

# The Ultimate Workbook for Product Information Management

Everything you need to know about implementing PIM in your business environment.



Inflate  
65-75 psi

Waterproof

Leather seat

Polycarbonate

Cat. 3 protection  
UV 400

A544 6V battery

400 watt motor

Dishwasher safe

1.75 litre

Monocrystalline  
solar PV panel

Upper: suede

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# Introduction: Three views of PIM

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**Product Information Management is a strategic decision and a financial commitment.**

In order for your PIM project and business case to be successful, it's crucial to understand the relationship between:

- PIM, the technology
- PIM, the discipline and process
- The business goals associated with PIM

It's no use making a huge investment in the technology without also committing to the processes that go along with it. The technology alone won't drive the desired changes.

This workbook can't replace professional PIM consultation and on-site implementation workshops with you and your team.

It's meant to be a hands-on guide to the necessary changes in mindset and practices that accompany effective PIM implementation in business environments.

It's designed to help you define what you want from a PIM solution, what good PIM looks like for you, and how your business can get there. And it's based on hundreds of real-world PIM deployments.

Some of it may seem obvious, but, in our experience, getting the basic principles right is the best route to fast value and major business benefits.

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Egyptian cotton

**GR-S-14**

Color code

# Define your goals



Machine  
wash cold



Slim fit

# Capture your PIM vision

If yours is anything like most companies looking into a PIM solution, you're probably about to take the next step in your business evolution: Maybe it's a merger. Or a business process redesign. A new assortment strategy. The addition of an ecommerce channel. Or a data quality initiative. You name it.

PIM can play an important role in achieving your business goals. So make sure you put them down in writing. These strategic drivers will be your guiding light along the PIM journey — and help you stay focused and on track.

## Action Points

### What do you want PIM to achieve?

List as many strategic drivers as apply:

Align omnichannel view of your products

Reduce time to market by 1%

Reduce data quality-related errors

Establish single product onboarding process for all channels

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### What companies typically want from PIM

- Get to market faster
- Ensure a consistent customer experience
- Expand the assortment (but not the headcount) in retail and distribution
- Make data management more efficient
- Define and consolidate business processes
- Improve data quality for better conversion rates
- Achieve a consistent view of product master data across the enterprise
- Add new commerce channels
- Serve new geographies
- Keep up with changes in legislation
- Optimize the supply chain
- Expand the business (new models, brands, or needs)
- Offer new products (e.g., next generation or complementary)
- Explore new customer segments
- Enable sophisticated multi-domain strategies
- Deploy personalized marketing capabilities

# What needs to happen to get you there?

## Action Points

List the business processes that map to your goals:

Integrate supplier data with PIM (to speed time-to-market)

Set standards for data quality (consistency within the assortment and across channels)

Automate data completion (to slim down internal PIM processes)

Set up data stewardship roles and processes

## Get management buy in

**Introducing PIM is about change management as much as it's about new technology. To get it right, make sure you communicate the right benefits to the right people to secure buy in across the business.**

### **To the C-suite – for the mandate**

A senior-level mandate is critical. That's why your communication needs to address enterprise goals, not focus on IT details or data as an abstract concept. C-level execs typically need to understand how the strategic business drivers are going to be achieved with the implementation of a PIM capability.

### **Across the organization – for successful implementation and use of PIM**

People primarily concerned with the operation tend to be less interested in big-picture business goals. But they're open to tools that help them do a better and faster job.

PIM and the processes that come with the system will affect the daily tasks of a lot of groups in the organization. For successful implementation, everybody in the organization needs to understand the benefits of PIM for their specific role.

# Get management buy in

## Action Points

Capture the major business goals PIM will help you achieve:

### What does good PIM look like?

#### For your operation

(The ideal processes for managing all your product information.)

One central repository  
 Efficient collaboration  
 Quick  
 Flexible  
 Easy to use  
 No duplicate efforts  
 Integration of supplier data

#### For your customer

(The best product view for a great customer experience.)

Rich  
 Authoritative  
 Consistent customer experience  
 Accurate  
 Attractive  
 Simple decision making

#### For your business

(The goals you've set for the enterprise.)

Reduced return rates  
 Ability to handle long-tail products  
 Omnichannel readiness  
 A consistent customer experience  
 Higher margins  
 Quicker product introductions  
 Perfect compliance  
 Wider assortment



# Get management buy in

## Action Points

Define use cases for PIM across the organization:

### IT

One dedicated system in place for product information; a first step toward Master Data Management

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### Sales

Complete product information that answers all customer questions

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### Marketing

One consistent brand voice across all channels, fed from a single source

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### Product Management

Maximize the business value of a product, e.g., get to market faster

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### Product Information Management

Automated onboarding of supplier data; automated data quality processes

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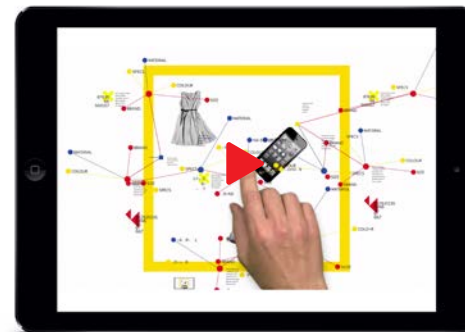
## Communicate the PIM vision

**You've defined benefits, goals, and use cases. Now make sure the PIM vision finds its way into your internal communication channels.**

What media have you got for company communication? Leverage as many channels as possible:

- Your intranet
- Your company newsletter
- An internal PIM campaign to communicate the goals and track the progress. This can be tremendously helpful to keep your PIM goals alive over long implementation cycles.
- Workshops and kickoff meetings for staff involved with PIM
- Externally produced assets can be useful, too. Here's an example:

[Informatica PIM "Do it Right" Video](#)




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# What is great product information?

1.75L  
Capacity

  
Secure  
lock system

  
Two speeds  
plus pulse

400W  
Power



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**Now that you've mapped PIM benefits across the organization, let's turn to the core of what you're tackling: Your product information and what you want it to look like.**

**One of the most basic principles about PIM is this:**

Product information isn't neutral, and it doesn't just "exist." It's in your power to design it and to define the standard you want it to live up to. The better that standard:

- The more your product information can do for you.
- The better it will represent your business.

**Ask yourself:**

- What does good product information look like for your business? (Think industry standards, compliance, differentiators.)
- What do you want your product information to achieve?
- How does your organization synthesize this information?
- What product data should be highlighted in each channel?
- How are your competitors presenting product data?
- Where is yours currently underperforming?

The answers to these questions are the basis for your PIM configuration.

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# The principles of great product data

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**The principles listed are meant to help you aim high when you set the standards for your product information in each category.**

## Think 'customer experience'

Product information isn't a by-product of selling. It's an essential service, for your customers and for other users of PIM data. Customer experience pivots around product information.

Here's what your data should be:

## Up to standard

Treat product data with the same care and diligence as the product itself. It goes without saying that it needs to meet:

- The category-specific industry standards (like ETIM or Eclass for electronic products or GDSN/GS1 for consumer packaged goods)
- The legal requirements for compliance (e.g., for organic food or pharmaceuticals)

## Customer-centric

Great product information answers every question your customers will ever ask. Don't forget that this includes internal customers – like shipping or fulfillment – who often need very specific information (e.g., in the U.S., compliance laws for certain products can vary significantly between states).

# The principles of great product data

So design your product information with your users in mind.

**Action Points**  
For each category and product, list:

**What do they care about?**

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**What do they need to know?**

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**Which products are top sellers?**

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**Some examples of “think-like-your-customer” product data**

- Perfume that’s “hand-luggage approved” (the bottle holds less than 100ml or 3 oz)
- Spare parts to a drill that can be found via its model number (because the customer doesn’t necessarily know what parts are compatible with which drill)
- The weight and dimension of the packed product
- Laptop batteries that “can only be shipped by approved contract shippers” (for internal customers like shipping and fulfillment)

# The principles of great product data

## Rich

Your product information needs to be as complete and detailed as possible. It should reflect the functionality of a product as well as the emotions and brand values associated with it.

Here's what makes product information rich:

- **Copy**

It pays to invest in good copywriting. You'll usually need a short and a long version that combines product information, use cases, SEO terms, and your unique brand voice (we'll talk more about this below).

- **Attributes**

All the voltages, cropped-trouser-fits, materials, technical specs, compatibilities, colors, etc. you can think of.

- **Images**

Clear, honest product photography should be your guiding principle. Ideally you'll have a minimum of three: front, side, and back view.

- **Videos**

They're not cheap to produce, but immensely valuable. Videos make your product come alive in the customer's mind (we'll talk about externally produced assets later on).

- **Reviews/testimonials**

But don't delete the negative ones! They tend to be far fewer than the positive and they add credibility.

- **Stock levels and shipping time**

Letting your customer know when they'll get the product can make a huge difference in customer experience.



# The principles of great product data

## Authoritative

What it all comes down to: Your product data needs to be good enough to replace a consultation with a knowledgeable and trustworthy salesperson.

Contradictions confuse shoppers and keep them from buying. But consistency and completeness signal expertise.

**The bottom line: Your product information needs to remove any of the customer's fear that they might be buying the wrong thing.**

## Get your data points just right

The general rule is: Present as much data as you can. Because collecting and managing additional data points can be costly and there are diminishing returns, work with your product and category managers to determine which data is most relevant for your business objectives.



# The principles of great product data

## Action Points

Look to customer service records for your customers' most urgent questions.

What do they ask about:

- o Each product
- o The products in each category
- o Accessories or add-ons

## What are your typical internal information gaps?

Pick five products from across categories and list every question any customer might ask for each.

### Product

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### Questions

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Then ask, "Does the product information answer every question?"

# The principles of great product data

## Apply your brand voice

Every company has generic product data. But good product information is unique to you: It reflects who you are and what you stand for as a brand. Or, to put it another way, it tells shoppers why they should buy from you – not from your competitors.

## Are you a specialist retailer?




Then your product data should reflect the depth of your expertise.

## Demonstrate depth – but don't overwhelm the customer

Let's say your product is a television set. To a non-expert, many of the technical specs will mean nothing. But if you explain features in easy-to-understand terms, you'll add informational value to their shopping experience – which strengthens your brand.

Some online shops make this sort of information accessible via a "Learn more" button, or a little information icon. This keeps the product page clean and the customer from being overwhelmed.

Here's an example:

3D Ready	No
Accessories Included	Remote Control
Audio Quality 	DTS Studio Sound, DTS Premium Sound 5.1, Dolby MS10, 3D Sound
Brand	Samsung
Digital Tuner 	ew HD
Dimensions	W90.8 D19.6cm
DLNA 	
Energy Rating	A+

Built-in digital tuners let you receive channels through an antenna with Freeview or through a satellite dish with freesat.

# The principles of great product data

## Are you a lifestyle brand?

Your product copy should be infused with your brand voice and mood.

## You're the master of your product data

This is how different online retailers describe the same shoe. Which would you rather buy?

### Retailer One

"There's a reason this legendary indoor shoe still sells like mad. Perfection never goes out of style. Its soft leather upper and a low-profile gum rubber outsole give the elite player ultimate control."

### Retailer Two

"Soft Arena full-grain leather upper with updated silhouette. Brushed nylon quarter lining, EVA midsole, gum rubber outsole, rubber shell sole, indoor sole tread, Torsion system. 12.2 oz."

# The principles of great product data

## Action Points

**What makes your business unique?**

Research your biggest competitors' product information.

Name five brand characteristics:  
(You may want to get marketing on board for this one.)

**What can you do better than them?**

**How does your product view compare?**

**What price are they selling competing products for?**

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**How can your product information reflect your unique brand?**

**What can you learn from them?**

# The principles of great product data

## What you can learn from the “compare products” function:

Have a look at these two screenshots from an online shop. This one shows the product page of a TV set.

3D Ready	Yes	Ports		4x HDMI, 3x USB 2.0, 1x SCART, 1x Ethernet, IR out, RF in, composite in, audio out, optical out
3D Technology Type	Active	Power Consumption – Annual		90 kWh/year
Accessories Included	2x 3D glasses, remote control, batteries, documents	Power Consumption – On Mode		155W
Audio Quality	Dolby Digital	Power Consumption – Stand By		0.1W
Brand	Samsung	Recording Capacity (hours)		USB (record, timeslip, playback)
Digital Tuner	Freeview HD	Refresh Rate		400Hz (record, timeslip, playback)
Dimensions	H72.89 x W112.7 x D30.7cm	Screen Resolution		1920 x 1080
DLNA	Yes	Screen Size		50"
Energy Rating	A+	Speaker output		20W (2x 10W)
Guarantee	5 year guarantee	Table Top Stand		Included
Hard Drive	USB playback	Timer Facility		Yes
Internet Ready	Yes – Wi-Fi / Ethernet	TV Screen Type		LED
Manufacturer Part Number (MPN)	UE50H6400AKXXU	Viewing angle (horizontal / vertical)		178 degree
Model Name / Number	UE50H6400	Number of tuners		1 (Freeview HD)
NFC Enabled	No			

Looks pretty good, right?

# The principles of great product data

...But only until you compare it with 3 other TVs:

Eligible for International Delivery	No	<a href="#">Information not available</a>	<a href="#">Information not available</a>	No
Energy Rating	A+	A++	A+	A+
Guarantee	5 years	5 years	5 years	5 years
Hard Drive	No	USB playback	USB playback	No
Internet Ready	Yes – Wi-Fi / Ethernet	Yes – Wi-Fi / Ethernet	Yes – Wi-Fi / Ethernet	Yes – Wi-Fi / Ethernet
Manufacturer Part Number (MPN)	<a href="#">Information not available</a>	TX-47AS650B	UE50H6400AKXXU	<a href="#">Information not available</a>
Model Name/Number	LC50LE651	47AS650B	UE50H6400	TX-L4ET61B
NFC enabled	No	No	No	No
Number of Tuners	1	1 (Freeview HD with freetime)	1 (Freeview HD)	1
Ports	4x HDMI in, 1x SCART in, 1x headphones out, 3x USB	3x HDMI, 1x SCART, 2x USB 2.0, SDXC, 3.5mm, optical	4x HDMI, 3x USB 2.0, 1x SCART, 1x Ethernet, IR out, RF in, composite in, audio out, optical out	3x HDMI in, 1x SCART in, 1x headphones out, 2x USB, memory card slot
Power Consumption - Annual	102 kWh/year	67 kWh/year	90 kWh/year	92 kWh/year
Power Consumption - On mode	70W	48W	155W	105W
Power Consumption - Stand By	<a href="#">Information not available</a>	0.2W	0.1W	<a href="#">Information not available</a>
Recording Capacity (hours)	<a href="#">Information not available</a>	N/A	USB (record, timeslip, playback)	<a href="#">Information not available</a>
Refresh Rate	<a href="#">Information not available</a>	1200Hz BLS IFC	400Hz (digitally enhanced)	<a href="#">Information not available</a>
Screen Resolution	1920 x 1080 pixels	1920 x 1080 pixels	1920 x 1080 pixels	1920 x 1080 pixels
Screen Size	50"	47"	50"	47"
Speaker Output	30W	2x 10W	20W (2x 10W)	20W
TV Screen Type	LED	LED	LED	LED

The comparison view makes visible all the things the single-product view neglected to tell you (the grey bits). These gaps automatically make the products with fewer attributes look inferior. The good news is you can trail-blaze with great standards and comprehensive product attributes and make your competitors look lazy.

## Capture cross- and upselling opportunities

Customers search for specific items – but product information can help them discover new products as well. In order to help you cross- and upsell, your data needs to include hierarchies and references among products.

### For example:

Product A is an accessory of Product B, Product C is an alternative product for B, Product D is required to use Product B.

This information will make you stand out from retailers that merely think item, not assortment. In mature markets, cross-referenced product presentation is more of an industry standard, so not having this ability could cause you to fall behind competitively. And if you strategically place your private-label products, it can significantly increase your margins.

### Action Points

**Name the experts in your company that can create and share this kind of information.**

You'll most likely find them among your:

Category and product managers

Your customer service and salespeople

It takes some time to capture that information, but it might be a hugely valuable investment for your business. Just keep in mind that, when budgeting for your PIM project, their time will have to be taken into account.

**Consult your ecommerce metrics for products commonly bought together or in sequence.**

And if you're collecting data appropriately in other sales channels, consult metrics about them as well.

## Address internal PIM processes

Think about your internal “customers” – everyone within your organization who is a user or creator of product information. A centralized PIM will make their jobs easier due to:

- Supplier data onboarding
- Automated data quality checking
- Automated workflow assignment

What does good product information look like for them?

### Action Points

**Make a list of the internal users and creators of your product information:**

Ecommerce

Marketing

Purchasing

Customer Service

Sales

Category Managers

Agencies (for catalog production or digital assets)

**Which group is your main focus?  
(E.g., who is most in need of better product data/processes?)**



## Address internal PIM processes

### Action Points

What's your internal users' biggest headache? Which PIM process currently takes the longest to complete?

Resolving product, information conflicts

Roll back information

Data governance rules

Finding missing product information

Approving product content

What's your biggest data quality issue?

Incomplete information

Incorrect information

Conflicts across channels

Merge of different data sources

3

S

Outer material: suede

OR-1864

Color code

# Building your PLM implementation team

10

Size 10  
Lace-up

W X S

Waffle sole

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**The first two steps were all about building awareness of what PIM can and should do for your business. Now it's time to translate this knowledge into action.**

Successful PIM needs a visionary who feels the need for change. The drivers can come from different departments within a business. Often it's ecommerce, but it might be marketing, supply chain, operations, IT, or another function. The important thing to know is this: They won't be able to do it alone.

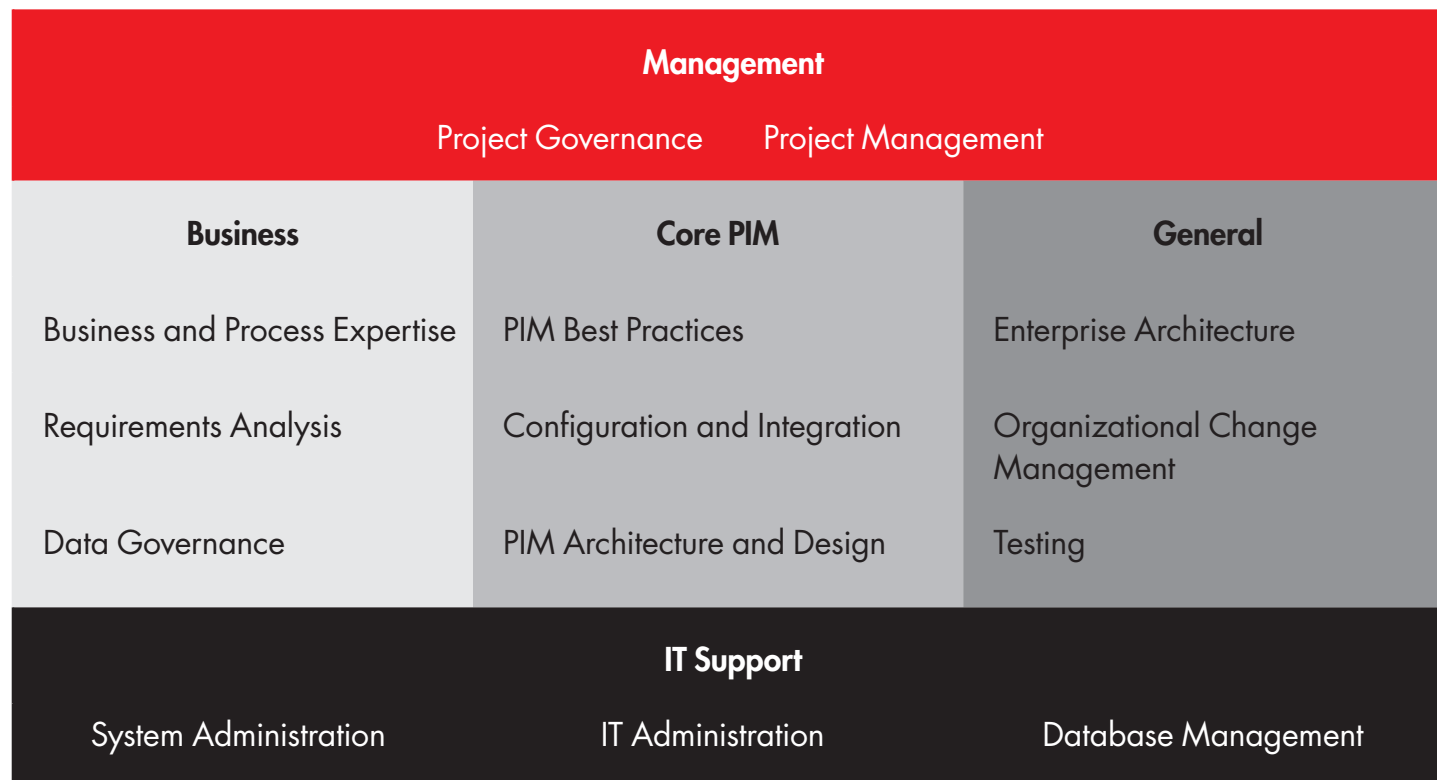
PIM won't work if it's not adopted by all stakeholders. And unless they're all brought on board from day one, PIM can't take root – or develop its full potential for the company.

#### **Who you need for PIM:**

- An experienced project manager with decision-making authority.
- A business representative who understands the products and processes inside-out.
- A strong, enthusiastic team that understands the value of product data and takes ownership for the PIM implementation process.
- Good communicators to build bridges with all stakeholders.
- Executive stakeholders who can champion the new world with PIM and all the change that comes with it.

Your PIM deployment team is important. So choose wisely, for skill, personality fit, and expertise.

## The building blocks of a strong PIM team



# The building blocks of a strong PIM team

## Action Points

Name your dream team from:

Ecommerce

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IT

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Sales

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Marketing

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Product Management

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Merchandizing

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Operations

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PMO

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Wide-angle field  
of view for fast-  
moving subjects

# Scope your PLM project



Sure-grip  
rubber coating



8x magnification

**A-RL**

Anti-reflective  
lens coating

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**This is where you map PIM to your objectives. You'll usually do this together with your implementation experts and internal team. It's a step that can vary wildly from business to business.**

One reason is that the project scope is hugely dependent on the goals you've defined earlier. They're different for each business – and can range from “become the market leader in customer experience” (for retailers) to “avoid being dropped from a retailer's assortment due to bad data quality” (for manufacturers).

The other reason: PIM projects are strongly influenced by the function that sees the need for PIM most clearly – e.g., the configuration of an IT-driven PIM is likely to be very different from one initiated by marketing or line-of-business.

In any case, most PIM projects follow the steps below. So here's what you can expect:

### Phase 1 Defining a PIM strategy:

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

### Phase 2 Setting the foundation for PIM:

- 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 PIM:

- 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

#### Create quick wins

PIM implementation can take anywhere upwards of four months – and it can be hard for people to see the benefits of PIM before it's populated with data. Don't wait too long to show results. Slice the project into manageable pieces. Make sure your project scope includes quick wins that will make progress easily visible. Define where you want to be by the time a product launches or a trade show event, for example.



5



Fixed gear



Leather seat

What does good  
product information  
management look like?

65–75 psi

Tire pressure

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## PIM and data governance

**We've talked about good product information. Now let's talk about the best strategies for managing it.**

PIM teams are usually hugely excited when it comes to designing the standards for ideal product data. But upholding that standard on an everyday basis is hard work. It needs a stable basis in the organization, as well as clearly assigned responsibilities, and a clearly defined workflow.

Many businesses embark on a PIM implementation around the same timeframe they start thinking about data governance and all the roles, processes, and rules around data management within an enterprise, like:

- Data quality
- Data policy
- Data management authorization and accountability
- Risk management and compliance

All these issues are highly relevant within a PIM project, not least because of the many product information stakeholders involved.

That's why it's important to define an overall governance program for PIM that applies to all divisions, regions, countries, and brands. In addition to the policies, rules and best practices that will comprise your data governance program, you'll also have to set up new roles that account for data stewardship.

There's no point in having a well thought out data governance, if you don't have the stewards to enforce it.

### **Keep the PIM vision alive**

Don't let the enthusiasm die down. Make sure you circle back to the PIM vision throughout the process to remind people why they are doing this. Communication plays a big role. Use your internal communication channels to track the progress so far, and talk about the upcoming steps.

## PIM and data governance

Here's what you need to address:

### Priorities:

- How will the business use PIM?
- What processes and roles exist within PIM?
- Who are the PIM stakeholders?
- Whose requests can the business accommodate and in what order?

### Responsibilities:

- Who guides PIM within the organization?
- Who is responsible for data quality?
- Who is responsible for driving and/or implementing changes?

### Processes:

- Who has access to or can effect changes in the system?
- Who is responsible for product onboarding, product maintenance, image onboarding, supply chain enrichment, etc.?

## PIM and data governance

So let's take a closer look at the journey of product information into, within, and out of your organization:

### Input management:

Your suppliers can serve as the source of some of your product information. Other inputs can be your internal product development or private label management teams, global data pools like GDSN or 1World Sync.

Traditionally, companies rely on receiving product information from their suppliers. You usually have two options here:

- Get your suppliers to input product information according to your standards
- Invest the resources into upholding the standards yourself

Syndicating data from internal systems like ERP, PLM, and others can be tricky. Without a data governance program that covers all your bases, you'll struggle to get this right.

Unless you're the one market leader that calls the shots (in which case...congrats!), you'll probably have to make some level of internal resource investment.

The rule of thumb is: Take as much as you can from your suppliers and improve their data wherever you need to. Make sure to:

- Communicate the benefits  
More and more suppliers understand the power of high-quality data. It sells their products, after all. Get them on board and explain why you insist on certain standards.
- Improve the data  
So it conforms to your standards (let's face it: if you don't, your data quality will suffer, and your PIM goals recede into the far distance).

- Automate as much as you can of data validation, normalization, and standardization.
- Collaborate with your supplier community:  
To provide incremental data if needed and/or remediate data errors you have identified.
- Data management:  
The better you've defined product attributes and rules for each product category, the easier it is to control and achieve data quality.

## PIM and data governance

### Action Points

#### Define the process flow for data elements:

It should be the same for each of your products. When deviations occur, the process should allow for remediation (e.g., send back to supplier, request for image).

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#### Define who's responsible for creating an item in the system:

For manufacturers, this is usually the product manager. For retailers, it's often the supplier that first creates an item.

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## PIM and data governance

### Action Points

#### Define who's responsible for maintaining it:

This is ideally your product manager, but can also be the supplier, an agency, internal marketing, or another function – as long as it's clearly defined.

#### Define where to go for missing information:

And in what order – the supplier, a data hub, etc.

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## PIM and data governance

### Digital asset management:

Digital assets attract new customers and improve the shopping experience of existing ones.

#### Action Points

Creating and collecting them is a critical part of product onboarding. Work with marketing/brand management to define which assets are required and which are nice-to-haves.

### Product shots – where and how many?

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### Which products can/should have videos?

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### Whose job is it to create an asset?

Marketing?

An external photographer?

An agency?

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### The standards for assets

Lighting guidelines and angles for images,

EXIF data, resolution, size, and MIE type, etc.

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## PIM and data governance

### Output management:

What's important about the publication of product information?

#### Action Points

##### Develop a channel view:

Define what your product information should look like for each specific channel.

### Which data elements do you want to display?

Online  
 .....  
 For print  
 .....  
 For a mobile page  
 .....  
 Other publication formats  
 .....  
 .....  
 .....  
 .....

### Leverage data quality toolsets:

To automate quality checks as much as possible.

#### Leverage Business

##### Process Management:

Capabilities to design roll-out dates based on process metrics and escalations.

### The benefits of sticking to the roll-out date

One of our PIM clients reported that it was hugely beneficial to stick to the roll-out date, no matter how incomplete data sets were. He said it got data quality fixed in record time – because the consequences of incomplete data were visible in the web shop – and the team was appalled at what the company's products looked like online.



6



40mm lens

# Create your internal PIM center of excellence

F2.8

Aperture



Carry strap  
included

35mm

Compact camera

[Back to overview](#)



**You've defined your goals, your ideal product data and processes – now make sure you train the people responsible for delivering all this.**

This team is your internal “PIM center of excellence” of specialists who are committed, responsible, and authorized (the buck stops here!) to supply perfect product data to internal stakeholders as well as customers.

**The biggest differences in life before PIM vs. after:**

- Job titles and descriptions will change.
- You will have to train staff on new PIM skills and/or recruit new people.
- Some of the new roles may already (partially) exist within your company – but within a specific channel, rather than a central PIM office.

## Chart: How PIM can change job roles

The following chart is an example of how job roles can change within an organization:

What	Who used to do it	How it has changed
Supplier data integration	Purchaser, product manager	Data specialist imports, converts, and improves supplier data
Data authoring	Category/product management	Content specialists (working closely with category and product management)
Data quality	No central function in place	<ul style="list-style-type: none"> <li>System runs automated checks</li> <li>Content specialist checks for gaps across all categories and assortments. Then delegates completion to the appropriate department</li> </ul>
Data publication	Ecommerce, print, etc: manually for each channel and publication	Automated across channels
Product copy	Channel-specific copywriters (e.g., catalog, ecommerce)	Copy versioned for each channel
Translation	See above	See above

### Test, iterate, improve

If your PIM processes and people were working perfectly from the get-go, that would be a first. PIM needs tweaking to fit snugly into your business. So commit to continuous improvement and:

- Regularly check your PIM against your expectations.
- Observe user acceptance: Are people taking short cuts?
- Try and test different ways of doing it.

# Conclusion: The value of data

You implement PIM because you want something out of it, like:

- Selling more products
- Opening up new channels
- Reducing return rates
- Speeding time to market
- Creating a better brand experience
- Improving business agility
- Making processes more efficient
- Reducing costs
- Managing risk

Product information is one of the most valuable assets in a company's operation, and every step in the PIM process is designed to help you leverage it. (If you're tired of arguing this point yourself, we recommend sharing our white paper "[Return on Investment \(ROI\) of Product Data](#)" to your naysayers.)

It's simple: In most sales channels, your data is your product. And the better your product information, the better you'll sell.

Companies that understand the value of data quality will be the ones that get the most out of their PIM investment – simply because they recognize the necessity for change.

A professional PIM implementation process helps turn that theoretical need for change into actions and attitudes.

We hope we've been able to show you what that can look like. If you'd like to know more about PIM and how it can change your business, get in touch.

# Thank you

This workbook comes from years and years of PIM implementation practice – and wouldn't have been possible without the help of the experts who live and breathe PIM every day.

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