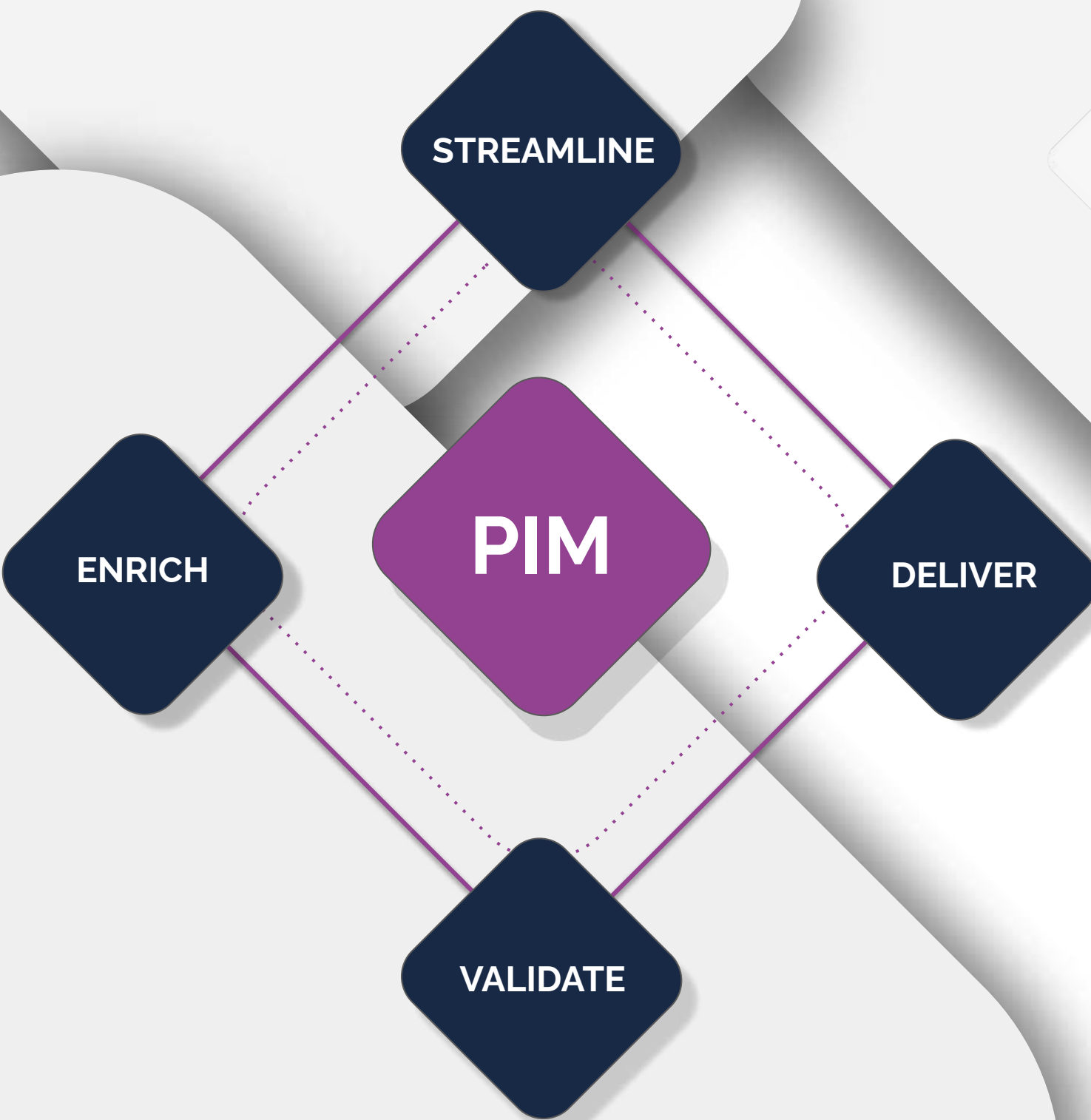# Eliminate Product Data Woes

Deliver a Compelling Product Experience to Drive Sales

PIM radically simplifies the process of creating, maintaining, and using product descriptions and specifications for online and offline product catalogs, enabling you to create a central hub to collaboratively manage product information.

Product Information Management

STREAMLINE

ENRICH

PIM

DELIVER

VALIDATE

QBurst

QBurst Product Information Management service enables you to manage all the information you need to sell and market your products within a single system – increasing business agility, process efficiency, and content effectiveness.

Increased Conversion Rates

Decreased Product Returns

Faster Time-to-Market

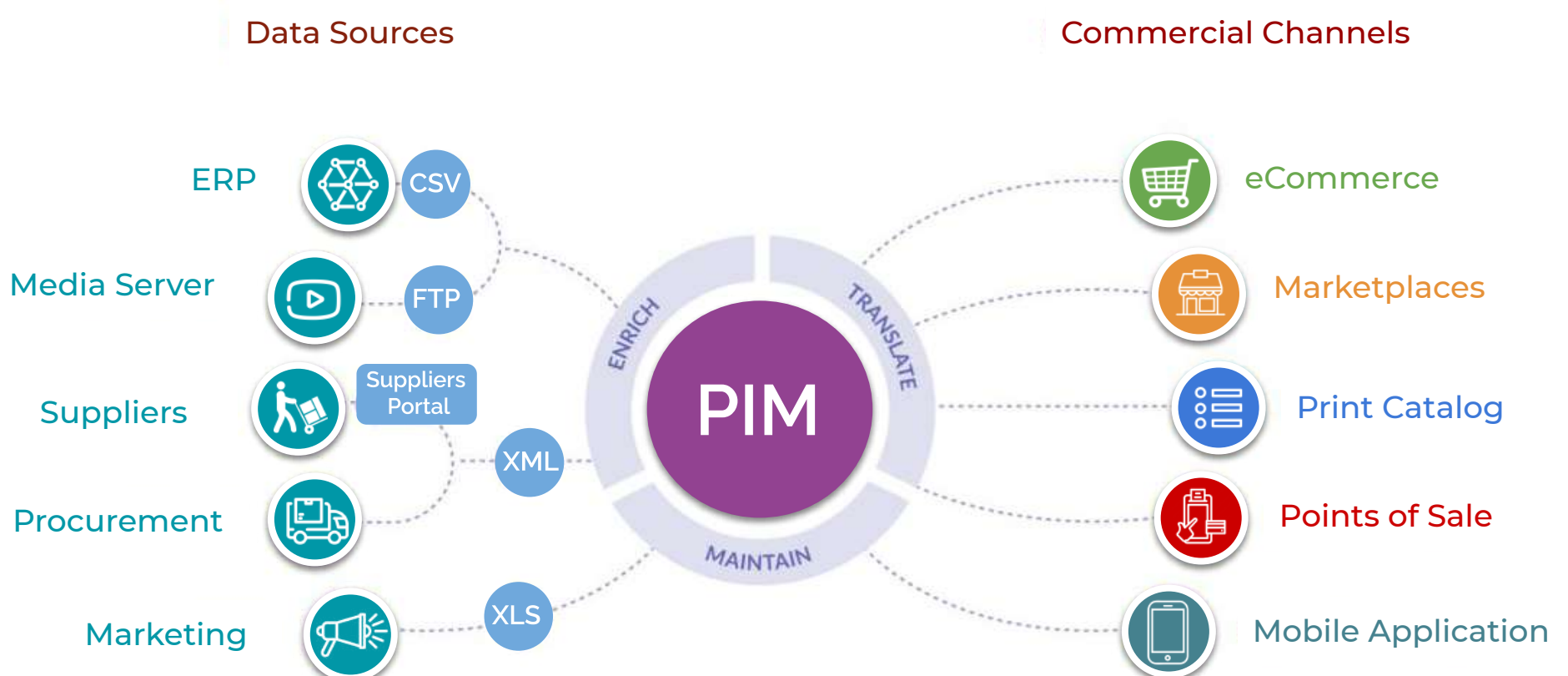Expansion to New Channels

Key Features of PIM

- Consolidate information from multiple sources
- Enrich product descriptions and specifications
- Track progress and product completion
- Link images, documents, and media to products
- Organize, aggregate, and classify products and files
- Manage, publish, and distribute to desired channels
- Manage relationships between products
- Create business rules to automatically enrich data
- Create product sheets and custom product feeds
- Format product data for multi-channel syndication
- Automate brand portal creation and maintenance
- Advanced filters, search, and bulk editing

Make the Right Choice for Your Product Information Management Needs

The right PIM and Product Data Intelligence solution can help retailers, manufacturers, and distributors in developing strategies for market resilience during uncertain times.

➜ Increased agility in adjusting product assortment
➜ Efficient creation of trusted, rich, and relevant product information
➜ Feeding digital channels with the right data and in the right format

Typical Data Workflow of PIM Solution

Data Sources

ERP
Media Server
Suppliers
Procurement
Marketing

CSV
FTP
Suppliers Portal
XML
XLS

ENRICH TRANSLATE
PIM
MAINTAIN

Commercial Channels

eCommerce
Marketplaces
Print Catalog
Points of Sale
Mobile Application

Our Offerings

Master Data Management	Data Quality Management	PIM Roadmap	Solution Implementation

PIM Implementation

Phase 1

Defining a Strategy

- ➢ Establishing a PIM business model
- ➢ Reworking the organizational model to include PIM functions
- ➢ Remodeling PIM and data publication processes
- ➢ Creating the PIM business case
- ➢ Setting up a PIM implementation schedule

Phase 2

Setting the foundation

- ➢ Choosing the software
- ➢ Designing the data
- ➢ Introducing PIM processes
- ➢ Implementing PIM functions
- ➢ Pilot: Roll-out of high-quality data
- ➢ System integration and first use cases

Phase 3

Rolling out

- ➢ Producing all data in PIM
- ➢ Introducing additional uses for PIM
- ➢ Automating data quality management
- ➢ Integrating suppliers in the process
- ➢ Syndicating relevant sales driven data into PIM
- ➢ Advanced systems integration
- ➢ Continuous improvement

Leverage Our Expertise in Akeneo Open Source PIM

akeneo

There are many PIM tools to choose from — each with their own strengths and weaknesses. It is important to choose a PIM solution that meets your needs today, and keeps you competitive tomorrow.

Akeneo is a global leader in Product Information Management solutions that help merchants and brands deliver a compelling customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale.

Akeneo's open source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management.

★ Increased SKUs while drastically decreasing time-to-market

★ Enhanced content quality with rich digital assets and consistent product information, optimized for all sales channels

★ Automated product information management and approval workflows

★ Improved omnichannel capabilities with right product information

★ Enhanced customer experience and engagement across touchpoints

★ Improved integration with consistent, relevant, and localized product content

★ Improve findability on search engines to drive website traffic

★ Expanded reach of sales and marketing into new channels in a sustainable way

★ Secured product data exchange via data pools

★ Reduced overheads and wasted resources

How a PIM system can support eCommerce

➜ Rapid importing and processing of supplier data

➜ Enrichment of product information from suppliers

➜ Easy language versioning of product texts

➜ Control how information is categorized and displayed

➜ Efficient handling of product images, videos, and other media

Are You Ready for PIM?

**We would love to talk about the value PIM can bring to your business.
Connect with our team for a PIM readiness assessment.**

QBurst

USA | UK | UAE | INDIA | SINGAPORE | AUSTRALIA | JAPAN

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