DynamicWeb®

Choosing the Right PIM System

Three Factors to Consider
Before Investing in a Product
Information Management System
for Your Business

A PIM system is almost indispensable to an online system. It gives you control over your product information, streamlines your work processes and saves you a lot of time across departments.

But a PIM system does more than solve problems.

Because by centralising and organising your product information, you also create a commercial infrastructure that gives you the prerequisites for growing your business.

Because more efficient workflows and controlled product data enable you to manage increasing volumes of complex information — in half the time.

But how do you find the PIM system that best supports your growth ambitions?

This guide identifies three factors that you can use to determine which PIM system to invest in.

Enjoy!

Look into your need for integration and avoid unnecessary expenses

Integration is one of the most important factors to consider before investing in a PIM system.

And there's an excellent reason for that. In an IT project, integration is the riskiest factor and the reason why costs skyrocket.

Therefore, your first step is to take a look at your existing systems and workflows. Because your future PIM system must support your business. Do not adapt your business to a new PIM system.

Otherwise, your PIM investment will drag you down. And you won't get the efficiency boost you've paid for.

We're already connected to Microsoft

Since integration is a key aspect of a smooth implementation process, you should look for a partner whose PIM system can merge with your other IT systems without compromising your security or data quality.

And when data comes from your ERP system, suppliers and external databases, your PIM system should also seamlessly collaborate with other systems, channels, and marketplaces.
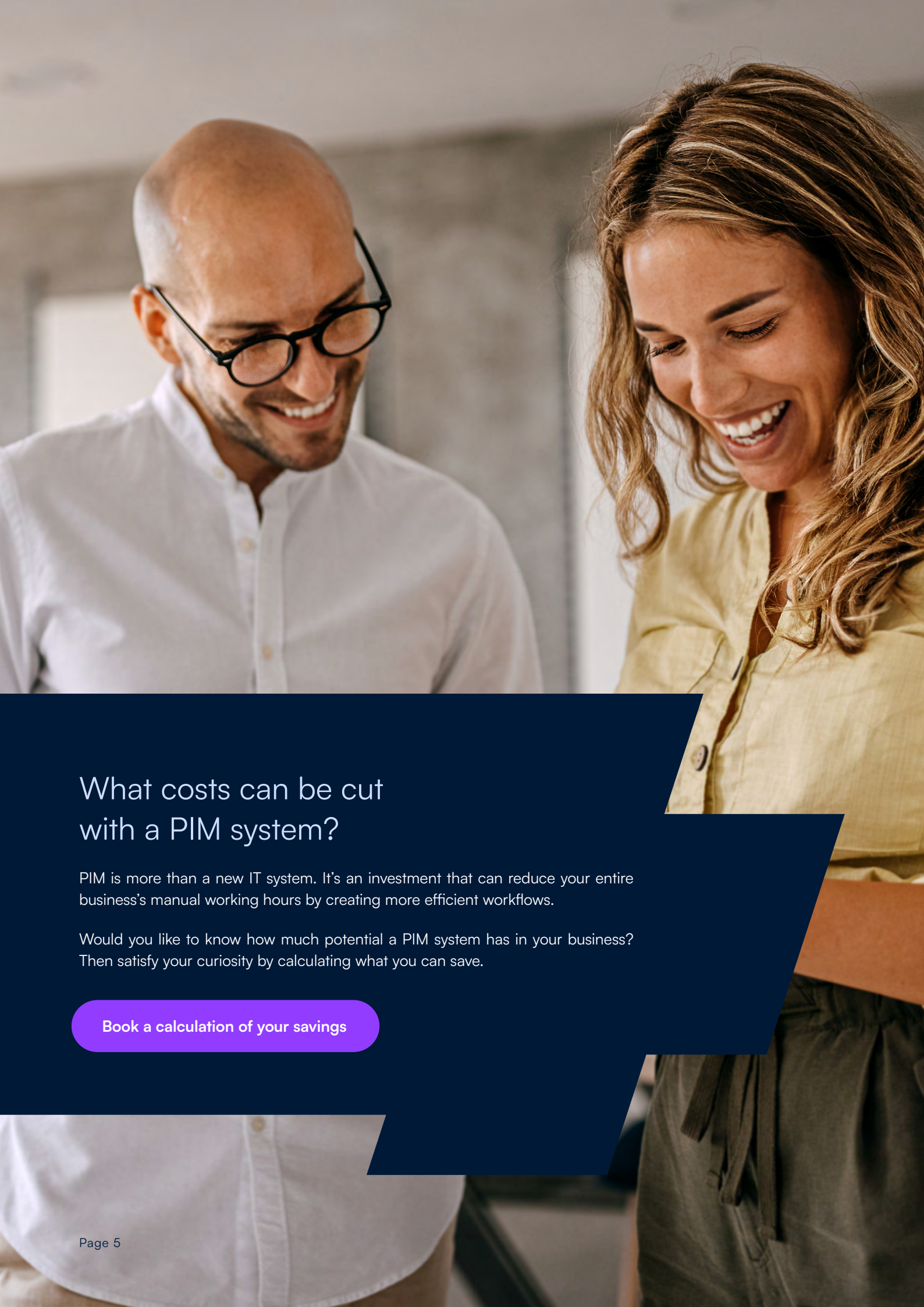
One way to ensure this is by using a standard integration.

"Standard" may sound unexciting. But when it comes to a PIM system, a standard solution is the key to easy integration.

For the same reason, we at DynamicWeb have developed our PIM system so it can be integrated into all Microsoft Dynamics 365 systems.

We've done this to ensure our customers a simple integration that supports their existing ERP system. At the same time, it future-proofs our customers, as they can change ERP systems without any problem — without risking losing control of their data.

What costs can be cut with a PIM system?

PIM is more than a new IT system. It's an investment that can reduce your entire business's manual working hours by creating more efficient workflows.

Would you like to know how much potential a PIM system has in your business? Then satisfy your curiosity by calculating what you can save.

Book a calculation of your savings

Consider your needs and avoid paying too much

Before choosing your PIM system, take a look at your needs.

Far too many businesses end up with a PIM solution that is far more complicated than they actually need.

Which means you end up paying for more than you actually use.

The crucial factor is your business's level of product complexity.

Do you sell simple products with few variants in a limited number of channels? Then a simple PIM system will meet your needs.
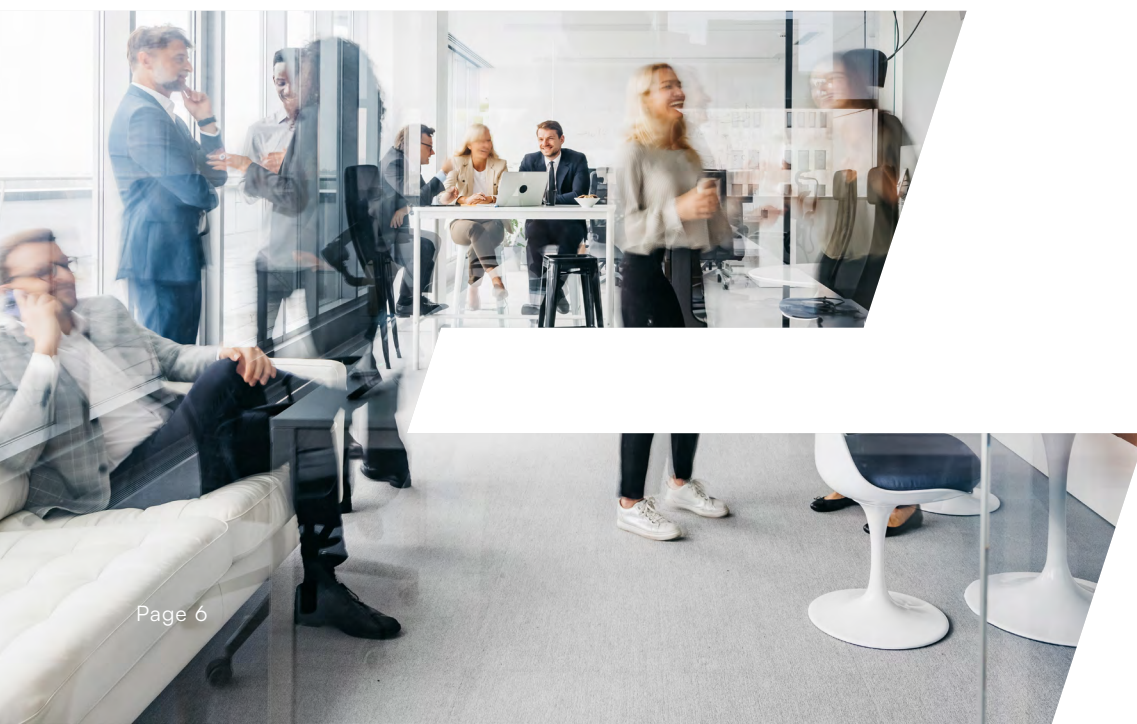
If, on the other hand, you have a wide range of products with multiple variants, relationships and data that you sell via multiple channels, then you probably need a PIM system that is designed to handle detailed information and integrators for external databases and channels.

We are with you from A to Z

DynamicWeb PIM gives you a solution that will simplify your workflows and your data management.

But it also gives you a partner who is on the sidelines from A to Z. Our dedicated and skilled Professional Services team means that advice is readily available at any time.

And our thoroughly tested implementation framework will optimise the process of your next digital project.

Find a system that can grow with your business

Although the vast majority of businesses can easily meet their needs with a PIM system that gives them the basic tools for managing their product data, it is still worth considering what your business will look like going forward.

Because a PIM system is an investment. And an investment must last far into the future.

Most businesses will eventually widen their range, product complexity and sales channels. That's why you should also consider whether your prospective PIM system has the capacity to scale up along with your business.

Otherwise, you'll end up with a PIM system that is unable to support your business as you grow. At worst, this will mean that you won't get a return on your investment, which will force you to start from scratch with a new system.

We've put user-friendliness first

A PIM system must be able to handle your product information efficiently. But equally important, your PIM system must be easy for your employees to use.

Because what's your new system really worth if no one in your business can figure out how to use it?

That's why we use DynamicWeb PIM to spotlight user-friendliness through its intuitive interface that provides an optimal user experience throughout your business — from customer to partner and employee.

Get the most out of your system

You now know how you want to get your system integrated, and you've worked out the specific features you need and those that you don't need to pay for.

All that's left is to implement your new PIM system.

In this situation, quick implementation is usually preferable. For the simple reason that the sooner your system is implemented, the sooner you can reap the benefits and start getting returns on your investment.

Speedy implementation also means that you won't have to cope with an enormous IT project. And this will reduce the risk of delays and unforeseen expenses.

PIM can be easier, faster and less costly than you think

IT projects are notorious for wreaking havoc on budgets and schedules.

Often this is due to unrealistic plans and overcomplicated implementations. Unfortunately, businesses often forget to consider the number of consultation hours related to a PIM project and committing in-house hours to learning how to use the new system.

This can result in increasing costs.

In addition, a complex implementation process will quickly derail any time schedule — which can have costly repercussions. Once you've incorporated a PIM system into your strategy, it can be costly to postpone your initiatives for several months because your PIM system hasn't been implemented yet.

That's why, at DynamicWeb, we do our very best to meet prices and deadlines whenever we assist in the implementation of a PIM project. One of the reasons we can do this is because we offer a digital platform that already includes a PIM system. This greatly simplifies the setup, reduces integrations and ultimately provides a simple, low-cost IT landscape that is ready in a few months.

Are you uncertain about the best time to implement PIM?

Many businesses hesitate to implement a PIM system because they want to update or fix their existing systems first.

The classic example: PIM is postponed because the ERP system needs to be taken care of first.

And while it may sound smart to put your old toys away before taking out new ones, this is not necessarily the best strategy.

Because it can be advantageous to get control of your entire IT groundwork at the same time. If you've previously kept all your data in your ERP system, you can cut out some of your ERP implementation after transferring data to your new PIM system.

Ultimately, this will mean that you can complete your implementation process faster.

How good an investment is PIM for you?

A PIM system is an investment. You can streamline workflows and sales, but you also get a solid foundation from which to grow your business.

Find out what a PIM project will look like in your business by getting a non-binding estimate.

Tell me more

DynamicWeb®

We offer an all-in-one platform for large and medium-sized businesses.

DynamicWeb lets you combine CMS, eCommerce, PIM and marketing in a single package — or you can use our solutions separately.

No matter which of our products you choose, DynamicWeb supports your digital business and enables you to deliver a better customer experience and scale your eCommerce.

A common denominator for all our solutions is that they're developed with user-friendliness in mind.

From integration to application, DynamicWeb has already made the job easier for our more than 4,000 customers.

And with offices in Europe, North America and Asia, we're used to implementing our solution all over the world.

Would you like us to help take your customer experience to the next level?

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