

Infoverity PIM QuickStart

Providing significant and rapid organizational value within a three month time frame.

The Importance of PIM

Product Information Management (PIM) solution is at the very epicenter of creating, acquiring, enriching and syndicating the product data that is necessary to build new consumer strategies, respond to changing market conditions, improve customer experience, and increase sales.

Infoverity has implemented multiple 12-week PIM QuickStart implementations, enabling clients to modernize their product data management processes at a rapid pace and realize the benefits of consolidated product content. There are no smoke and mirrors here. Infoverity's PIM QuickStart approach includes all the normal project phases, including hosted environment setup (if a cloud-based solution is desired), software installations, requirements gathering, solution design, configuration and build, testing, and deployment.

It's all made possible by combining efficiencies from our extensive technical experience, including configuration accelerators, with our ability to parse complex business objectives.

Client Challenges

- > **Proliferation of Product Data Management** | Clients have difficulty aggregating product data that exists across multiple systems and files. Essentially, there is no 'Single Source of Truth'
- > **Inconsistency in Data Quality** | Lack of sufficient data governance and quality rules leads to poor customer buying experience, higher returns, loss of sales
- > **Data Enrichment Process Optimization** | Multiple data locations and groups managing product data is an inefficient and ineffective way to use precious resources
- > **Data Syndication Challenges** | Inability to syndicate complete and accurate product data to customers and/or distributor impacts sales revenue

Key Takeaway

By implementing an initial set of data quality rules, automated enrichment processes, and data governance standards, Infoverity's PIM QuickStart can provide immediate and tangible business benefits. With experience and partnerships across virtually all major PIM software solutions, Infoverity is able to help clients define their specific path to success in any platform.



Five Common Benefits Seen By Our Clients:

Established Foundation | Standing up a PIM platform quickly enables data owners and stakeholders to show progress, build momentum within the organization, show near-term value, and set the stage for future solution maturity.

Business Experience | Using the system acquaints business users and data stewards with the functionality, exposes data enrichment possibilities, and enables forward thinking of how to enhance the solution with hands-on experience within the tool.

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Five Common Benefits (continued)

Data Consolidation | Reconciling information across the data ecosystem and consolidating in a single location provides immense value. PIM solutions bring data from siloed sources together in an organized manner, creating a singular view and improving ease of access.

Data Quality | Leading PIM solutions provide out of the box capabilities to cleanse, standardize, and organize data. Hierarchies enable attribution assignments by category, mandatory field checks can be implemented, and lookups aid in enforcing standardized data values.

Access and Visibility | Lifting up the hood to expose product information and reference data increases the ability of the business to make informed decisions and improve customer experience.

Client Examples

Apparel and Footwear Retailer | Decreased time to market and improved operational efficiencies by implementing a PIM solution which leveraged CRAFTY data modeling and process engineering to:

- > Automate seasonal data carryover
- > Streamline the product onboarding process across multiple data authoring teams
- > Power a custom web user interface for simplified viewing of product information

The platform included integrations with SAP and the client's Product Lifecycle Management (PLM) tool, with automated data syndication from PIM replacing manual processes for making product data ready for eCommerce and B2B applications. Numerous Infoverity accelerators were leveraged to ensure rapid time-to-value and meet timelines for other dependent programs.

Materials Manufacturer and Distributor | Improved customer experience with personalized product catalog pages populated from a mastered product content repository and integration with Adobe Experience Manager (AEM). A fully operational PIM platform was deployed, legacy product data was migrated, and new business processes were put in place to streamline data authoring.

About Infoverity

Founded in 2011, Infoverity is a leading systems integrator and global professional services firm driven to simplify and maximize the value of their clients' information. Infoverity provides MDM and PIM Strategy and Implementation, Data Governance and Analytics, Content Management, Data Integration, Enterprise Hosting, and Operational Services that help large enterprises in the retail, consumer goods, manufacturing, financial and healthcare sectors. Infoverity is 100% employee-owned, with global headquarters in Dublin, Ohio. The EMEA headquarters and Global Development Center is in Valencia, Spain. Additional offices are located in Germany and India. For more information visit Infoverity.com.

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