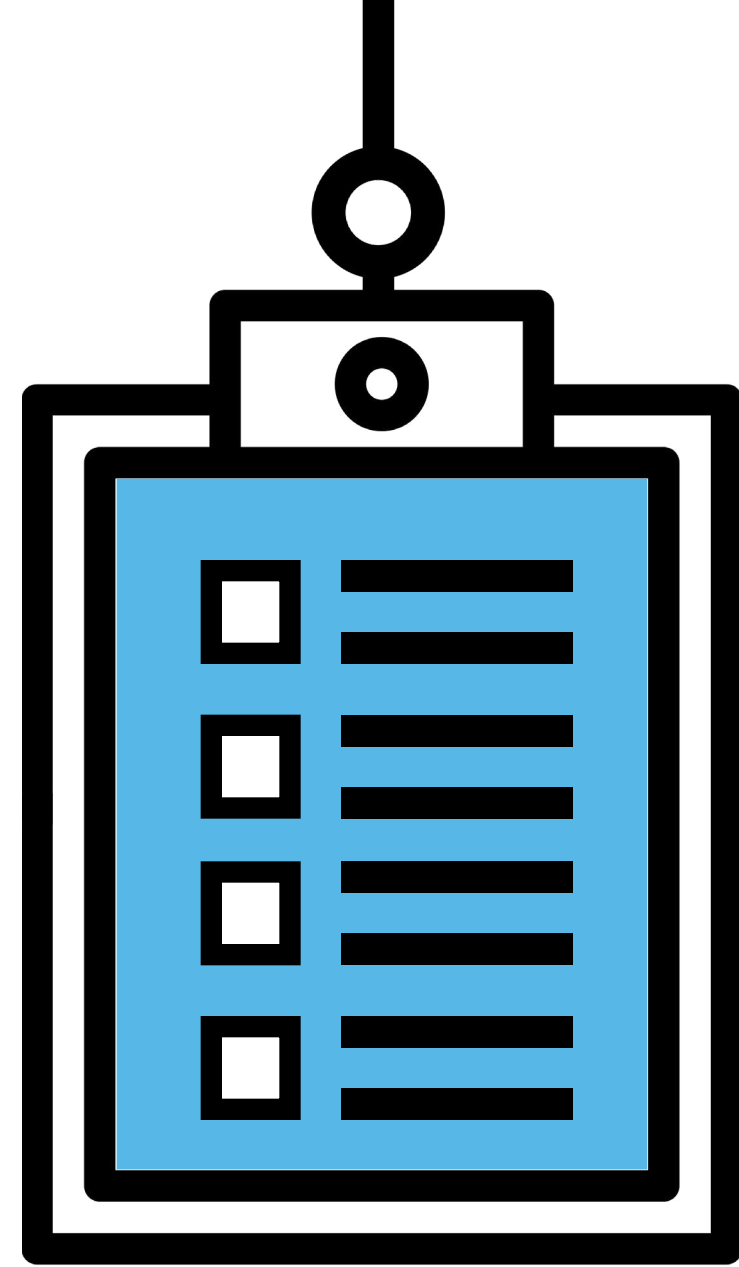


## Checklist for Modern PIM Requirements

Traditional PIMs were built to manage a single source of truth for product data. But commerce today takes place on one interconnected, non-linear digital shelf.

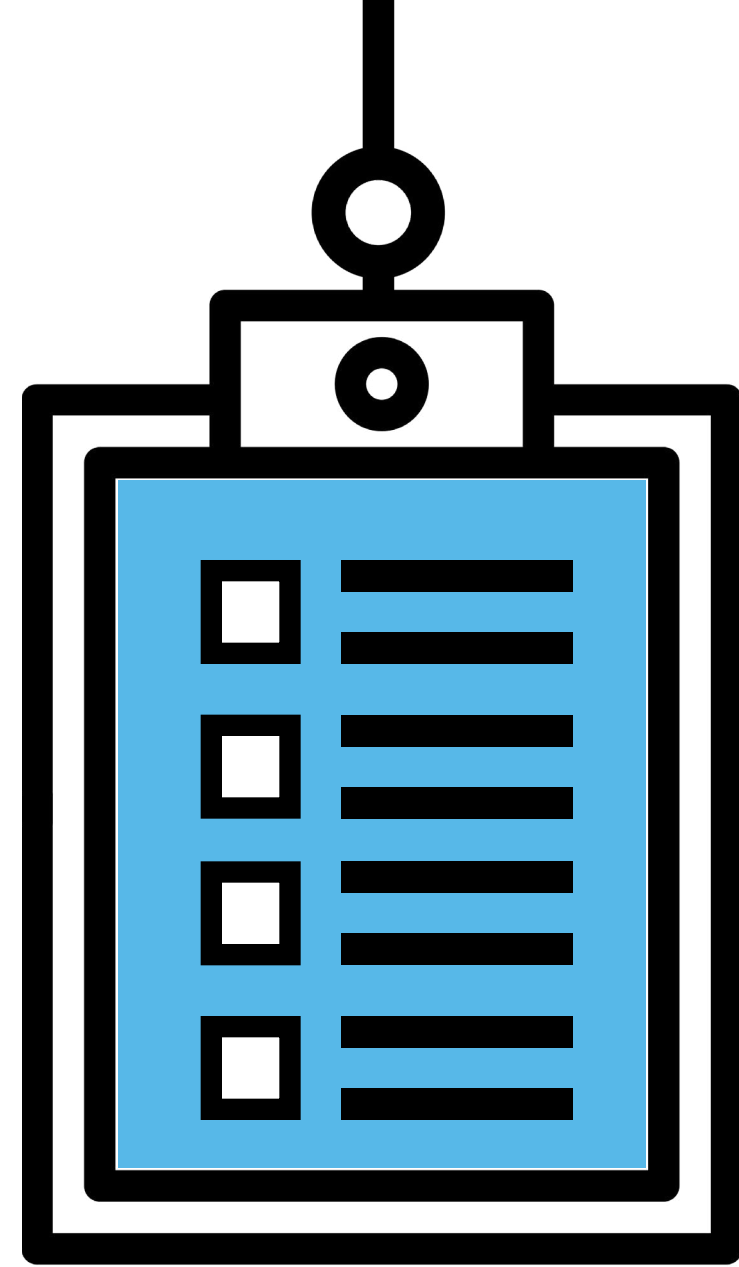
People throughout your organization need access to lots of fast-changing data. But you can't compromise traditional data governance and internal standards, for the sake of speed or agility. Here are the requirements for a PIM that helps you succeed on the digital shelf.



## Questions to ask your business

Scoping the complexity of product information at your organization

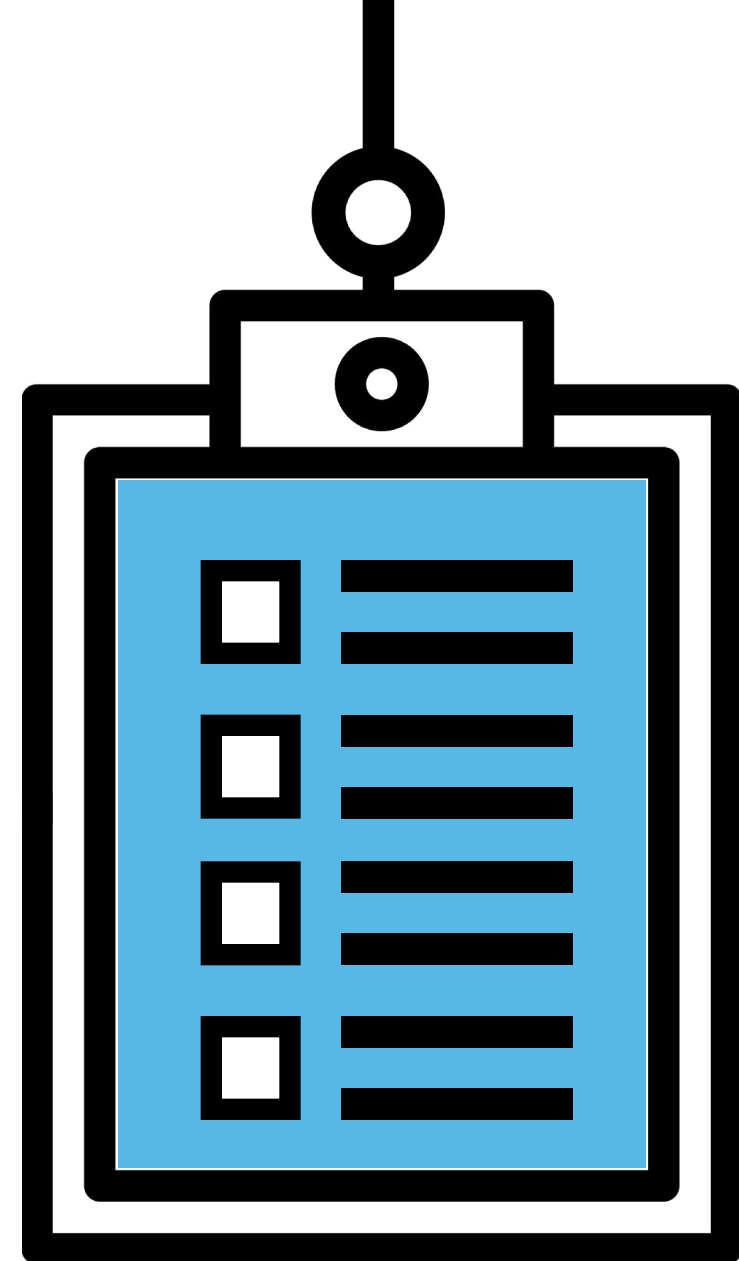
- How many retailers, distributors, or other digital sales endpoints are your products selling on today?
- Which departments in your organization would benefit from better access to product information?
- How often is your marketing team making changes to market-facing product details and refreshing content?
- Do you have a defined process in place to act on significant real-time market feedback quickly and at scale?
- How often are your biggest retailers changing their requirements?
- How many new sales channels will your business add in the next three years?



## Questions to ask your PIM vendor

Choosing the right technology for multi-channel data modeling

- Can it publish to any and every target system that you care about, from the major retailers, to long tail retailers, to your direct to consumer site, as well as your custom sales enablement portal, and everything in between?
- Can it store and manage channel-ready versions of product information?
- Can you manage a product's core data, alongside retailer-specific versions, mapped to one another, all governed by validation rules, auditability, versioning, workflow, and security?
- Do you have access to the latest schemas for your full set of retailers, with tools to validate your data against each schema down to the product and attribute level?
- Can you manage your presence across every possible shopping channel from getting products live, managing product detail experience, synching your inventory and order data, engaging directly with customers, and continuous performance monitoring?
- Can you control which properties and products users are authorized to create, review, update, and delete?
- Can the system evaluate the quality and completeness of your catalogs, but without imposing performance delays on business users adding new data?
- Does the system fit into your existing enterprise ecosystem and integrate with upstream applications like data management, MDM, PIM, and ERP systems?
- Does it provide a comprehensive view of all the data that's part of your commerce operations: product and assets, inventory and orders, product content, customer data, and other custom types?



## Questions to ask your PIM vendor

Choosing the right technology for fast data management

- Can the platform deliver any relevant data signal from your digital shelf ecosystem, across every product, channel, and consumer segment?
- Does the platform provide advanced analytics that predict product experience success or failure with AI and machine learning?
- Can the system be easily customized to represent new tasks and workflows that are specific to your organization?
- Is the workflow system powerful enough to handle complex flows across and beyond the organization?
- Can you model internal processes in your PIM so teams can collaborate and track progress inside the system of record?
- Can you manage and deliver rich media content across your network of retailers and sales channels using existing assets and automating layout creation at scale?