



# product information management

## PRODUCT INFORMATION MANAGEMENT (PIM)

### THE KEY TO SUCCESSFUL MASTER DATA MANAGEMENT

#### B2B MARKETPLACE CHALLENGES

Distributors have complex catalogs, selling thousands, if not millions, of products from hundreds of manufacturers. Because they offer so many different products, as well as many variations of those products, they are faced with managing an enormous and complicated catalog.

Manufacturers have their own set of challenges; they are trying to manage a growing number of product content assets while at the same time manage their overall branding. In order to make their own sites, and those of their channel partners, valuable resources that offer consistent, robust product information, they must have an integrated platform that allows them to manage the entire process.

#### THAT'S WHERE A PIM SOLUTION COMES IN

A Product Information Management (PIM) tool is

a centralized system that not only houses product data, it also has the ability to source, standardize and manage the delivery of the data to different systems and channels. A PIM is used to ingest and store all product content – including product descriptions, SKU numbers, pricing and even digital assets like product images and PDF documents. Features within the PIM then allow you to group and categorize the data into organized and logical hierarchies, as well as “normalize” and check the data for quality so that it's presented in a consistent manner across all product lines.

#### SO HOW IS A PIM DIFFERENT FROM AN ERP SYSTEM?

An ERP is an internal business system that's used to manage business transactions such as product sales orders, inventory adjustments and purchase orders, and store basic product information like pricing and inventory. However, an ERP cannot store all the product content needed to power

eCommerce like attributes, taxonomy and digital assets. It also doesn't offer any type of data governance to ensure the data housed there is up-to-date and reliable. A PIM, on the other hand, was built to house all content for products a company sells and then deliver that content to internal and external business systems that use the data; systems like an ERP, eCommerce platform and even print catalog software. Changes made in a PIM are displayed instantaneously across all systems and channels so the data people see is consistent and trusted.

### Additional PIM benefits to help streamline and improve the business:

- **Enterprise data management:** Multiple syndication points let you feed data to an ERP, website and more
- **Flexible data module:** Create custom data elements like attributes and fields unique to your products
- **Taxonomy management:** Develop multiple taxonomies across product catalogs
- **Data quality management:** Standardize, review and govern data in one place

Unilog knows that in order to run a robust eCommerce platform, true product content building and ongoing management must be performed through a PIM. That is why we've built a dedicated PIM into our eCommerce solution, CIMM2.

Our cloud-based PIM was designed to work in conjunction with the CMS and other components of CIMM2 to provide an integrated system that delivers superior functionality and performance. The PIM's dynamic, built-in processes allow suppliers to systematically communicate product and price changes, as well as introduce new items. CIMM2, along with its built-in PIM, creates a seamless e-business that provides consistency, efficiency and interoperability with your current ERP and back-end systems.

### ADD-ON MODULES:

#### Punchout

Allows customers to place orders directly through their own procurement system. Our punchout module integrates with industry-leading procurement platforms like Ariba.

#### Data Quality Management (DQM)

Monitors and maintains product information for millions of SKUs. This module converts and validates data into uniform values to ensure data accuracy and consistency.

#### Workflow

Ideal for managing the review and approval of data content edits before taking the content live.

## ABOUT UNILOG

Unilog is a global technology company that delivers powerful, affordable eCommerce solutions for the B2B marketplace. Our cloud-based eCommerce platform and product data enrichment services help distributors, manufacturers, and wholesalers increase online sales, reduce cost to serve and enhance their digital channel. Unilog is an ISO 9001:2008- and ISO 8000-certified company with North American headquarters outside of Philadelphia, PA and international headquarters in Bangalore, India. For more information, visit [www.unilogcorp.com](http://www.unilogcorp.com).