

PIM



Product Information Management (PIM) puts you in control over your product content to be shared through multiple channels

A PIM system supports the entire process of creation, enrichment, planning and release of product information throughout all distribution channels.

The key factors driving the market include the increasing need for centralised data storage. Product Information Management (PIM) supports the entire process of creation, enrichment, planning and release of product information for all channels required. If you are creating packaging artworks, marketing material or selling your product online you need control over your product information. It provides secure and safe access to the information and it can be distributed efficiently to relevant channels within minutes. No more pressure to locate packaging content or product information for the webshop before the required deadline, our PIM system gives you back control and time! PIM is the future for keeping track and storing all product information and is the key for online selling and marketing!



Product Information Management provides secure and safe access to the information stored in the centralised database. It comprises a strong security authorisation that allows access to any information and can be used across multiple platforms, mobile applications, point of sale

and any other systems within your infrastructure. A must for any omnichannel retailer selling products requiring different types of data.

- Store your master product data in one place, ensuring all versions of the product information are updated at the same time guaranteeing you always have the right product information available
- PIM helps you free up your time to do other things since you have control over your product information

Our PIM has a simple customised setup interface, metadata and functions based on your company's needs and can be scaled as and when your business changes.

PIM seamlessly connects and synchronises to your eCommerce platform so you can be assured your latest product data and marketing material are online - maintain your brand integrity!

- Easy connection to other systems
- Exports can be made in multiple formats
- Combine with DAM to cover all your assets and product information needs
- Connect with online artwork applications to easily populate and create your artwork for packaging or marketing needs
- Connect with DAM and Creator to take full control over your market material output securing your brand equity
- Connect with millnet to take control of workflows and approval cycles for your packaging process

WHY DO YOU NEED A PIM SYSTEM?

- If you have a complex product information setup managed by several people
- If you want to speed up the launch of new products to the market
- If you sell many different products globally in different languages and/or markets
- If you want to enhance your customer experience, reduce customer complaints, have less product returns and exchange of products
- If you want to deliver high quality, consistent products between channels
- If you require harmonised promotions demonstrating brand awareness for different channels
- If you want to manage product releases for different sales channels
- If you want to improve governance and compliance with regional regulations
- If you want a single source of truth for your product information

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CONNECTING YOUR BRAND

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