

EBOOK

# Checklist : Discover if you need a PIM System in 3 steps



**PIM (Product Information Management)** is the fastest-growing system in the world of technology for brands and retail, as a consequence of the accelerated development of digital sales.

A PIM solution is a centralized source of product information that allows you to control information quality and any changes made, while automating the management, importing and exporting of catalog content to and from various online sources and channels.

Without a doubt, **a PIM system is a fantastic source of truth and the definitive business partner** for the majority of companies for whom ecommerce forms part of their strategy or focuses.

Find out with Sales Layer if this is what your team needs, in just three steps.



# Step 1:

## Marketing needs

### **Verify your product data volume.**

SKUs, technical specifications, images, variations... The greater the volume, the more difficult it is to successfully manage your catalog.

### **Keep in mind any foreign-language versions of your product information.**

This will require extra work for the translation and synchronization of different versions of an online catalog or store, which may be automated through the use of a PIM system.

### **Check how many sources you use to receive, export and store product content.**

ERP, spreadsheets, Dropbox, FTP...

### **Check the quality of your catalogs and product content on all your channels.**

If your data comes from various sources or is created by different departments, it's more likely that errors will arise.

### **Check how many people manage and edit your product information.**

The more there are, the greater the risk of errors and failures in change monitoring.

### **Supervise your product information workflow.**

Are there any difficulties in collecting, reviewing, standardizing and publishing your product content?

# Step 2:

## The aims of Sales and Strategy

### **Review all of your sales channels.**

Online shop, brick-and-mortar stores, digital and printed catalogs, sales reps...

### **Study your launch and updating frequency for new products.**

Every addition, change or removal requires hundreds of data changes, which can be automated by a PIM system in real time.

### **Verify your deadlines.**

Complications in assembling and checking information can cause delays in product launch deadlines.

### **Analyze your strategy and goals for the near future.**

If your company wants to expand its catalog, launch itself in the world of ecommerce, add more sales channels or languages and countries of sale/distribution, you'll need a more powerful management system – such as PIM.

### **Calculate the associated costs of maintaining your catalog.**

Manual and inefficient management will increase the costs and resources (in terms of time and staff) that you dedicate to managing all these processes.



# Step 3:

## Customer service problems

### **Review your buyers' satisfaction levels for the last few months.**

The type of complaints and queries, delivery errors and returns may indicate failings in your product information.

### **Check whether or not your team has easy access to all catalog information.**

To resolve queries, your entire company should have access to the same information, updated in real time.

### **Measure your abandonment rates.**

Deficient product information can cause cart abandonment, returns from buyers and a low conversion rate.



Now that you've analyzed the state of your company's product information

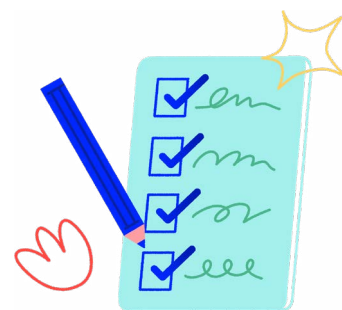
## DO YOU NEED A PIM SYSTEM?

What's certain is that a **Product Information Management** system will lighten workloads and improve the management of your company's catalogs if:

- ✓ You have a large volume of products and SKUs.
- ✓ You handle information in multiple languages.
- ✓ You store information in several files and sources.
- ✓ You use various sales or distribution channels.
- ✓ You want to offer an omnichannel strategy.
- ✓ You're looking to improve the shopping experience.
- ✓ You're experiencing losses in time, resources and customers.

**Looking for a definitive answer,  
tailored to your company?**

**Carry out the test now and discover if you need a  
PIM system, in less than three minutes.**



If you wish, a member of our specialist Sales Layer team can use your results to offer a personalized analysis of your situation, show you a demo of the PIM system with your own product information, and offer you access to a free 30-day trial so you can get to know the **latest trend in technology for brands and retail.**



