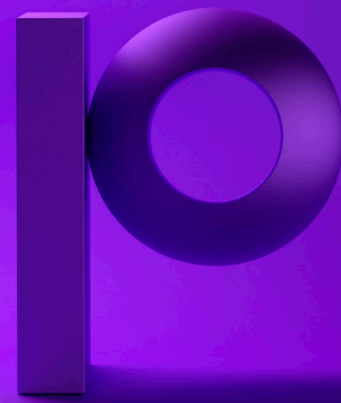# Product Information Management (PIM)

precisely

Today's effective product information has moved beyond documenting basic specifications, features, and functions. Now and in the future, such information must tell a story and enable differentiated experiences for customers.

An accurate and synchronized view of the product information managed by your enterprise is essential for supply chain optimization, catalog management, and channel content consistency. However, in most organizations, product data is dispersed throughout multiple business systems, trading-partner networks, and supply chain networks.

EnterWorks Product Information Management (PIM)

is a comprehensive solution that aggregates and manages product content across all business applications. EnterWorks provides a 360-degree solution for the on-boarding, cleansing, synchronization, and publication of product data.

Enterprise-level PIM

EnterWorks is a good fit for large organizations looking for a multidomain solution to support digital and physical product data needs.

EnterWorks PIM Benefits:

- **Meets your specific business challenges** with a business-driven approach and Dynamic Data Model that adapts to your business, not vice versa.
- **Makes content creation easy** by customizing and acclimatizing product content for every channel and previewing it in the context exactly as your customers would see it.
- **Ensures tight integration** with advanced eCommerce systems, back-end systems, GDSN, and other syndication networks, as well as other resource tools your team is already using to ensure a flawless transition from back-end to front-end.
- **Powers a content repository** with unlimited data attributes and the ability to manage complex relationships between products and category/hierarchies.
- **Offers role-based views tailored by user** with security and audit logs for accountability that evolve based on acquisitions, geographic extensions, and organization changes.
- **Applies specific business rules** for consistent, up-to-date sources of product content.
- **Enhances searchability** across attributes, facets, images, and text to keep up with the trends in products, lifecycles, and markets.

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Key Components

- **Single View of Products** - Easily maintain product content from different departments and business units with enterprise-wide visibility of product specifications, content, and enrichment information.

- **Powerful Taxonomy and Hierarchy** - Provide attribute inheritance support for properly classifying and managing global and category-specific attributes.

- **Workflow** - Deploy a robust set of workflow management tools to enable, automate, and enforce best practices in data and content integration and flow across multiple sources, applications, and enterprises.

- **Integration** - Easily integrate with existing IT infrastructures using an open standards-based Service-Oriented Architecture (SOA) to manage bi-directional data synchronization and govern content across a variety of applications, even legacy systems.

- **Localization/Globalization** - Produce multi-lingual, multi-country, and multi-cultural content and automatically generate localized output files and publications.

- **Print Production** - Offer a central repository for the management of content that will be used in printing product catalogs.

- **Digital Asset Management** - Manage and distribute all digital and unstructured assets throughout the organization, including images and audio files. Easily associate this content with product master records to ensure channel consistency.

- **Channel Syndication** - Synchronize content with trading partners, including via GDSN, and publish consistent and accurate product data to internal and external channels.

- **Data Governance Tools and Stewardship** - Improve the quality of your product data by enforcing validation and normalization rules for incoming content, creating role-based guidelines for changing content, and proactively profiling the completeness of key fields in your data model.

EnterWorks produces real-world results:

47% 47% e-commerce sales growth YoY	**6 Months** Cut 6 months and 6 figures from production cycle of 1,400-page catalog	**$17M+** Captured $17 million in additional revenue with a real-time pricing portal	**70%** Shortened production for a 2,200-page catalog by 70%
68% 68% reduction in data errors	**8x** 8-fold gain in productivity and ability to produce customized catalogs	**40M+** Consistent, accurate information for hundreds of attributes across 40M+ SKUs	**1.7K%** 1,714% reduction of menu files from (720 to 42)
100% 100% user adoption due to EnterWorks' business-friendly platform	**-900** Removed 900 GTINs that were old or obsolete	**8K+** Over 8,000 new publications and over 4,000 re-publications of catalogs	**95%** 95% of all SKUs globally managed in PIM

Features

- **Synchronization** to multiple systems, channels, and touchpoints. This encompasses collecting, ingesting, federating (synchronization with internal systems), and syndicating (synchronization outside the organization).
- **GDSN Connector** offering a range of advanced, bi-directional data publishing and synchronization tools to acquire, cleanse, and enrich data to quickly share accurate product content.
- **Custom Workflow Engine** featuring highly-collaborative support for multiple tiers of reviewers and approvers, with quick and easy assignment of issues.
- **Deliver to integrated business applications** such as ERP, POS, PLM, CRM and others that leverage product data, such as multichannel publishing and vendor/supplier portals.
- **Data quality** with the ability to consolidate and cleanse data across domains with **De-duplication, Harmonization, Merge/Match,** and **Survivorship**.

- **Golden Record Management** to integrate databases and systems.
- **Dynamic Data Model** that is highly flexible and configurable by business users; the solution adapts to a company's business, not vice versa.
- **Roles-based user interface** that's flexible and easy to customize without coding.
- **Advanced search and data filtering** to allow for browsing and quickly navigating product data.
- **Hierarchy Management** to effectively link and relate product attributes, assets, etc.
- **Dashboards and reports** to monitor and test compliance and validation of information for improved **Data Governance and Data Stewardship** support.