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Improve Control & Management of Product Data with a Product Information Management (PIM) system.

Accelerate growth with hyper-personalization and potent omni-channel experiences, that high quality product data entails.

# Table of Contents

Executive Summary

Problem Statement

Creating a hyper-personalized omni-channel experience requires high quality product data that is specific to the channel that the customer is accessing the website from. Incorrect information, poor presentation and missing critical information due to siloed data and manual processes creates a disjointed customer experience translating to a poor conversion in the product page. Organizations struggle to maintain data accuracy, meet customer expectations, and capitalize on growth opportunities without a centralized system for product data management.

Solution Overview

Product Information Management (PIM) solution offers a comprehensive platform designed to address related challenges and optimizes product data management process. An ideal PIM provides you control of your data, freeing up valuable time for core tasks. By centralizing and streamlining the organization, enrichment, and distribution of product information, following are some of the business benefits that can be achieved:

- Enhanced Data Accuracy and Consistency
- Faster Time-to-Market
- Seamless Multi-channel Distribution
- Data-driven Decision-making
- Improved Operational Efficiency and thereby reducing your cost per SKU.

SKUs Updated — $ per SKU
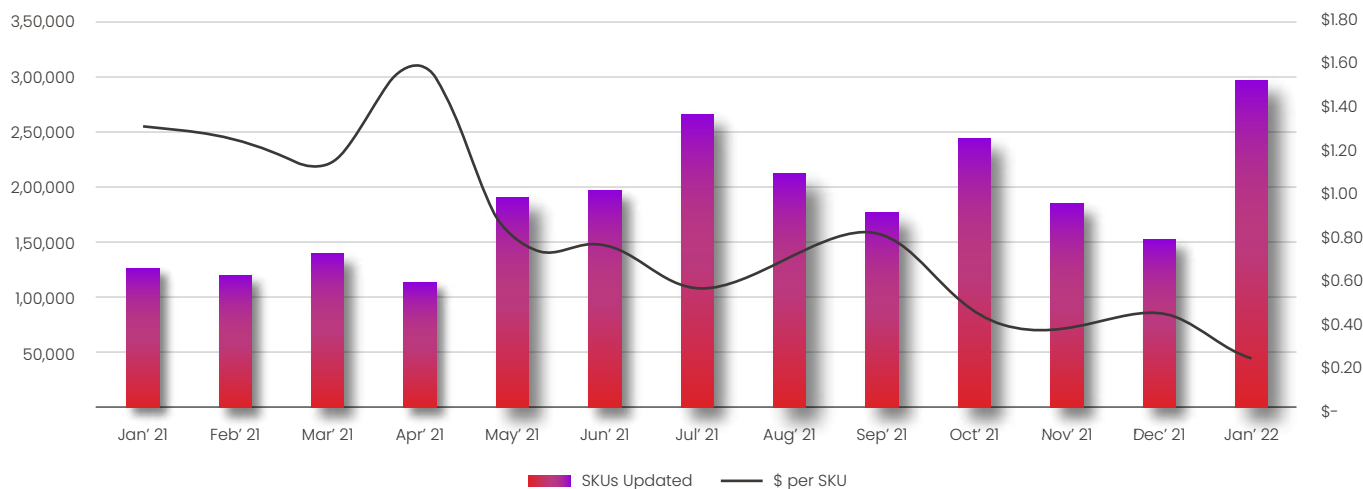
This white paper tries to examine what a PIM actually is, what are the challenges without PIM, various features offered by a PIM and what benefits you can derive by leveraging it.

ROI vs Cost & Net Benefits

Cost — Benefits — ROI
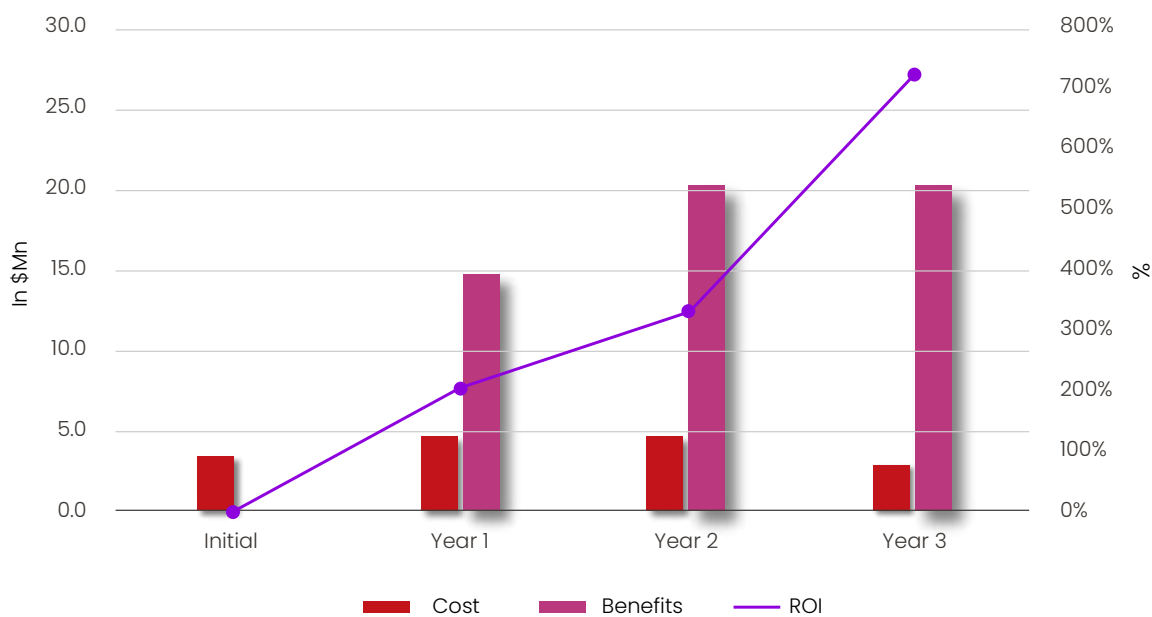
With C-level decision-makers in mind, we have tried to remain objective, unbiased & factual. Toassist your analysis, we've tried to describe the typical functions that you can expect from a PIM, the wider business benefits, and what to expect from a reliable PIM solution & supplier. This document aims to present a view to think about considering, evaluating, and deciding about an effective PIM solution. It is relevant across different stakeholders in various domains—be it manufacturing, branding, distributing and retailing functions, or anyone whose business touches on the creation or sale of products direct to consumer (B2C) or to a business (B2B).

The Business Problem

What are common challenges in product enrichment process

No centralized view of product data
It is often difficult to holistically review the data collected from different sources.. Multiple and isolated approach in terms of handling available data received from customers, suppliers, manufacturers, internal systems, spreadsheets etc.

No consistent data across channels
Analysing and presenting data scattered across multiple systems, received from different sources and in different formats, is difficult and time-consuming. Presenting specific product data points to different customers, as per their needs, becomes tough. Lack of consistency in product information harms brand integrity and provide a sticky and conflicting customer experience across different channels.
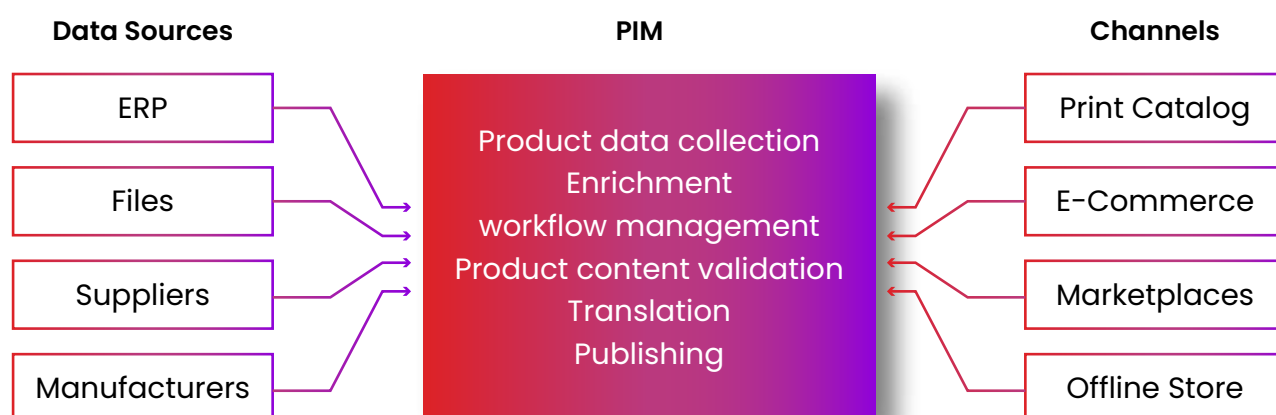
Poor product data accuracy
Inconsistent and duplicate data field values, no automated profanity check, grammatical errors, and lack of enriched product data will make the product information unreliable and untrustworthy. This in turn leads to increased drop-off rates.

Team's efficiency would be low
Manual processes without workflow in product enrichment process leads to decreased operational efficiency. Without a reliable quality-control-tool makes it difficult to track changes and lacks ownership in case of an error.

Introduction to PIM

A Product Information Management (PIM) provides a single repository for storing all product data. A PIM refers to the processes to manage available product information across an organization. This includes managing product data, attributes, descriptions, images, and other relevant information needed for marketing, sales and distribution across different channels.

| Data Sources	PIM	Channels
ERP	Product data collection Enrichment workflow management Product content validation Translation Publishing	Print Catalog
Files		E-Commerce
Suppliers		Marketplaces
Manufacturers		Offline Store

A PIM system is a software tool that helps to simplify and automate the import, management, enrichment, and publication of detailed product information. A reliable PIM strategy can arm you with a competitive edge. With it you can enhance operational efficiency, amplify customer experience, and drive a sustainable growth.

Features of a PIM

A Product Information Management (PIM) provides a single repository for storing all product data. A PIM refers to the processes to manage available product information across an organization. This includes managing product data, attributes, descriptions, images, and other relevant information needed for marketing, sales and distribution across different channels.
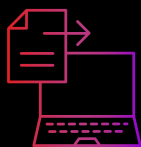
Data Import
The PIM system allows users to import product data from different sources such as ERP systems, spreadsheets, databases, or directly from the suppliers. This data could include product descriptions, specifications, images, prices, and more.

Data Cleansing and Enrichment
Once the data is imported, the PIM system often includes tools for cleansing and enriching the data. This involves standardizing formats, correcting errors and enriching product information with additional details or media.
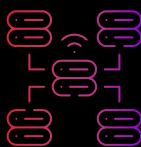
Centralized Storage
All the product information is stored centrally within the PIM system. This ensures that there is a single source of truth for product data, reducing the risk of inconsistencies or errors.

Taxonomy and Classification
PIM systems usually provide tools for organizing products into categories and defining taxonomies. This helps ensure consistency in how products are classified and makes it easier to navigate and search for products within the system.

Version Control

PIM systems often include version control features, allowing users to track changes to product information over time. This is important for auditing purposes and ensuring that users are always working with the latest and up-to-date information.

Integration with Other Systems

PIM systems typically integrate with other systems within the organization's ecosystem, such as e-commerce platforms, content management systems, and marketing automation tools. This allows for seamless sharing of product information across different channels.
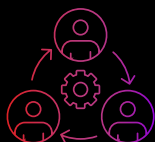
Workflow Management

Many PIM systems include workflow management capabilities, allowing users to define approval processes for product data updates. This ensures that changes to product information go through the appropriate review and approval steps before being published.

Syndication and Distribution

Once product information is finalized, the PIM system facilitates the syndication and distribution of that information to various channels such as e-commerce websites, print catalogs, mobile apps, and more.

PIM Adoption and Trends

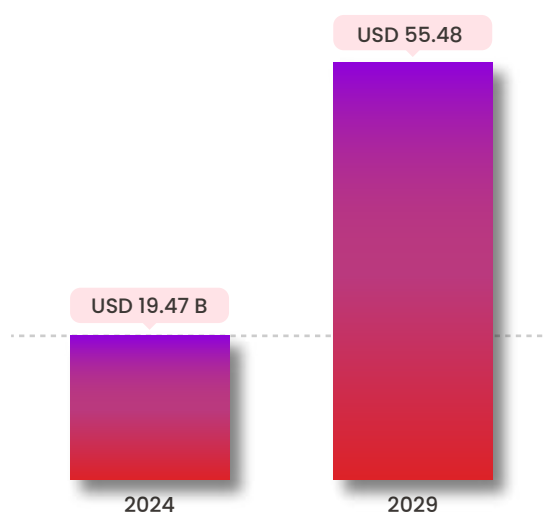According to a recent report from Mordor Intelligence, the PIM Market size is estimated at USD 19.47 billion in 2024, and is expected to reach USD 55.48 billion by 2029, growing at a CAGR of 23.30% during the forecast period (2024-2029).

Product Information Management Market

Market size in USD Billion / CAGR 23.30%

USD 55.48

USD 19.47 B

2024   2029

Source : Mordor Intelligence Report

The adoption of product information management (PIM) is expected to be the highest in the retail and e-commerce industry due to the growing focus on enhancing customer experience and the adoption of artificial intelligence and retail analytics tools in the retail and e-commerce sector.

Product Information Management (PIM) Market
CAGR (%) by Region, Global

Legend:
- High
- Medium
- Low
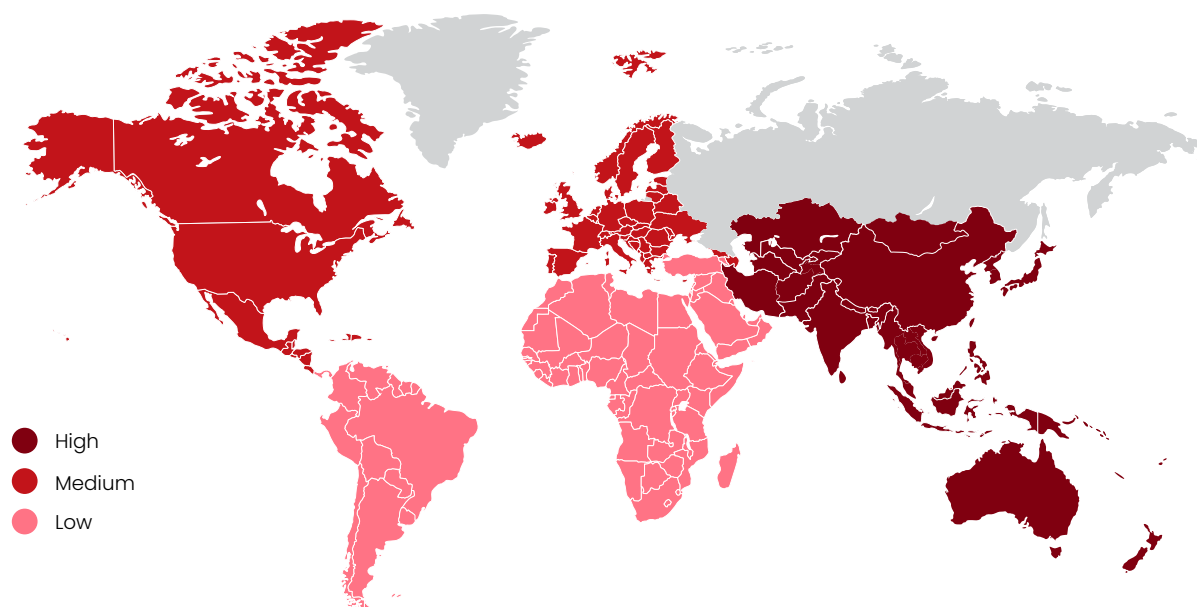
Source : Mordor Intelligence Report

Data is everywhere around us. With a massive growth in data generation, information flowing out of this data has become the backbone of most organizations and businesses. A Product Information Management (PIM) is a potent tool to derive benefits of the huge bundle of raw data. Recently, more professionals have begun to pay attention to PIM systems due to the growing demand for a better customer experience. Management guru Stephen Rogers of R3 Consulting correctly says, ''A PIM provides a single repository for storing all outgoing product data. A central repository system of record gives retailers a single view of the product data to the entire enterprise so everyone sees the same information.''

PIM softwares gained strong traction due to its growing application possibilities in various industries, especially the retail and e-commerce ones. PIMs are helping offline retail outlets grow in digital spaces and assisting new concepts, like Amazon Go, leveraging customer data to build specific products. With the expansion of retail and e-commerce businesses and the growing amount of product data to be managed, the adoption of PIM systems is on the rise.

The demand for software-as-a-service (SaaS) versions of business applications has recently increased dramatically. Cloud-based PIM platforms are becoming increasingly popular among organizations that prefer the ease of deployment and collaboration, affordability, and the ability to scale.

Customer Success Stories

ASSA ABLOY

ASSA ABLOY a global leader in innovative access solutions and security-related technologies. Headquartered in Stockholm, Sweden, it was founded in 1994, the company has grown to become a prominent player in the security industry, with operations spanning more than 70 countries.

Challenges: The most important challenge cropped up during Covid-19 pandemic. Around that time, the only option for customers was physical catalogs, limiting research potential and resulting in a bad customer experience. Customer Support resources were being wasted on redundant work due to insufficient or incorrect pre-purchase product information. It was frustrating, as product were records scattered across various PIMs and spreadsheets, creating siloed teams and an unreliable foundation for sustaining digital growth.

Benefits: By implementing Akeneo PIM solution, following benefits could be achieved:
• Reduced employee workload by over 40 hours a week and decreased incoming support calls by 20%, enabling teammates to focus on high value activities.
• Rapidly pivot to meet new market challenges by creating a single source of truth for customers and internal teams alike to access product data, increasing page views by 27% and reducing the number of users leaving the site by 16%.
• Introduced a mobile app that provided customers with a digital place to research, compare, and purchase products, empowering customers to better themselves in their field of expertise.
• Improve upsell and cross-sell opportunities with an improved customer and product data record.

Source: Akeneo

SPAR MIDDLE VOLGA

The Russian division of leading grocery retailer SPAR unified a catalog of almost 260k products for 3 companies: SPAR (retail), Sweet Life (wholesale food supplies), and Sweet Life Food Service (HoReCa food supplies).

SPAR Middle Volga united product catalogs of companies belonging to the holding company with the help of Pimcore solution. IT consulting company Odyssey Consulting Group was responsible for implementing the PIM project as a partner.

Challenges: As explained above, SPAR Middle Volga holding consists of 3 companies: SPAR (retail), Sweet Life (wholesale supply of food products) and Sweet Life Food Service (supply of products for HoReCa). The assortment of companies in the group often overlapped, and each had its own system to work with their catalogs and individual design templates for product cards. As a result, the companies' employees were forced to duplicate each other's work in different platforms. This resulted in delays, repetition and extra cost. The holding company management decided to create a unified catalog to overcome the problems. Odyssey Consulting Group was chosen to solve the issue.

Benefits: In June 2021, Pimcore system (PIM) was put into commercial operation. Today, more than 80 users and 10 suppliers are connected to Pimcore. The system processes data on over 260,000 SKUs. Odyssey Consulting Group and SPAR continue to collaborate on the support and development of the desired solution.

Source: PIMCore

Benefits of PIM

*A robust PIM makes life easy for everyone.*

Catalogue Team

Streamlined catalog creation
Centralized product information enables the team to quickly collect product descriptions, specifications, images, and other relevant information from the PIM system, vastly reducing the time and effort required for manual data collection. Colleted data also remain error-free.

Efficient updates and revisions
Whenever details of a product change, the catalog team can make updates in the PIM system, and those changes are automatically reflected in all catalog materials, eliminating the need for manual revisions.
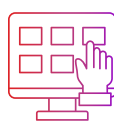
Customization and Personalization
An efficient PIM platform enables the catalog team to create customized and personalized catalogs tailored to specific audiences or segments, without much fuss.

Collaboration and Workflow Management
The catalog team can define specific workflows, assign tasks, and track the progress within the PIM system, improving communication and coordination across the different team.

Scheduled Publishing
The seamless integration and automation streamlines the publishing process and reduces manual effort for the catalog team.

Localization and Globalization
For organizations operating in multiple regions or countries, PIM is a must. An efficient PIM system supports localization and globalization of catalogs. The catalog team can manage translations, currency conversions, certification and other localization efforts within the PIM system, ensuring consistency and accuracy across different markets.

Version Control and Audit Trails
Version control enables accountability and transparency in catalog management, with audit trails that document who made changes and when they were made. Any efficient PIM does it with ease.

Cash Flow Analysis (Risk-Adjusted Estimates)	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	($345,000)	($488,750)	($271,688)	($285,272)	($1,390,709)	($1,228,182)
Total benefits	$0	$1,969,100	$2,310,863	$2,681,933	$6,961,895	$5,714,871
Net benefits	($345,000)	$1,480,350	$2,039,175	$2,396,661	$5,571,186	$4,486,689
ROI						365%
Payback period (months)						<6

Source: Forrestor report on Cost and Benefits enabled by Akeneo

Business Team

Strategic Decision Making

Business leaders and managers need updated, accurate and comprehensive product information, enabling them to make informed strategic decisions. An efficient PIM systems provides that. By having a centralized repository of product data, leaders can analyze market trends, identify opportunities, and develop effective business strategies.

Efficiency and Cost Savings

With streamlined processes for managing product information, business leaders can improve operational efficiency and reduce costs. Automation features, workflow management, and centralized data storage help minimize manual effort and streamline workflows, resulting in time and resource savings.

Improved Time-to-Market

A PIM platform facilitate faster product launches of new/improved products by streamlining the process of managing and updating product information. Business leaders can bring new products to market more quickly, gaining a competitive edge in fast-paced industries.

Sales & Marketing Team

Enhanced Customer Experience

Consistent and accurate product information across all sales and marketing channels leads to an improved customer experience. Marketing team can ensure that customers have access to the information they need to make informed purchasing decisions, leading to increased satisfaction and loyalty.

Cross-Selling and Upselling Opportunities

PIM systems enable business leaders to identify and capitalize on cross-selling and upselling opportunities by effectively managing product relationships and associations. By suggesting related or complementary products to customers, sales team can increase sales and revenue.

Scalability and Growth

As businesses grow and expand, PIM systems can scale alongside them, accommodating larger product catalogs, expanding product lines, and supporting increased sales volumes. Sales team can confidently pursue growth opportunities knowing that their PIM system can adapt to evolving needs.

Brand Integrity

PIM systems help maintain brand integrity by ensuring consistency in product information across all sales and marketing channels. Marketing teams can uphold brand standards and deliver a cohesive brand experience to customers.

Information Technology (I.T.) Team

Increased user adoption of PIM software
Choosing a robust PIM software that's easy to use and delivers premised results encourages users to engage with your platform. This, in turn, ensures that the software actually delivers all the business benefits it is meant to and full ROI is achieved.

Minimize your integration costs and implementation-related disruption
Check that your Product Information Management (PIM) 13 chosen PIM systems easily integrates with your other/existing business systems. Common integrations are eCommerce platforms and ERP systems. Leading PIM systems will have built in connectors with most popular eCommerce platforms.

Reduce your setup, training, and technical support requirements
Choose a PIM system with an intuitive, user-friendly interface, self-help support area, and interactive tool-tips. Ease of use must be an essential criteria.

Minimize security risks
Choose a secure PIM system which will ensure the product data and related marketing data is secured. No WIP data is exposed to the public before it's enriched and published.

Total Benefits

Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Margin increase due to Akeneo-enabled data management and quality improvements	$892,500	$1,093,313	$1,311,975	$3,297,788	$2,700,634
Btr	Operational improvements through return reduction due to quality and decision accuracy	$425,000	$446,250	$468,563	$1,339,813	$1,107,203
Ctr	Margin increase due to revenue improvement associated with new market opportunities	$420,000	$514,500	$617,400	$1,551,900	$1,270,887
Dtr	Margin improvement due to reduced time-to-market and Increased productivity	$210,000	$235,200	$262,395	$707,595	$582,431
Etr	Product manager retention improvement due to employee experience improvement	$21,600	$21,600	$21,600	$64,800	$53,716
	Total benefits (risk-adjusted)	$1,969,100	$2,310,863	$2,681,933	$6,961,895	$5.714,871

Source: Forrestor report on Cost and Benefits enabled by Akeneo

Achieve Rapid Business Growth with PIM

Improve Conversion Rates

Improved Product Information Quality
PIM ensures consistent, accurate, and enriched product descriptions across all channels. Customers can make informed decisions with confidence, reducing purchase hesitation and leading to higher conversion rates. Studies suggest an increase of 17% to 56% in conversion rates with better product information.
[Source: atkearney.de]
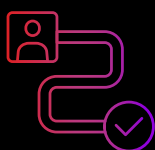
Enhanced Customer Journey
Ab efficient PIM facilitates a smoother browsing experience by enabling its features like AI-powered search and filtering. Customers can easily find the products they desire, reducing frustration and abandonment rates. This streamlined journey translates to more conversions.
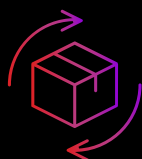
Reduced Returns
Inaccurate descriptions are a major cause of product returns. PIM ensures customers receive uptodate and accurate information about what they expect, minimizing returns and boosting conversion rates by keeping customers satisfied with their purchases.
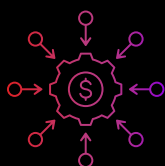
Omnichannel Consistency
PIM maintains consistent product information across all sales channels (multi-channel, cross-channel and different integrated-channels), from websites to marketplaces. This builds trust with customers and removes any confusion, leading to higher conversion rates regardless of where they choose to buy.

Personalized Product Recommendations
Some PIM systems integrate with marketing automation tools. This allows for targeted product recommendations based on customer behaviour and preferences, increasing the likelihood of a purchase and conversion.

Reduce Operational Costs

Improved Efficiency
PIM centralizes product information in one location, eliminating the need for multiple spreadsheets and documents. This streamlines work-flows and reduces the time it takes to complete tasks like product updates and content creation. Saved time translates to reduced labour costs.

Reduced Errors
Inconsistent or inaccurate product information can lead to customer returns, order fulfillment issues, and wasted resources. PIM helps ensure that product information is accurate and up-to-date across all channels, reducing these costly errors.

Inventory Optimization
PIM systems can help businesses track inventory levels more effectively, preventing both overstocking and stockouts. Overstocking ties up capital and requires storage space, while stockouts can lead to lost sales. PIM helps maintain optimal inventory levels, reducing these associated costs.

Lower Customer Returns
Accurate and detailed product descriptions on websites and Product Information Management (PIM) 15 marketing materials can help customers make informed decisions before they buy. This can lead to fewer returns due to incorrect product expectations. PIM can also help manage customer reviews, further reducing returns.

Dynamic Pricing
Some PIM systems integrate with AI to monitor competitor pricing and automatically adjust your prices accordingly. This can greatly help you stay competitive without sacrificing profit margins.
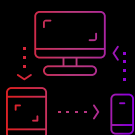
Omnichannel experience
Different screen sizes require content specific to that format. Eg: customers prefer a shorter product description in a mobile phone then a laptop. A PIM would support this.

Hyper-personalization
A PIM system aids hyper-personalization by showing content according to the preference of an individual customer.
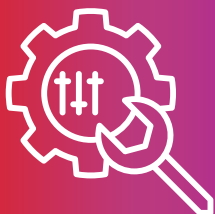
Build vs. Buy

Building a PIM Solution

Customization
Building a reliable PIM system allows for complete customization to meet the specific needs and requirements of a organization. PIM system can be tailored precisely to streamline the work-flows, data structures, and various business processes unique to the organization.

Example:

A Middle East retailer was managing the entire product enrichment within ERP – custom naming convention for each product range, priority setting for each product categories, separate work-flows on how each categories were enriched.

Control
PIM system help organizations to have full control over the development process, allowing them to prioritize necessary features, make timely changes, and evolve the system according to their evolving needs over time. Some companies would have refined their internal business processes over a period and prefer a customized solution which encompasses all their business processes within the product.

Integration
A custom-built PIM system can be tightly integrated with existing systems and processes within the organization, ensuring seamless data exchange and interoperability.

Example:

An US based retailer had home grown tools which were created to streamline product enrichment operations, this in turn was integrated with ERP. Each tool was created based on respective business team's need and integrated/interwined with one another. Hence, replacing earlier multiple business processes with one single system. New system can smoothly manage operational work-flows across multiple business processes, creating a better work environment.

Competitive Advantage

A custom-built PIM system can provide a competitive advantage by offering unique features, functions, and smoother work-flows. This can greatly reflect on productivity and differentiate the organization in the market.

Example:

A fashion brand retailer based out of Thailand had built a PIM tool and shared the same with its suppliers. Now, suppliers can upload the basic product data directly and this data flows into retailer's home-grown product information application. The curated data is enriched within PIM and sent back to various eCommerce portals. Few matured suppliers don't need approval of their content, few suppliers content needs to be verified before it's sent for further enrichment.
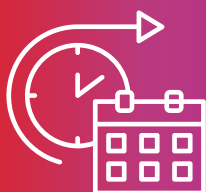
Long-term Cost

While the upfront costs of building a reliable inhouse PIM system can be significant, organizations may find sizable long-term cost savings as they avoid recurring licensing fees associated with commercial PIM solutions. Commercial PIM solutions are difficult to customize and may ultimately prove unsuitable.

Retailers take an open-source PIM solution and get it customized according to their business processes needs. This gives them full control on the product and gives them a head start as compared to developing a solution from scratch.

Buying a PIM System

Time-to-Market
Purchasing a commercial PIM solution typically offers a faster time-tomarket compared to building a system from scratch. Organizations can quickly deploy and start using the solution without the need for extensive development and testing.

Expertise and Support
Commercial PIM vendors often provide expertise, support, and ongoing maintenance for their products. This can be valuable for organizations lacking the internal resources or expertise to build and maintain a custom solution.

Scalability
Commercial PIM solutions are often designed to scale, accommodating the needs of growing organizations with larger product catalogs, expanded functionalities, and increased user base.

Out-of-the-Box Features
Commercial PIM solutions come with pre-built features, functionalities, and best practices based on industry standards and customer feedback. This can save time and effort compared to building these capabilities from scratch.

Vendor Reputation and Reliability
Choosing a reputable vendor with a proven track record can provide assurance of reliability, performance, and ongoing support for the PIM solution. Decision to build or buy a PIM system depends on factors such as the organization's budget, timeline, technical expertise, customization requirements, integration needs, and long-term strategic goals.

Off The Shelf PIM Solution

Choosing a PIM Solution
If you consider buying an off the shelf solution – Akeneo and PIMCore are ranked as the PIM leaders by Gartner. Each product comes with common features which are standard to PIM and also they come with their USPs which standout from other products.

PIM Comparision

Topic	PIMCORE	AKENEO
Overview	Pimcore is an open-source digital experience platform that combines content management, digital asset management (DAM), customer data management (CDP), and product information management (PIM) functions in a single platform. It's suitable for businesses of all sizes and offers a wide range of features for various use cases.	Akeneo is an open-source Product Information Management (PIM) solution designed to manage and enrich product data. While it primarily focuses on PIM, it provides solutions for improving product data quality and consistency.
Scalability	Pimcore is designed to cater to both small businesses and large enterprises. Its modular architecture allows businesses to customize and scale their solutions according to their specific needs.	Akeneo is best suited for mid-sized to large enterprises that require a comprehensive solution for managing complex product data across various channels.
Features	Pimcore offers a broader range of functionalities, including DAM, CMS, PIM, customer data management (CDP), and more. This makes it a suitable choice for businesses looking to manage digital experiences and product data from a single platform.	Akeneo is specialized in PIM functionalities. It focuses on managing and enriching product data to ensure data accuracy, consistency, and distribution across multiple channels.
Flexibility	Pimcore is highly customizable and adaptable to various use cases, including content management, e-commerce, marketing automation, and more.	While primarily designed for PIM, Akeneo offers flexibility to adapt to different industries, enabling businesses to tailor the solution to their specific product data management needs.
Integration	Pimcore provides extensive integration capabilities with various third-party systems, making it suitable for businesses that require seamless data exchange between different applications.	Akeneo also offers integrations, particularly with e-commerce platforms and marketplace channels, ensuring that product data is accurately distributed across online channels.

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Topic	PIMCORE	AKENEO
User-Friendly	Pimcore's wide range of functionalities may result in a steeper learning curve for users. However, it offers a unified interface for managing various aspects of digital experiences and product data.	Akeneo is known for its user-friendly interface, which is specifically tailored to product data management tasks, making it more intuitive for users focused on PIM.
Data Management	Pimcore offers comprehensive data management capabilities, including digital assets, customer data, and product data. This makes it suitable for businesses seeking to manage multiple types of data within a single platform.	Akeneo's primary focus is on product data management, ensuring that businesses maintain high-quality and consistent product information across their operations.
E-commerce Focus	Pimcore provides solutions for e-Commerce, content management, and more. It's suitable for businesses that require a holistic approach to managing digital experiences and online sales.	Akeneo is specifically designed for businesses heavily reliant on ecommerce, helping them manage product data to improve the online shopping experience.
Community Support	Pimcore has a strong open-source Support community that actively contributes to the platform's development and provides support.	Akeneo also has an active community that participates in the development and enhancement of the solution.
Pricing	Pimcore is available as an open-source solution with enterprise options for additional features and support.	Akeneo offers both Community and Enterprise editions, with the latter providing advanced features and professional support.
Customization	Pimcore's modular architecture allows for extensive customization to meet specific business needs and requirements.	Akeneo offers customization options to align the solution with industryspecific requirements.
User Roles	Pimcore provides role-based access and permissions, enabling organizations to control user access to different functionalities.	Akeneo also allows granular control over user roles to ensure secure access to product data management features.
User Cases	Pimcore suits businesses with diverse needs, ranging from content management to product data enrichment, digital asset management, and more.	Akeneo is particularly beneficial for businesses focused on managing complex product data, ensuring consistency, and enhancing the online shopping experience.

PIM Alignment with Composable Architecture

Instead of a traditional approach, composable commerce software communicates almost exclusively via API, meaning that each individual solution in your tech stack can be updated or replaced at any time without disrupting the rest of the system.

Composable commerce is a more flexible approach to your eCommerce stack that ensures you're only utilizing best-of-breed technologies, and as soon as a piece of software is no longer meeting your needs as you scale and grow, you can replace it with speed and ease. 20 Product Information Management (PIM)

This modular, plug-and-play approach is one of the driving forces behind 'MACH Technology' (Microservices-based, API-first, Cloud-native SaaS, and Headless). Essentially, it's a framework to analyze software with to ensure that they're future-proof and scalable as per growing/changing needs.

Microservices-based
It enables modern PIM software to reduce time-to-market,
accelerate new product launches, and react quickly to real-time updates.

API-first
Seamlessly connects your modern PIM to the other technology in your ecosystem today, and ensures that you have the flexibility to add or remove any piece without disrupting the entire system.

Cloud-native SaaS
Offers organizations a modern PIM that supplies the scalability flexibility needed to accommodate fluctuating customer expectations and demands.

Headless
Decouples the front-end from the back-end, allowing for a better user interface and promoting wider user adoption.

So, why do modern PIMs and MACH ideology go hand in hand? The answer is quite simple, really; MACH-Certified PIMs provide the flexibility and scalability in your tech stack to grow as your business and customer journey grow. Instead of reacting sluggishly to new channels emerging or new marketplaces opening up, you'll have a proactive strategy in place that allows you to move quickly and efficiently.

The headless technology enables a modular approach that means that pieces of your technology stack can be added, removed, and replaced depending on your needs.

How Iksula can help?

To summarize, PIM system is an invaluable asset that empowers your internal teams to deliver to their full potential and enables them to focus on aligning with strategic objectives. PIM delivers impacting benefits across all business functions of your business. It facilitates easy, action-driven product collaboration with a full audit trail.

Iksula is a trusted partner to global e-commerce companies. We have partnered with reputed players in offering solutions to enable an end to end e-commerce transformation journey.

Case Study : PIM implementation for a leading US based B2B player dealing in landscape and irrigation products.

Challenges	Solution
• Various data formats from external data providers and vendors had to be integrated. • No common structure is followed. • 1+ Million products to be enriched with a lean team. • 10 000+ attributes to be managed.	• PIMCore was implemented to centralize data from all sources. • Workflow was introduced for product enrichment • Rules for auto populating many attributes. • Integrated with Iksula's AI driven data quality engine.

Benefits

- 30% reduction in time to market
- Reduced data quality errors by 40%

If you are looking to scale or face challenges in product information management or in e-commerce space - we at Iksula will help in identifying the problem statement, come up with detailed analysis, compare and recommend the best fit for your business need.

Please reach out to us @
<IKSULA SALES CONTACT>