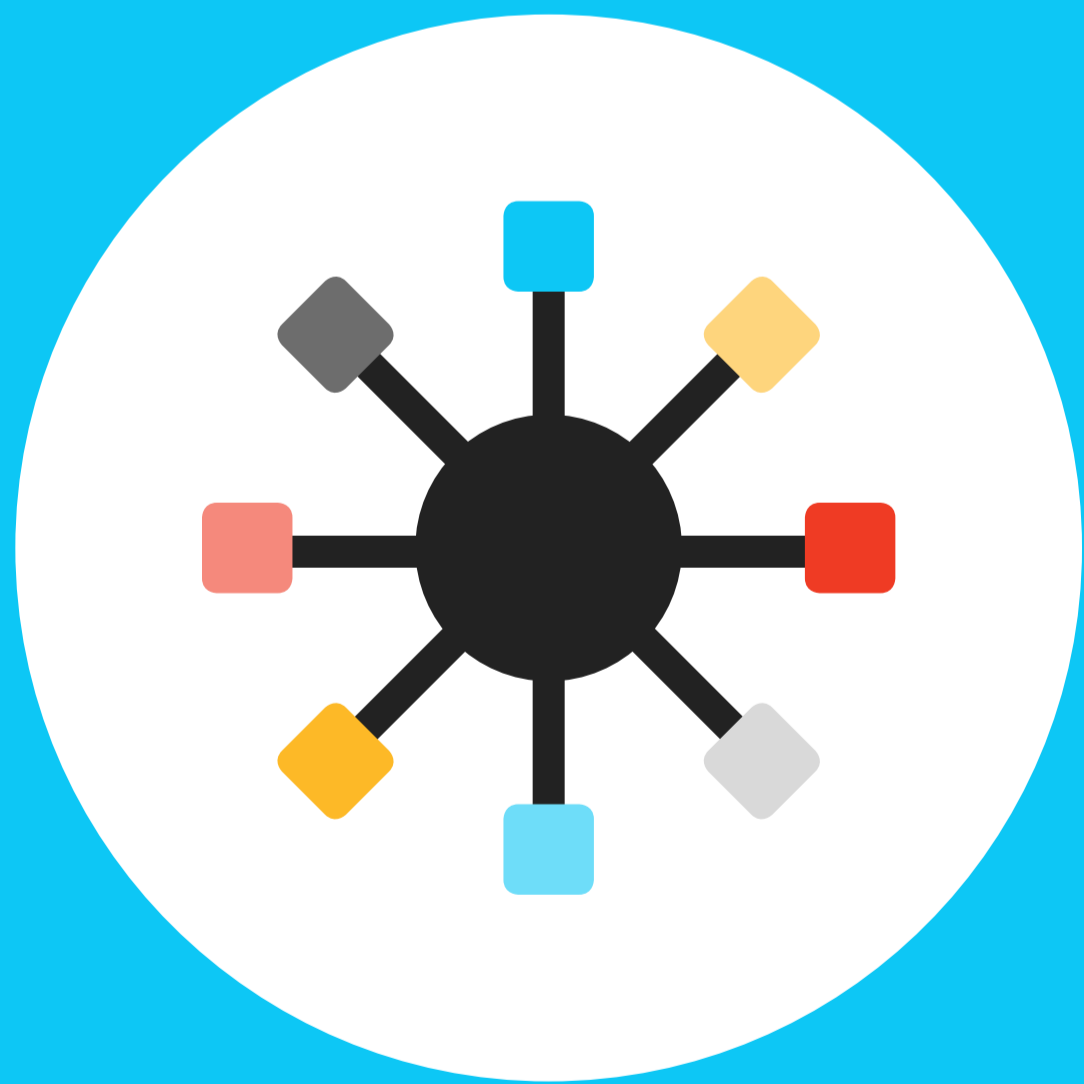


ebook

Three ways to unlock radical ROI from PIM



Legacy PIM projects that promised to provide an internal “golden record” for product data might have solved that initial promise ten years ago. But today, they fail to satisfy the increasing demands of an omnichannel market.

Modern PIM projects sold as enabling a “golden record” or a “single source of truth” are missing the mark. In fact, a [recent study](#) shows that only 28% of PIM users saw measurable ROI within the first two years of implementation.¹



What gives?

It’s nearly impossible to rally stakeholders around investing or re-investing into PIM when digital commerce demands so much more.

Need new ways to energize your C-suite about the power and ROI of PIM? This guide delivers answers, uncovering three ways that digitally mature businesses can unlock greater ROI from PIM.

It's what you do with your data that matters

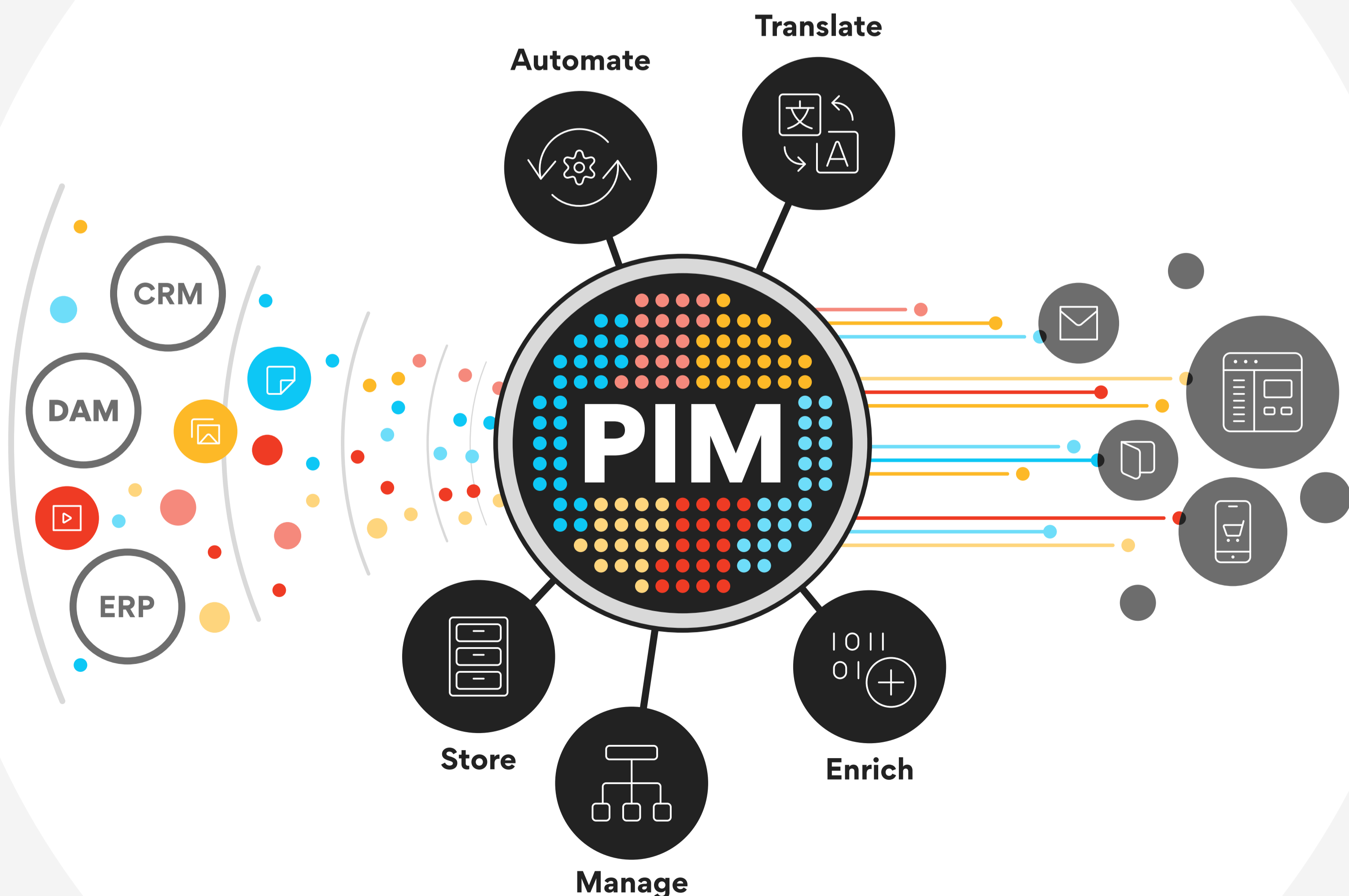
First, let's take a moment to give "a single source of truth" its due recognition.

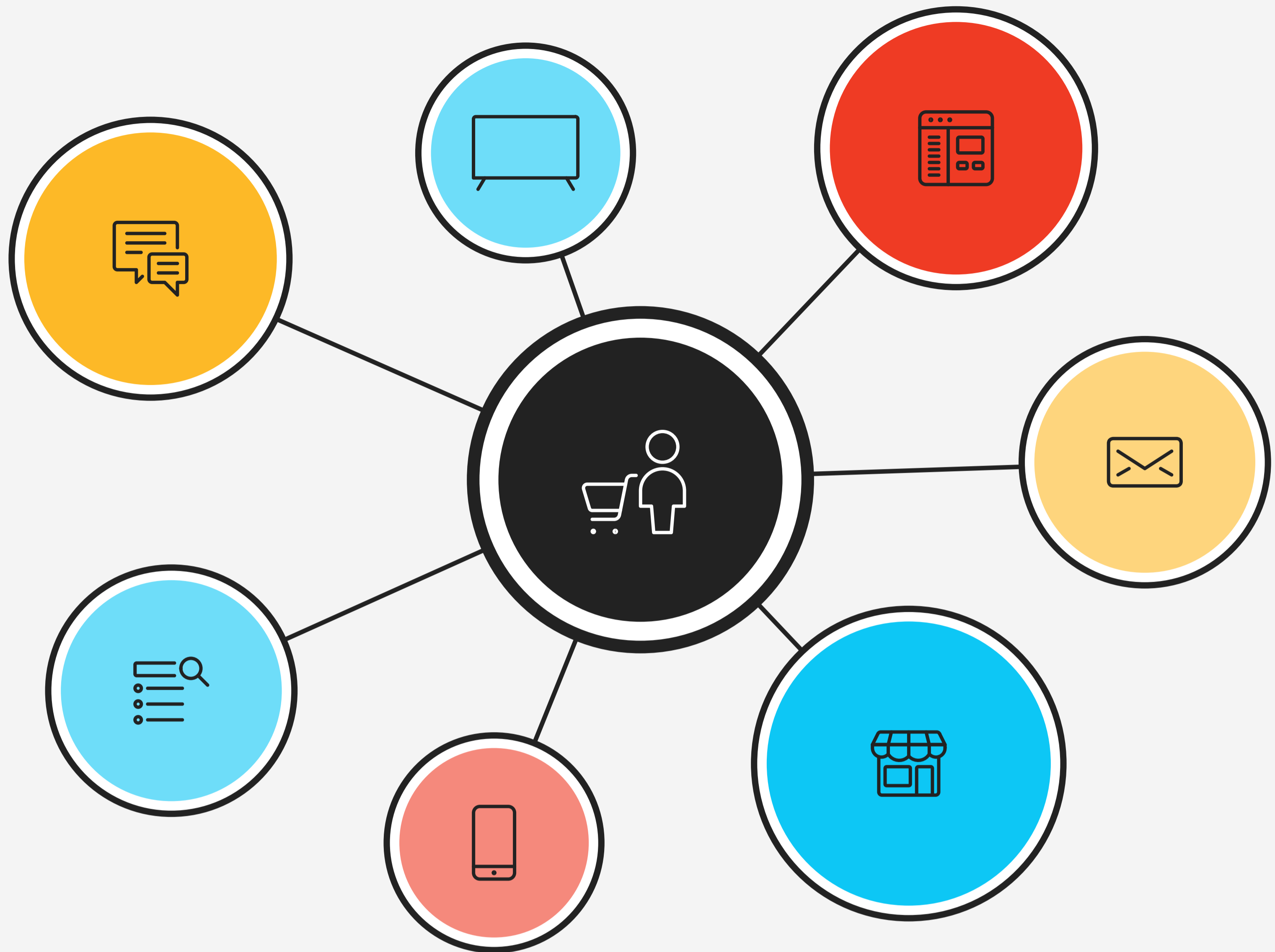
It has always been (and still is) very important to have a trusted source of product information with solid governance. But today, that isn't enough. PIM must facilitate automation and growth for product-led businesses. It must provide real ROI.

Well-governed data remains a foundational goal. In fact, it's table stakes. Yet in a world where product experience is critical, you can't stop there.

It's only when good data enters the wild—into the proper channels, the hands of content creators, and within the algorithms of AI—that you unlock PIM's deeper value.

This type of product experience management or [PXM strategy](#) requires businesses to think bigger than just the implementation.





#1: Full-throttle channel growth

Even with PIM as a system of record, many companies remain stuck in a manual cycle of data exports and uploads—a bottleneck that stalls omnichannel growth. However, with the right integrations and connectors in place, you can streamline and automate the flow of data. This means you can activate all the places where your customers browse and buy, including your ecommerce site and all retail, marketplace, dealer, and distribution channels.



1. ERP to PIM (and back)

Integrating ERP directly with PIM helps establish a base record of supply chain attributes that are accurate and consistent—but don't stop there. ERPs can also receive enriched product data back from the PIM.

DAM

2. PIM + DAM = Sales and channel enablement

Your customers want a rich product experience everywhere they shop. To ensure the right digital assets show up everywhere your product data does, fully integrate your PIM and digital asset management (DAM) systems.

A proper PXM strategy ensures channel enablement. DAM should do more than store assets and send data to PIM. It should also send decisions, such as taxonomy or other inheritable properties, through a two-way connection. This enhances the data in both systems, saving time for everyone involved.



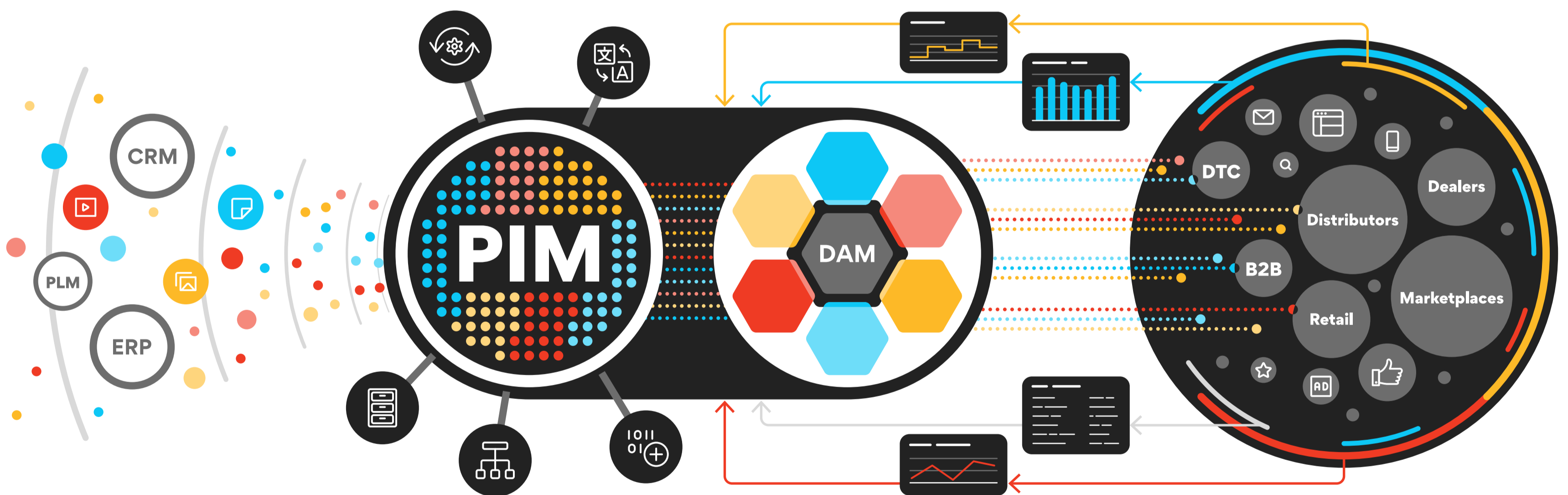
3. PIM to omnichannel

You need accurate product data everywhere your customers shop—your company website, dealer portals, distributor sites, marketplaces, retailers, ecommerce, catalogs, and beyond.

The information your customers find about products online drives in-store traffic, converts sales, and reduces returns.

If PIM is your golden record of data, it should syndicate that data to every sales channel. That way, if you need to make updates to the product detail pages on your ecommerce site, dealer portal, or marketplace, you can do that in one place—your PIM.

PXM strategy must encompass every place your customers shop. PIM platforms can typically scale to meet your omnichannel needs, wherever they are. Anticipate the ways in which your business will grow and build an ecosystem that can adapt



Unlocking ROI with integrations

When you integrate internal systems with PIM and activate syndication to downstream channels, you gain the flexibility to predict, scale, and get to market faster. This is critical in a world where the company that launches first can define an entire product category.

#2: Print and digital publications on autopilot

Some people think of print as another sales channel. When you integrate PIM with print automation software, you can create on-demand product catalogs. This ensures that whoever accesses your digital catalogs sees accurate product information every time.

Now, expand that idea of “print” to include all static assets related to a product.

Manufacturers have long relied on technical data sheets, schematic diagrams, and other assets to inform and persuade people to buy their products. While creating these assets is necessary, it’s often an operational burden.

Great news: You can automate all of it.

Solving the publication problem

Creating assets such as catalogs, technical datasheets or pricelists requires a process that is manual, inefficient, and error-prone. Plus, the consequences of those errors go beyond a disgruntled customer. The risk is real when an accident occurs due to incorrect safety information in the technical specs.

Adding PIM + print automation to your PXM strategy transforms this process, allowing you to produce any PDF or InDesign file using accurate data from your trusted source.

One of the greatest benefits is the ability to manage “living” documents that continuously pull from real-time data, such as a digital product catalog. By integrating PIM with print automation software, you can easily configure product information, create tables, and map attributes to generate catalogs—in minutes and at scale. Build the table once, and it automatically pulls in data that you already trust is consistent, accurate, and up to date.

The ROI of print automation

Once you connect PIM with print automation software and configure it to your needs, the ROI comes quickly. Solving this problem creates a massive lift for manufacturers. Not only is the process fast, but it easily supports global rollouts and personalization with content creation in different languages and for specific customer segments.

For example: [InBetween](#), a print automation platform, helped a global building supply company automate its product catalog. They reduced the generation time of their 700 catalog pages from several months to just 12 hours, catering to 11 countries with different product ranges.

In another example, a global adhesives manufacturer automated 4.500 multi-page technical datasheets with InBetween, freeing up thousands of employee hours and saving more than a million euros.

“InBetween has been a valued partner of Akeneo for many years, as we share a passion for providing powerful solutions that allow businesses to enhance their omnichannel experience offering.”

“Our technology works together to ensure that organizations can provide consistent and compelling product experiences across both digital and physical touchpoints through streamlined workflows, enhanced data accuracy, and personalized content at scale.”

“This collaboration empowers businesses to meet the growing demands for high-quality print and digital experiences, while also driving innovation and automation in publishing processes.”

– Kristin Naragon, Chief Strategy Officer, Akeneo

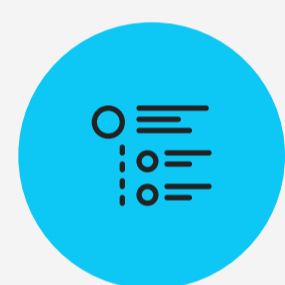
#3: Generative AI power play

Companies are already reaping massive ROI by combining generative AI (GenAI) with PIM. So, if your C-suite isn't yet convinced of the immediate opportunities, read on.

GenAI + PIM

You can easily argue that PIM is a requirement before implementing any AI-related technology. Bad data in equals bad data out, regardless of the capabilities. PIM paves the way for successful AI from the start.

The next step in unlocking ROI is the ability to connect PIM with GenAI applications, automating tasks based on trusted data. Akeneo, for example, offers 20+ AI applications spanning three use cases that are critical to the product experience.²



1. Collect and cleanse your product data

GenAI + PIM helps you collect, structure, and generate product labels and attributes with a few clicks. The result? Better searchability, improved product data quality, and less time spent on manual repetitive tasks.

Rexel, a B2B distributor and joint Akeneo PIM and Unifai customer, achieved an 80% reduction in manual efforts and a 3x time to market acceleration.³



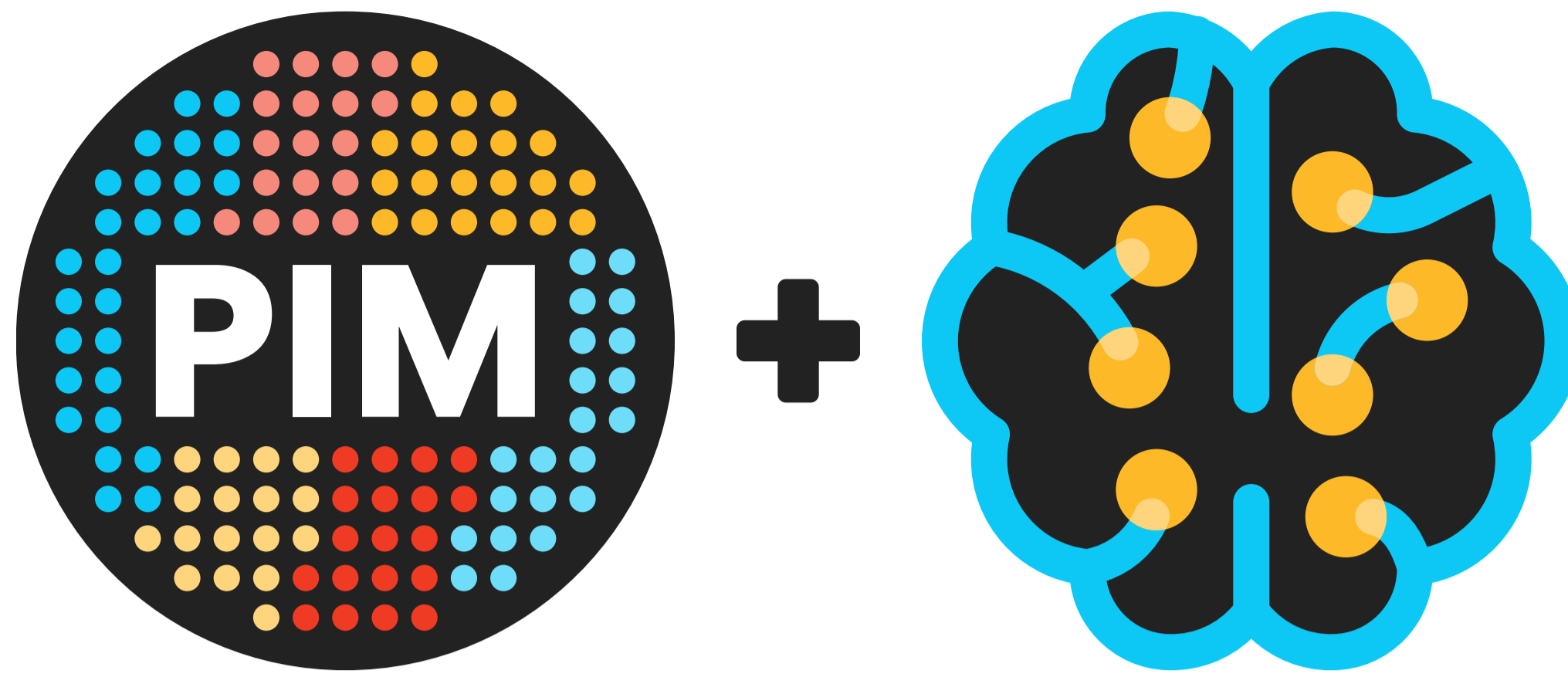
2. Generate and enrich your content

Next, you can leverage clean data to create bulk product descriptions and romance copy in minutes. When PIM is connected to a GenAI app, you can spin up ready-to-edit content that's also optimized for SEO. This helps boost productivity, improve content findability, and launch products fast.



3. Personalize content for new markets and geographies

PIM + GenAI helps you automatically translate product content into multiple languages, reducing time to market in new geographies by 60%. Descriptions can be translated quickly into 50+ languages, which helps you test new markets with a low barrier to entry and save on costly agency fees.²



Unlocking ROI from GenAI

GenAI accelerates the ROI of PIM—from data accuracy to efficiency. INTERSPORT, a global sporting goods retailer with a presence in 44 countries, is a perfect real-world example.⁴

With over 700 hundred stores in France and over 1.5 million products processed every year, they needed a faster, more accurate way to manage, optimize, and share product information across scattered teams. The right technology was imperative. So, they implemented Akeneo PIM with Unifai for AI-powered product classification, achieving:

- 50% reduction in classification time
- 95% improved classification accuracy
- 18 hours of saved time per week for employees to dedicate to higher-value activities

“It used to take a repository manager a week to process a catalog of 8,000 products. With Unifai, we spend only 2 or 3 days processing the same volume, and some catalogs are categorized in 1 hour!”

– Audrey Gomes, Head of Supplier Catalogue Integration, INTERSPORT

Mitigate AI risks

One of the biggest hesitations about using GenAI is the risk. PIM can help here, too.

A human should review AI-generated content before it's released into the wild, but that can create another bottleneck. To speed things up and ensure the review takes place, companies can introduce business rules through PIM. This routes AI content for approval to keep projects moving and mitigate risk.

Mondial Tissus, a leader in the French retail market for fabrics and haberdashery items, uses the Validation Workflow of Akeneo PIM to help teams perform a simple review before validating a product for sale. This step ensures the quality of product information that will be syndicated to all their channels.

They also use ChatGPT's AI technology to significantly accelerate the deployment of their offerings in new markets while enabling their teams to develop new, high-value assets.⁵

***“While GenAI can be utilized to provide personalized customer journeys and experiential experiences, protecting client data through robust data encryption techniques, strict access control, and regular security audits should always be top of mind.*”**

“At Akeneo, we prioritize data minimization and continuous monitoring to ensure compliance and safeguard sensitive information, fostering a secure and trusted environment for our clients.”

– Andy Tyra, Chief Product Officer, Akeneo

Unlocking deeper value from PIM is within reach.

Shorten your path to ROI by understanding your customers' needs, assessing your data lifecycle, and integrating smart solutions aligned with your goals.

Where is your organization along the PIM journey?

Together, we'll evaluate your current state, meet you there, and get you to the next level of ROI.

www.ntara.com

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