

A man with glasses and a beard, wearing a blue button-down shirt, is holding a large cardboard box. A woman with dark hair, also wearing a blue button-down shirt, is pointing at a tablet computer. They are standing in a warehouse with tall metal shelving units filled with cardboard boxes in the background. The scene is brightly lit, and the overall tone is professional and collaborative.

What is Product Information Management?

And how to transition to end-to-end product experience management

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In a digital and data-driven world, everyone wants rich product information.

Detailed product data satisfies research-obsessed consumers — and empowers business leaders and teams to make strategic decisions. This demand has pushed Product Information Management (PIM) into the spotlight as an essential application.

But the story doesn't end there.

This guide will explore what PIM is, why it's a wise investment, and how companies can look beyond "information management" to embrace the complete lifecycle of product experiences.

"Even enterprises that historically didn't use PIM are hitting a tipping point and recognizing the need for a repository to aggregate, manage, enrich, and distribute product information." ¹

Forrester Research

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What is Product Information Management?

Defined by Gartner, PIM is an application that "uses a 360-degree view of product information to create a single source of truth." ²

A PIM solution keeps all business users on the same page throughout the entire application ecosystem by connecting with data pools, vendor data, marketplaces, eCommerce platforms, and Digital Asset Management (DAM) solutions. Crucially, PIM also aligns the digital transformation imperatives of an enterprise by improving operational excellence and engaging with the customer throughout their purchase lifecycle.



PRODUCT INFORMATION MANAGEMENT



How Can PIM Help Your Business?

In digital commerce, it's not enough to provide basic product information. Your customers expect contextual, consistent product content across all touchpoints, throughout their entire journey.

To meet this demand, enterprises need PIM to effectively discover, manage, govern, and analyze their data, transactions, interactions, and policies.

"Enterprises need flexible data models to empower business users to create compelling content and keep up with changing channel requirements by enabling easy attribute creation — without sacrificing governance, security, or a system of record." ³

Forrester Research



You need a PIM solution if you want to:

- ✔ Maintain trusted and rich product data throughout your enterprise.
- ✔ Simplify and automate aggregation of product information from multiple sources.
- ✔ Maintain consistent real-time data across your enterprise, marketplaces, and data pools with ease.

With PIM, you can:

- ✔ Achieve strategic agility by using product data as an asset.
- ✔ Accelerate new product introductions (NPIs).
- ✔ Improve sales by providing the right product for the right customer at the right time.
- ✔ Reduce supply chain costs and identify bottlenecks through better reporting.



Why is Product Experience So Important?

In recent years, traditional PIM has evolved as the importance of product experience grows. Now, companies must think beyond a single source of truth to product content lifecycle optimization.

This approach requires a PIM solution that can support the full loop of product experience management — from managing your core product data and supporting enrichment, to closing the loop with seamless syndication and insights.

"By 2024, organizations that develop "closed loop" processes for organizing product data will increase revenue from digital channels by 30% more than organizations that fail to do so." ⁴

Gartner

What Are 3 Top Benefits of PIM?



#1 Deliver what matters most

Driving revenue by customer-obsessed product innovation.

PIM facilitates a data-driven decision-making model that helps companies innovate by incorporating customer feedback into their product introduction cycles.

PIM improves the bottom line by accelerating NPIs, reducing marketing costs, identifying risks, and preventing potential problems in the supply chain. Ultimately, you can reach new markets and improve loyalty by providing the right product for the right customer at the right time.

Manage your core data and assets

- Product data
- Bundles & kits
- Visual assets
- Supplier data sourcing
- Assortment planning



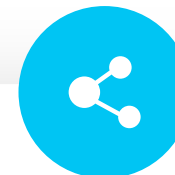
#2 Achieve strategic agility by using product data as an asset

Global commerce competition is fierce. To keep pace, businesses need agile business structures that are flexible enough to bend and adapt.

PIM equips businesses with a streamlined data flow, which is crucial for a complete digital transformation. The data may be stored and managed in different systems, but the answer lies in creating a consolidated data repository with a scalable services layer on top.

Amplify your sales

- Product experiences
- SEO & search
- Brand experiences
- Channel content
- Translations



#3 Be ready to connect to other modern technologies and data domains

A PIM application sitting on top of a robust Master Data Management (MDM) platform enables you to connect other data domains and emerging technologies. Future-ready data management solutions augment base PIM capabilities — not only by connecting to marketing, content management, and DAM, but also by allowing businesses to achieve company objectives by becoming more data-centric than application-centric.

Scale your digital commerce

- BOPIS
- Social channels
- Marketplaces
- Distributor portals
- Store

Why Should You Invest in PIM?

PIM can transform your business. Here's what our customers have to say.

“

"We have over 30 countries live and are putting a lot of trust into the future digitalization of our systems with Syndigo. The platform is the base for all of our product information."

Beiersdorf

“

"Syndigo's PIM/DAM and MDM system supports our 200K products, 500 suppliers, and 100 users workflow in an omnichannel environment and integrated architecture."

Maxeda

“

"Syndigo's cloud-hosted SaaS solution offers Arco the best combination of enterprise functionality and scalability to meet our needs, together with flexibility and value-for-money."

Arco

“

"Syndigo's solution enables us to easily access product marketing and technical information to provide rich product content. Also, images are stored and tagged by country along with supporting text in 23 languages so we can offer a truly localized experience."

ESAB



Saint-Gobain Abrasives on PIM and Syndigo Partnership

"Syndigo started as a successful pilot, five years ago, and is now a fully integrated partner to our organization."

Henrique Bonorino
CIO

Leading Global Enterprises Trust Syndigo

SONY

Boden

Burlington

Carrefour

Guitar Center

THE LINDE GROUP

Michaels
Where Creativity Happens

scJohnson
at work for a better world

SAINT-GOBAIN

ULTA
BEAUTY

weber

vf

Why Syndigo?

Syndigo delivers comprehensive SaaS solutions, powered by a single unified platform.

Syndigo provides collaborative PIM that helps you master the management of product data, content, and experiences across your entire enterprise.

Key Differentiators:

- ✔ Cloud-native SaaS to scale with your business and data needs.
- ✔ Sits on top of our future-ready MDM golden core.
- ✔ Integration comprehensive capabilities with vendor data onboarding, DAM, and Print.
- ✔ Out of the box connectors with marketplaces, data pools, and eCommerce platforms helps you move product data faster to your customer.
- ✔ Uniquely positioned for PIM and more, including syndication and analytics.



Leader in the Forrester Wave for PIM

Syndigo leads by bringing together customer, product, and master data management.

The Syndigo platform provides best-in-class data onboarding and creation, with references crediting it as a "very elegant" solution for complex data aggregation. ⁵

Modern Commerce Powered by Syndigo

MANAGE WHAT TO SELL

PIM & DAM

PLAN

Plan your assortment and what to sell.

SOURCE

Source data and assets from multiple suppliers and private labels.

ENRICH

Enrich data and assets for omni-channel catalogs and variants with inheritance and data reuse.

GOVERN

Govern data and assets with business KPIs with intelligent automation.

POSITION TO SELL BETTER

EXPERIENCE APPS

CONTEXTUALIZE

Contextualize your product data for channels, seasons, geographics while maintaining your brand's tone of voice.

PROMOTE

Create omni-channel product experiences with enhanced content, digital assets and relationship and visualize them in web views

RECOMMEND

Provide product recommendations automatically based on data insights.

SELL EVERYWHERE

SYNDICATION APPS

PUBLISH

White-glove syndication service to reach your customers across all storefronts such as Data Pools, eCommerce, Marketplaces, D2C & Social Platforms.

DATA-AS-A-SERVICE

Make the right product data available across channels, applications & devices.

SELF-SERVICE

Self-service distributor portal for your B2B partners to search and download data and assets.

INTELLIGENCE HUB

OPTIMIZE

Get actionable insights for process bottlenecks to improve speed to market.

LEARN

Get actionable insights and KPI scores for every channel.

IMPROVE

Get relevant content and relationship recommendations per channel.

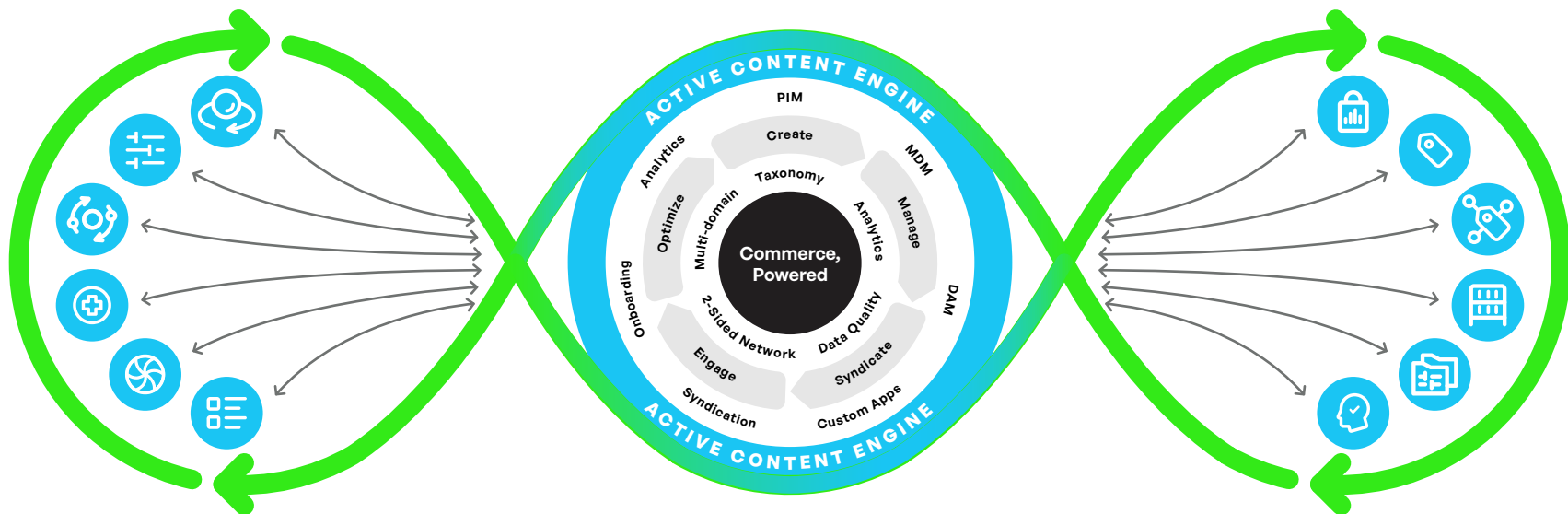
The Active Content Engine

The Active Content Engine benefits the entire ecosystem.

Manufacturers, Distributors, Retailers, Operators and other recipients all have access to the highest quality data and content to drive their businesses, with proper content compliance, seamless syndication across the largest global network, optimized product performance at the digital shelf, and rich media capabilities for increased sales.

The Active Content Engine enables you to meet the demands of the real-time economy, propelling the right information internally and externally to accelerate commerce.

Syndigo – The Active Content Engine





Seeing is Believing

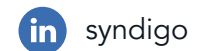
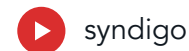
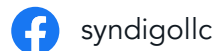
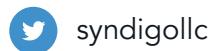
[Book a Demo](#)

Call: +312 766 4801



Syndigo is the first Active Content Engine built to power modern commerce by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf.

Syndigo serves more than 12,000 global brands and manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare.



References

¹LeClair, Amanda, The Forrester Wave™: Product Information Management, Q2 2021, The 10 Providers That Matter Most And How They Stack Up, May 27, 2021, © 2021 Forrester Research, Inc.

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