely redundant. However, they have to evolve, which is made possible by PIM systems. By circumventing the long development cycle, printing costs and distribution methods, digital catalogs make it possible to present any or a complete collection of products in an aesthetic and transparent way.

An added bonus for business owners is the option to track where users click, like and decline, which in turn reduces the cost of improving quality. In order for a PIM system to be effective in the field of catalog management, it should offer such functions as:

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- **Indesign plug-in** - allows you to create attractive catalogs. The plugin allows you to automatically fill the catalog design with the product content from PIM. This option allows you to avoid errors related to copying content, adding out-of-date or inaccurate information - PIM allows you to quickly edit digital catalogs in case of an error, thus accelerating the process of printing traditional catalogs, but the most important thing is that the system effectively eliminates such a risk,
- **many catalog options** - the system that a B2B company decides should have different variants of catalogs to be able to adapt them to the specific needs of the user, e.g. line sheets, specifications or sales. When choosing a PIM solution, also pay attention to the distribution formats. A multifunctional system should allow the option of publishing catalogs in PDF, on the Internet or digital presentation,
- **interactive and dynamic interface** - interactive catalogs increase clicks and attract the attention of recipients. PIM systems allow you to create such catalogs - links directing potential customers to product pages and store's website will speed up purchasing decisions. An additional advantage is the possibility of enriching catalogs with digital resources - in this case PIM must be equipped with DAM (Digital Asset Management) - thanks to this, adding movies, photos, banners and logos will be much easier and faster,
- **product finder** - B2B customer relationships are a long-term investment, so it is important to ensure that the customer receives what he needs quickly. The advantage of PIM in this case is a faceted search based on sets of filters, which allows you to find products with common features. This function allows users to narrow down the attributes, thus improving the usability of the catalog and making it easier to find products,

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- **self-service portal** - another feature worth paying attention to when choosing PIM to B2B is the option that allows you to provide self-service catalogs not only to potential customers, but also to internal and external teams. The self-service PIM center allows you to improve the quality of customer service and save employees' time. This is a must-have solution when your customer service staff or sales representatives have trouble finding product data.

SEO in B2B plays a significant role. PIM allows for SEO contextualization - using context, take into account all B2B paths, adapting to different target segments, which will translate into effective sales of many product categories. Product categorization in PIM, like the distribution of already organized content, covers all platforms, thus improving the customer shopping experience. PIM allows you to manage content and store data, thanks to which it enables content optimization and works from the moment of implementation. By filling in keywords, at the beginning we make it easier to optimize many distribution channels. PIM stores product content, offering a place to organize, modify and update content, avoiding retail syndication

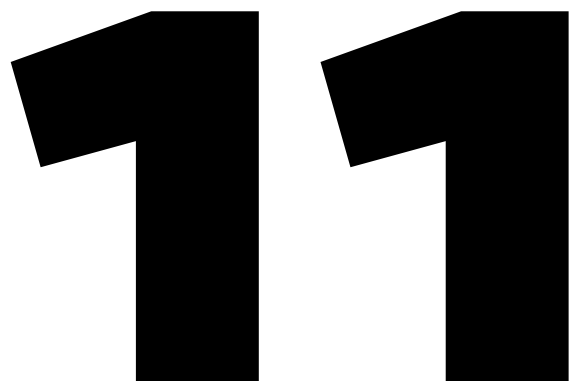
Product Information Management also allows you to optimize your digital assets thanks to tagging. By tagging each digital asset, not only can it be quickly found on the interface, it can also be moved with the asset to be published. Image transformation into PIM allows you to improve optimization on any device, which translates into an attractive shopping experience also on a tablet or phone. By using PIM, you can connect externally to various channels, syndicate data, have full control over it and the ability to edit and manage the rich descriptions that recipients expect. The option of personalized content on various channels significantly influences the B2B success as it meets the preferences of various customers.

Systematization of product information - how the PIM class system can help you

Regardless of whether your B2B business is based on sales representatives in the field or internal sales, PIM provides them with everything necessary to present the service or product in such a way that it is a great value for the recipient.

PIM - guarantee of higher quality information about the product

PIM systems allow for easy integration with external IT systems, they have one place to collect, administer and expand information about available products. They also enable the use of product information for further distribution in other channels, such as in promotional catalogs, e-commerce platforms, websites, external sales networks or ERP systems. It all adds up to the prospect of creating a central database for efficient product data management, which in turn significantly simplifies the process of creating, maintaining and using product descriptions for all distribution channels. Undoubtedly, this affects the increase in data quality and accelerates the catalog management process, which in turn affects the faster launch of new goods for sale, which are presented to potential customers in a much more attractive way, which translates into the level of user satisfaction. PIM is a solution that meets customer expectations in terms of the quality of data contained in commercial offers. In the era of growing purchasing awareness of customers and increasing their expectations, users more and more often choose products that they can take a close look at, familiarize themselves with before buying how they work or how to use a given product.



Systematization of product information - how the PIM class system can help you

PIM responds to the deep needs of recipients who, having a complete set of information before purchasing a product, less often decide to return it. An additional advantage is undoubtedly the fact that, thanks to PIM systems, the process of introducing new products to the market is faster - both in the case of a new assortment, as well as seasonal collections or promotional occasions. Contrary to the classic gathering of product information in spreadsheets or other files, where chaos is easy to find.

PIM in omnichannel

The omnichannel strategy is concerned with the consolidation of all elements of marketing and sales platforms, providing an option to significantly increase the company's revenues. In order to enjoy as much sales as possible, you need to provide your potential customer with a consistent shopping experience. PIM allows you to personalize experiences and adapt them at every level, both for B2B buyers, who usually make purchasing decisions based on a long-term, rational process based on specific needs, and B2C buyers, where consumers tend to make individual, emotionally driven decisions, and even impulse purchases. PIM allows you to create Rich Content that will respond to the needs of all types of customers. Thanks to the possibility of publishing consistent content on various channels, the company can operate comprehensively. On the other hand, the option of accessing the information panel and the ease of searching in the catalog allows for better service at the level of traders' work.



Systematization of product information - how the PIM class system can help you

Based on many channels, it is easy to make a mistake, duplicate information or publish outdated information, especially if it is the work of several people from the team. The key advantage of PIM, which is invaluable in the case of an omnichannel system, is the consistency and correctness of data in various distribution channels. Thanks to the appropriate product catalogs, you can export detailed data to selected or all channels - depending on the pricing strategy or current promotions. Incorrect price, incomplete information about the product or the time of the promotion, illegible photos, or the lack of information important in the purchasing process, e.g. regarding material or dimensions - with PIM is a thing of the past.

The customer is always the center of attention - this motto should be followed by everyone who runs their own business. It is worth remembering that currently buyers have many points of contact with the product - at the level of mobile sales, marketplaces, websites or stationary stores. The goal of PIM is to make the product data consistent in order to meet the needs of customers.

Therefore, the most important advantages of PIM in omnichannel include:

- sending correct, detailed data to various distribution channels in real time
- a central data source enabling the management of all information within one platform
- the ability to adapt to the business context and the specifics of specific channels.

Summary

High efficiency, lowering costs, improving the work of the team, accelerating customer purchasing decisions - an investment in PIM provides a lot of advantages and opportunities, while allowing you to easily measure business benefits in the form of increased conversion and reduced return rate. Additionally, it is a great stimulus for business development - thanks to Product Information Management and the option of translating descriptions, you can easily enter international markets. Catalog scaling, real-time information editing, multi-channel dissemination, and most importantly, full personalization of information to all users, regardless of their language and place of residence, allows you to improve the shopping experience.

In many cases, the most valuable value in an enterprise is information, especially information about products and services. Proper management of product information in an organization is the key to achieving business success. Factors such as Time to market, data completeness and consistency, security and levels of access to data treatment and retrieval are key elements of the functioning of a modern company in a dynamically changing market today.



Systematization of product information – how the PIM class system can help you

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For many years, he has been involved in consulting and supervising implementations and integrations in the field of e-commerce. He is constantly looking for ways to optimise and automate IT processes. Through close contact with developers, customers and their projects, he optimises and develops their ecommerce systems. He is currently responsible for conducting pre-implementation analyses and constructing the architecture of future ecommerce systems



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He is specialised in planning long-term client relationships and helps to achieve the goals set in projects. On a daily basis, he ensures the quality of customer service and the selection of the best solutions with a view to the success of the client and the project.



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Content Specialist

For years, she has been involved in social media and copywriting. She prepares articles, product and category descriptions for clients, edits texts. She's responsible for content in social media channels and Brand Active's internal marketing.



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Associated with the ecommerce industry for several years, she advises foreign and Polish clients in the selection of an online shop system. She conducts consultations on Shopify Plus and Shopify, presenting the possibilities of the platform, their strong points, competitive advantages, but also limitations. She has coordinated implementation and marketing activities for Decathlon, Klinika La Perla, Lestello, Manufaktura in Bolesławiec and Viola Hair Extensions.

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As a Shopify & eCommerce agency, we create and implement online stores on the Shopify Plus and Shopify platform tailored to the latest trends and individual needs. We specialise in the implementation and integration of PIM systems. We also provide integration with ERP, CRM and POS systems. We create dedicated applications and develop e-stores by auditing them and preparing multi-level implementation architectures.



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