

5 BENEFITS OF A PIM CONSULTING PARTNER



Start with
Data

The product data experts



Introduction

You have decided to introduce a new system for managing product information. This is no easy task and you will have to deal with a number of issues and tasks. We will try to give you an overview of what using PIM consultants can do for you and how they can help you to overcome potential pitfalls in the introduction of PIM systems, manage your workflow and identify bottlenecks.

PIM consultant should give you value for your money by supporting your projects from the beginning until its completion. This includes providing tips and tricks to get the most out of your system's features and consulting on how to avoid and solve typical problems that businesses encounter when implementing a new PIM system.

The changing eCommerce landscape

There are many more regular eCommerce customers than ever before, and they are expecting digital channels to deliver a very high baseline standard for the product information they need to make purchasing decisions. This also applies to B2B customers with industrial manufacturers and distributors. Purchasing behaviour has changed notably and the line between B2C and B2B customers is becoming increasingly blurred, so the old sales practices in the latter are becoming obsolete.

The technology is more than ready...Are you?

There are many highly sophisticated platforms on the market. They apply the latest developments in machine learning and AI to a wide range of templates, scheduling tools and semantic analysis to enhance process efficiency and optimise internal workflows. Mostly cloud-based, they make it easy to scale your business and to get products to market fast. They enable teams to create and deliver rich, media-heavy, and excellent-quality product experiences and are capable of providing a truly compelling omni-channel customer experience.



Why do I need a PIM consulting partner?

Because their expertise and experience are essential when shaping and implementing a PIM project which is aligned with your strategic business goals and internal performance.

Product data management has moved far beyond straightforward implementation of and support for off-the-shelf PIM solutions.

Successful PIM implementation projects require partnerships between tech vendors and specialist consultants. The latter focus on creation of detailed and strategic plans and development of a robust business case. Part of their expertise lies in carrying out a discovery phase to identify precise organisational pain points and generate concrete solutions.

Here are some reasons why using a PIM consulting partner is a wise move:

- Transforming the business to being truly data-driven is a daunting, multi-faceted endeavour, and a 'DIY' approach risks failure
- The rise in volume and complexity of product data requires analysis, insight, and decision-making about longer-term organisational growth objectives
- Consultancy partners can look objectively at reasons for sluggish time to market; manual processing of product data when it is ingested from suppliers; manual correction, and a lack of internal data standardisation
- Identifying inefficient use of people, material, and money
- Low levels of data governance maturity, leading to chronic problems with data quality – inaccurate, incomplete, inconsistent, outdated or duplicated
- Assessing the company's data maturity level and making recommendations concerning standards of product data governance

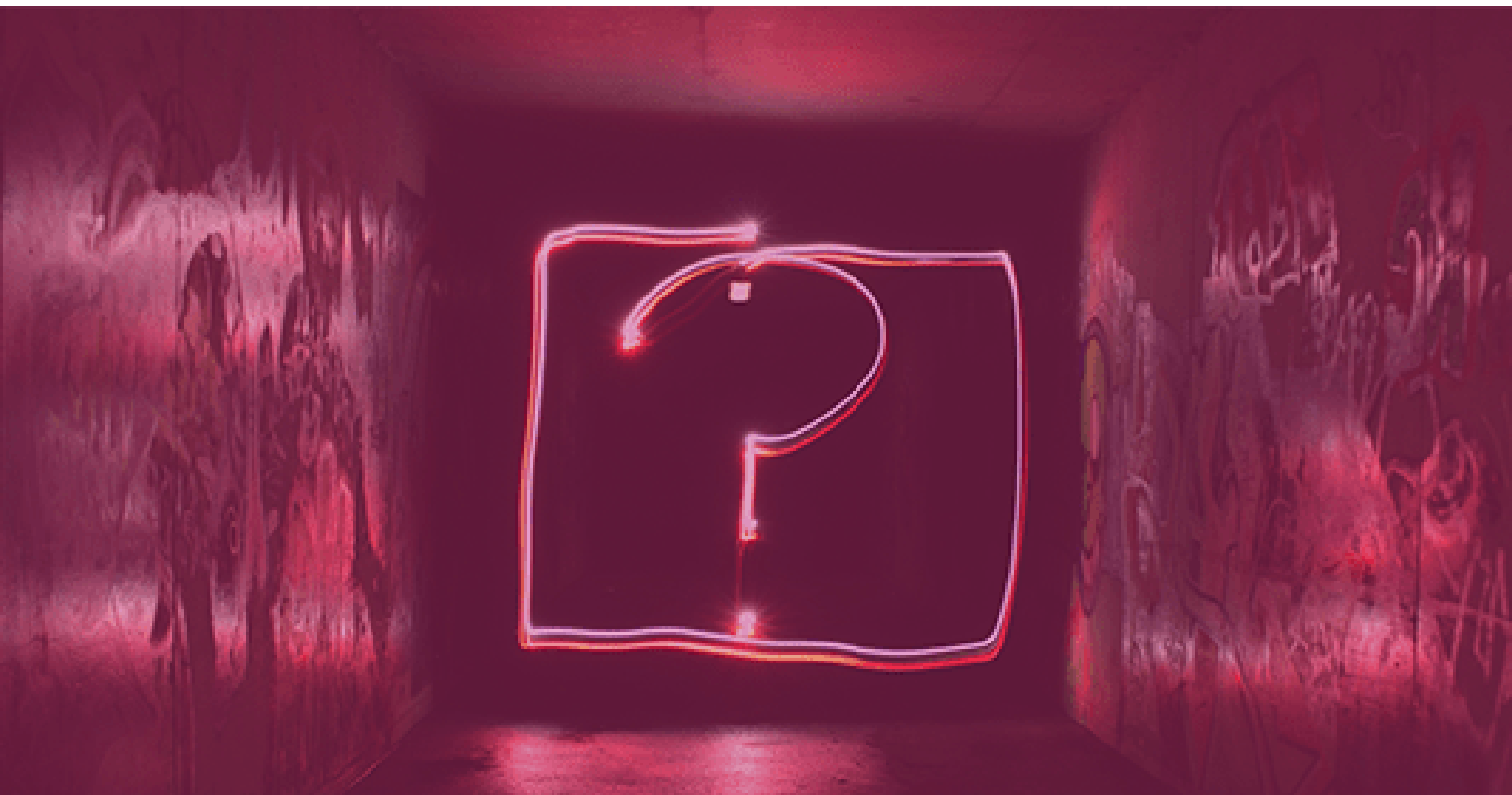
When do I need a PIM consulting partner?

It's best to involve PIM consultants from the start.

Most companies forget that implementing a new system is always a strategic issue, because it will affect several departments. Managing product data is not just about the technology, you also need information about the market and available technology.

PIM consultants have years of experience in the field, as well as in-depth knowledge about how to best integrate new software into your organisation and achieve your strategic goals. They'll make sure all relevant departments are involved in this process.

Simply installing new software doesn't solve any problems with product data; you need to know who does what, when, and what quality information they provide so that it's available where it's needed, when it's needed.





Which teams and managers will benefit?

A key factor in driving a PIM project to fruition is to have a business vision and buy in from senior management. The success or failure of any project often hinges on how well senior management supports it.

Close cooperation with management is crucial in PIM implementation projects. The consultants consult with all relevant departments, from top management to the IT department, and ensures that all parties are involved in discussions and decisions from the very earliest stages. By involving all participants, you can identify potential problems at an early stage and eliminate them before they emerge.

MARKETING TEAMS

who want to deliver a
consistent omni-
channel product
experience

ONBOARDING TEAMS

who want to
strengthen and
optimise relationships
with suppliers

ECOMMERCE MANAGERS

who understand the
impact product data
quality has on sales

DATA GOVERNANCE TEAMS

who track compliance
with legal and
regulatory requirements
alongside the demands
of channel owners

5

Benefits of using a PIM consulting partner



Start to finish support

Strategy, planning, integration, management and next steps

Saves our clients time and money in the long run

Expert industry knowledge

Know the common issues and sticking points of data transformation

Reduces risks for clients and saves time



Unbiased opinion of PIM solutions

Will find the best fit for the company's needs (even if that is utilising what is already in place)

Saves clients expensive mistakes and gives a quicker route to market

Improved data management

Utilise teams time and improved customer experiences

Saves clients time and increases sales



Ownership for the success of implementation

Protecting our clients from commercial risk

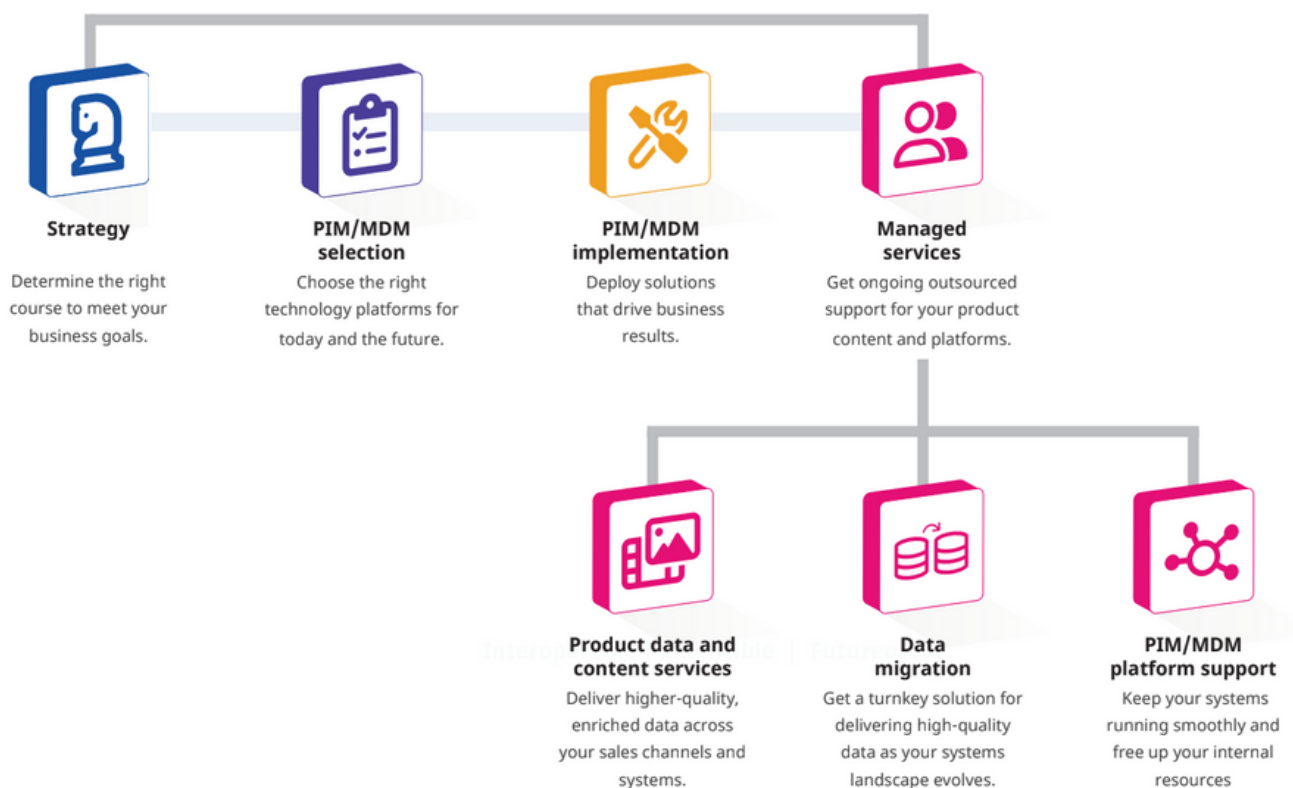
Saves clients money and gets the project finished

How can we help?

Whether you need help devising a winning strategy, selecting, or implementing the right platforms to meet your business goals, or need help managing your product information and systems on an ongoing basis—we've got you covered.

All our services have one thing in common, our strategic approach. We understand that to meet your business goals; we need to keep an eye on the big picture, which means your people, processes, and the technology that enables them.

That discipline, along with our deep industry and technical expertise, enables us to handle complex data management challenges and create long-term value for our clients.



Ready to start your journey to product data greatness?

Learn more about the [services](#) Start with Data provide at startwithdata.co.uk

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