

SIX REASONS FOR A PIM SOFTWARE

Single Source of Truth

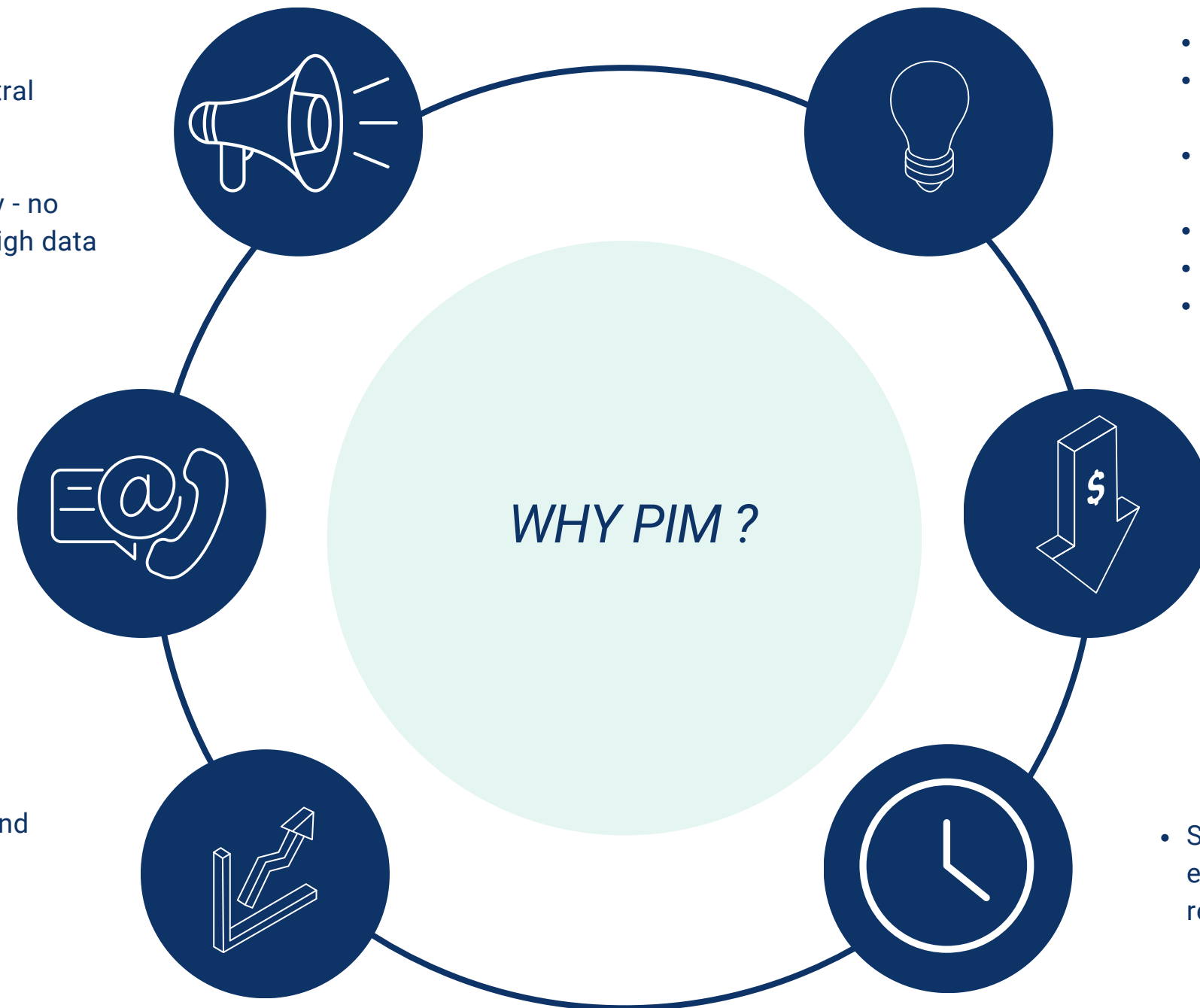
- Infrastructure optimization through central system focus
- All data & assets in one place
- Preventing chaos & lack of transparency - no duplicates or incomplete information (high data quality & error prevention)

Channel Management

- Simplified data onboarding from a variety of content sources
- automated syndication and real-time distribution to various channels
- Streamlined international appearance
- Consistent omnichannel customer experience

Marketing/Sales

- Consistent branding & higher brand awareness
- Better product experience for different target groups
- improved conversion rate
- Reduced return rate



Simplification

- Simplified data maintenance, data modeling and mapping
- Increased data quality through centralization and enrichment of data
- Improved company workflows through cross-departmental work steps
- Better data management & data compliance
- Easier classification according to existing standards
- Faster creation of product catalogs

Cost savings

- Reduce costs through automation & data quality assurance
- Improve earnings by avoiding redundancies & additional effort
- Increased sales through better information quality & cross-sell recommendations
- Increased productivity in general

Time savings

- Shorter time-to-market through efficient product data management & real-time data supply