solarjetpro

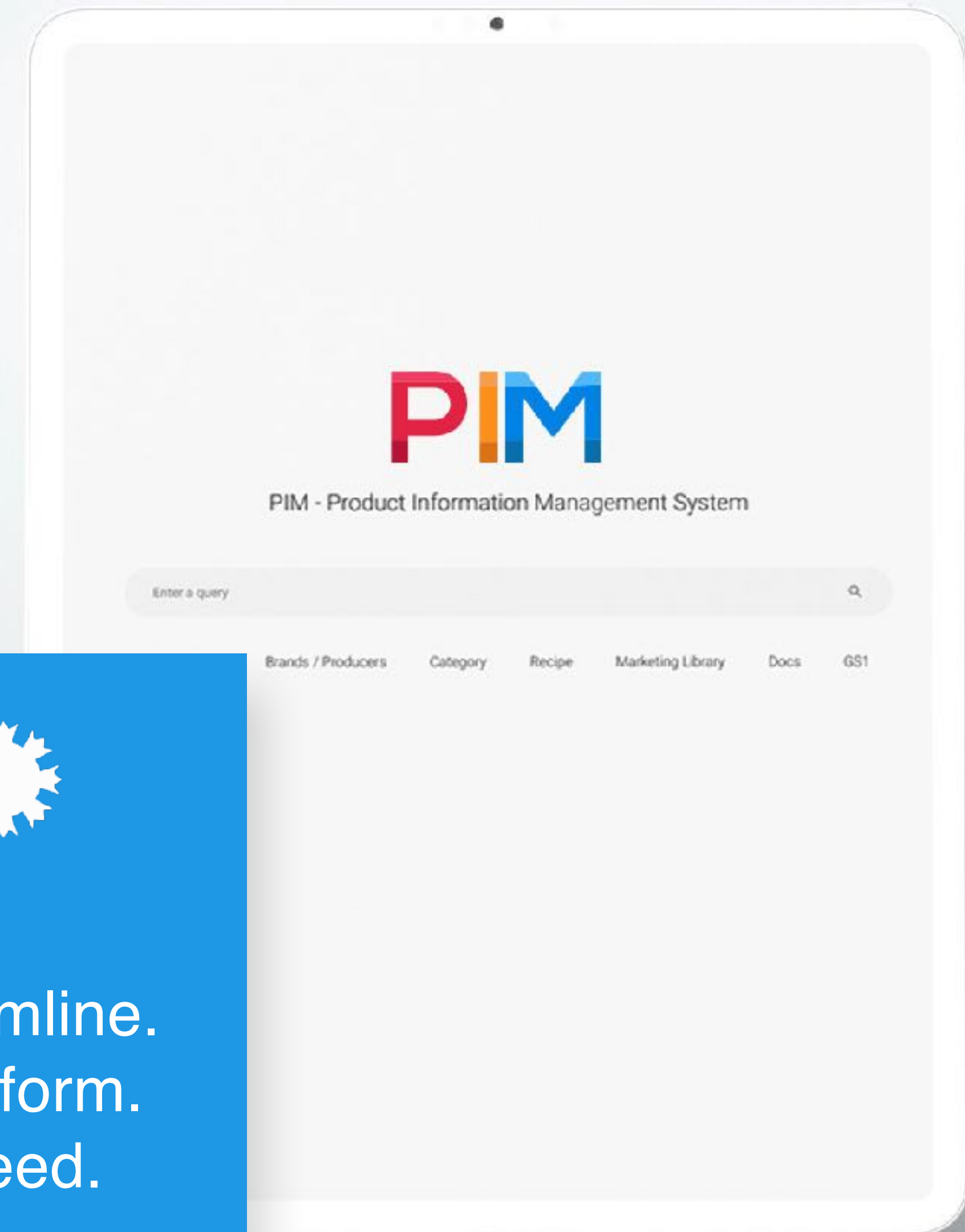# The hidden costs of poor product information

A PIM: PRODUCT INFORMATION MANAGEMENT WHITE PAPER

Feb 2025

The high stakes of product information.

In today's digital marketplace, inefficient product information management silently drains resources and stalls growth.

Companies managing 50+ products face mounting challenges: fragmented content libraries, inconsistent data, and costly manual updates—this impact compounds across sales teams, marketing departments, and customer relationships. Our custom PIM solution transforms this landscape, streamlining operations while maintaining data ownership and reducing per-user costs. Through enterprise-grade technology and intuitive design, it enables seamless product management and content distribution—turning information management from a burden into a competitive advantage.

PIM

PIM - Product Information Management System

Enter a query

Brands / Producers   Category   Recipe   Marketing Library   Docs   GS1

Streamline.
Transform.
Succeed.

Roadblocks to product success

Fragmented Data Management

Scattered product information across systems creates inconsistencies, slows updates, and increases errors, directly impacting customer trust and sales effectiveness.
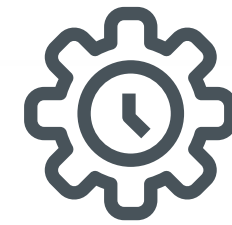
Access Control & Security

Balancing secure access across teams while maintaining data integrity requires significant resources. Improper permissions risk data exposure or restriction.

Manual Process Inefficiency

Time-consuming manual updates drain resources, delay market responsiveness, and increase error rates across product information management cycles.

Distribution Barriers

Delivering consistent product information across languages, channels, and formats becomes increasingly complex, hindering market expansion and sales.

The real price of poor product management

The cost of inefficient PIM extends beyond visible expenses.

The cost of inefficient product information management goes beyond visible expenses. While licensing fees for traditional solutions strain budgets, the real impact is in operational inefficiencies. Sales teams with outdated information miss opportunities, and marketing teams waste time.

Inefficiencies affect the entire organization. Content management overhead drains resources as teams handle redundant tasks and correct errors. This productivity loss impacts every department, negatively affecting revenue and growth potential.
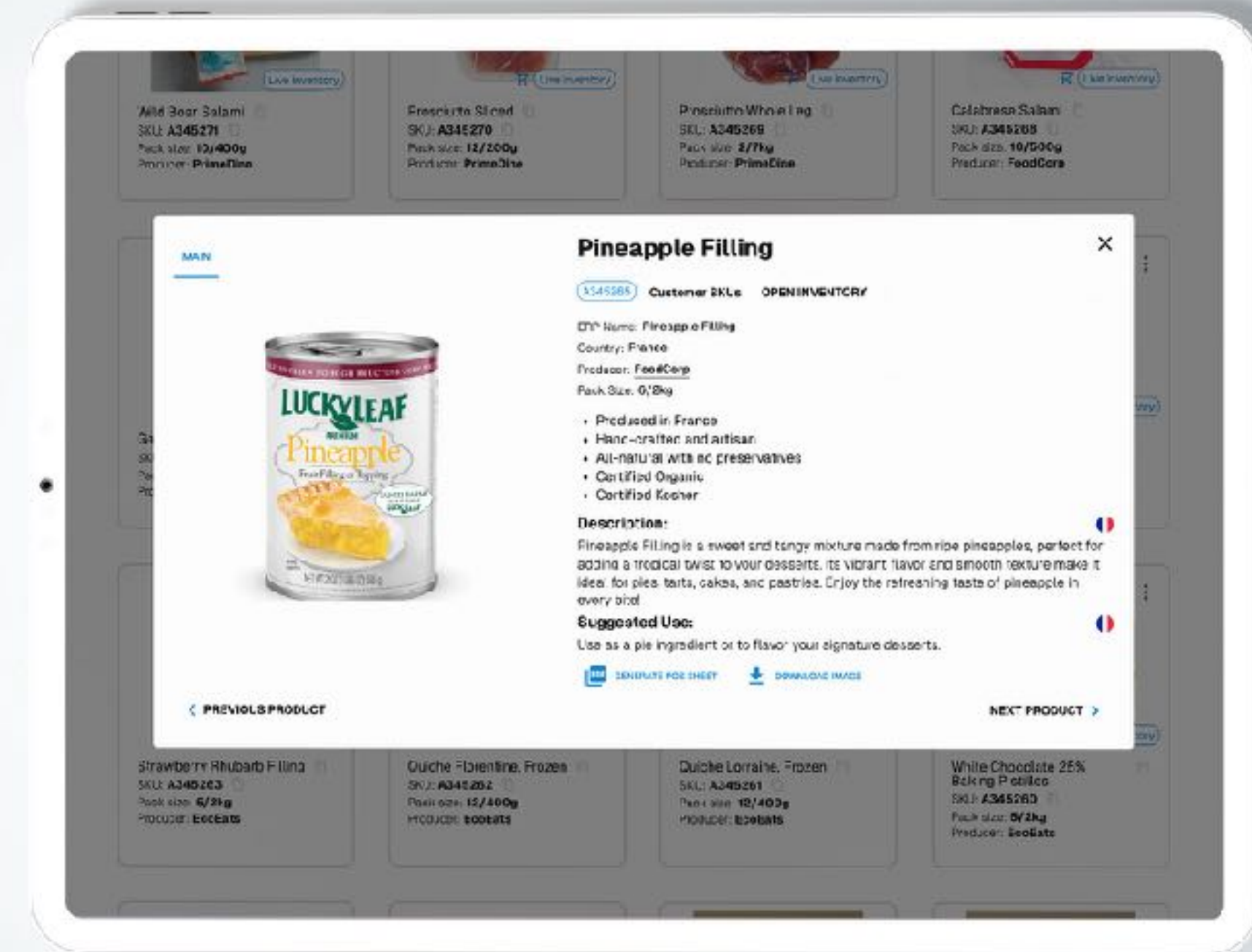
Boost productivity, seize opportunities, drive growth.

Blueprint for seamless product management

From ERP to email:
One system,
unlimited channels

Blueprint in action: streamlined flow

Our PIM framework transforms scattered product data into a streamlined, automated ecosystem. At its core, the system centralizes all product assets while integrating seamlessly with existing ERP systems, ensuring real-time accuracy across your entire product catalog. Role-based access control maintains security while enabling teams to work efficiently with the information they need.

From this centralized hub, the PIM delivers content exactly where it's needed. Whether pushing updated product details to your e-commerce platform, generating custom PDF catalogs, creating targeted email campaigns, or exporting data for analysis, the system ensures consistency and quality across every channel. Built-in quality assurance tools, including our product completeness scoring, help maintain high data standards and identify areas needing attention.

By the Numbers

$1.7/B food service conglomerate

From specialty foods to global imports, GGG's diverse portfolio demanded flexibility.

Solution Architecture

4,000+ products

Managing over 4,000 products across eight divisions, GGG needed a unified solution. Our PIM now seamlessly connects their IT, sales, and marketing teams.

ROI Metrics

8 divisions, 1 unified solution

Our system adapts to each division's unique needs while maintaining consistent data standards.

Gellert Global Group

Custom PIM unlocked seamless content control across GGG's entire portfolio, eliminating costly per-user fees.

Gellert Global Group faced significant challenges managing product and category content across their family of companies. Their fragmented content libraries and per-user fee structure of existing solutions made scalability impossible, especially with large sales teams across North America.

Our custom PIM solution, built with leading Cloud-based SaaS technologies, transformed their operation. The web-based Enterprise-level portal consolidated information from multiple sources while maintaining critical content ownership. By implementing role-based access controls and customizable views, we enabled GGG to manage thousands of products efficiently without the prohibitive costs of off-the-shelf solutions.
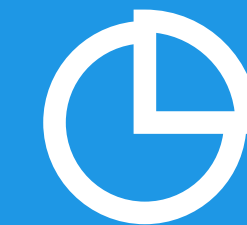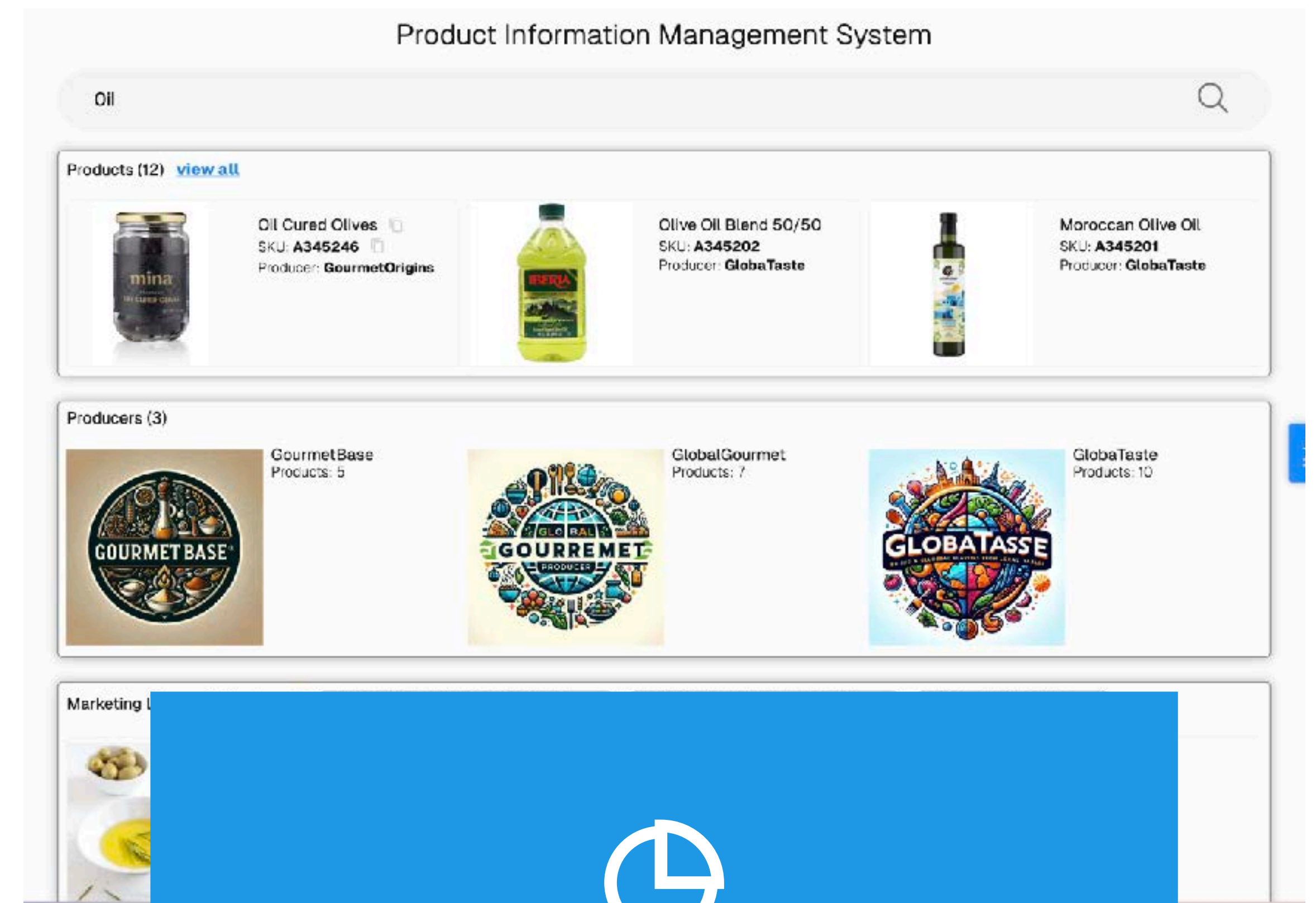
The result? A cost-effective system that seamlessly handles everything from marketing assets to product data, supporting GGG's entire North American sales operation.

Search & Filtering

Powerful search capabilities form the backbone of effective product information management. Our custom PIM solution enables instant access to a comprehensive database of producers, products, and marketing assets including photos, documents, and videos. The intelligent search engine understands context and relationships, helping teams quickly find exactly what they need.

The system's advanced filtering options transform how users interact with large product libraries. Teams can easily narrow thousands of products by producer, category, or custom parameters, making complex product searches effortless.

Product Information Management System

Oil

Products (12) view all

Oil Cured Olives
SKU: A345246
Producer: GourmetOrigins

Olive Oil Blend 50/50
SKU: A345202
Producer: GlobaTaste

Moroccan Olive Oil
SKU: A345201
Producer: GlobaTaste

Producers (3)

GourmetBase
Products: 5

GlobalGourmet
Products: 7

GlobaTaste
Products: 10

Marketing

This granular control extends to marketing assets, allowing quick categorization and review of promotional materials from multiple photo and video shoots.

Content
Distribution

Content Access and Distribution

Our PIM distribution system enables sales teams to share tailored product information through a custom email tool instantly. Representatives can generate up-to-date product sheets on demand, while tradeshow teams can efficiently collect and print PDFs. The system maintains consistency across all outputs, ensuring accurate information reaches customers.

Multilingual Support & Export

The platform supports content creation and access in multiple languages, meeting diverse market needs. Teams can export enriched product data as CSV files, generate custom PDF sheets, and sync selected data fields directly to e-commerce platforms. This flexibility ensures content reaches every channel in the right format.

Automation Benefits

Our automated workflows eliminate manual data entry and reduce errors. Daily ERP synchronization ensures product information stays current while enabling instant content generation across formats.

Sell Sheet Export

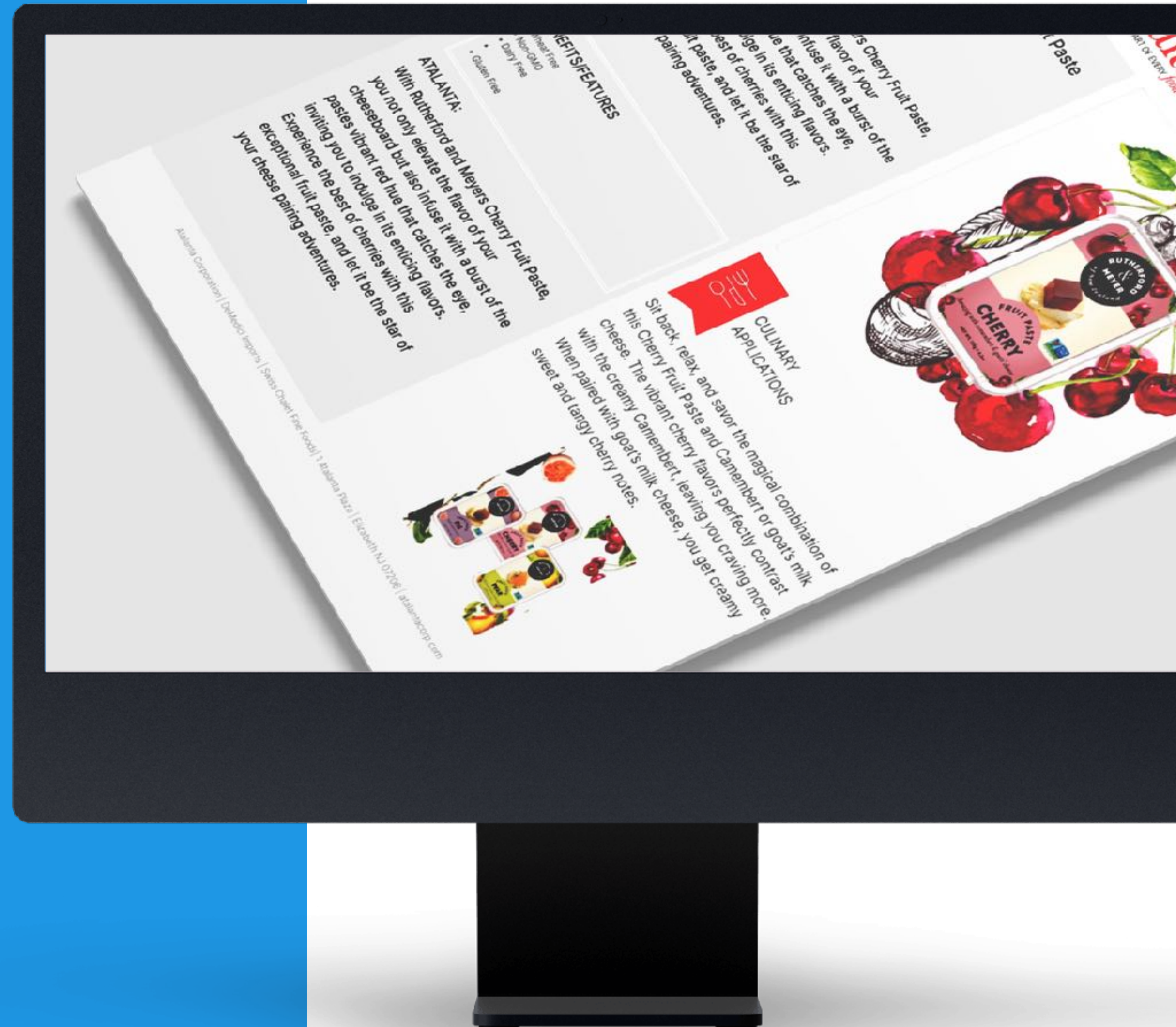Generate professional PDF sell sheets instantly with the latest product data and custom layouts

Daily ERP Updates

Automated product imports maintain data accuracy without manual intervention

Mass Actions

Update multiple products simultaneously and batch export assets

Vendor Collaboration

Empower partners with secure access and complete control through approval workflows.

Our secure vendor portal enables controlled access for product updates and asset submission. Vendors can enhance product descriptions and add marketing materials while maintaining data integrity through an approval workflow - empowering partnerships while protecting quality standards.

You decide.

Give vendors secure access to update products while maintaining control through your approval process.

roducts

Search by SKU, Product name or Producer

LECT PRODUCER

CATEGORY: SELECT CATEGORY

FILTERS

DOW

☐ Baking & Pastry (12)

☐ Beverages (3)

Quality Control & Continued Development

Completeness Monitoring

Product completeness scores provide instant visibility into information quality. Each product receives a percentage score based on required fields, helping teams quickly identify gaps and prioritize updates.

Quality Assurance
Vendor submissions undergo approval workflows before going live, maintaining data integrity. Mass editing capabilities allow systematic updates across product ranges while preserving quality standards through built-in validation.

New Features

Our development team continuously enhances the PIM's capabilities through regular feature updates and performance optimization. We actively collaborate with clients to identify opportunities for new functionality that drives business value.
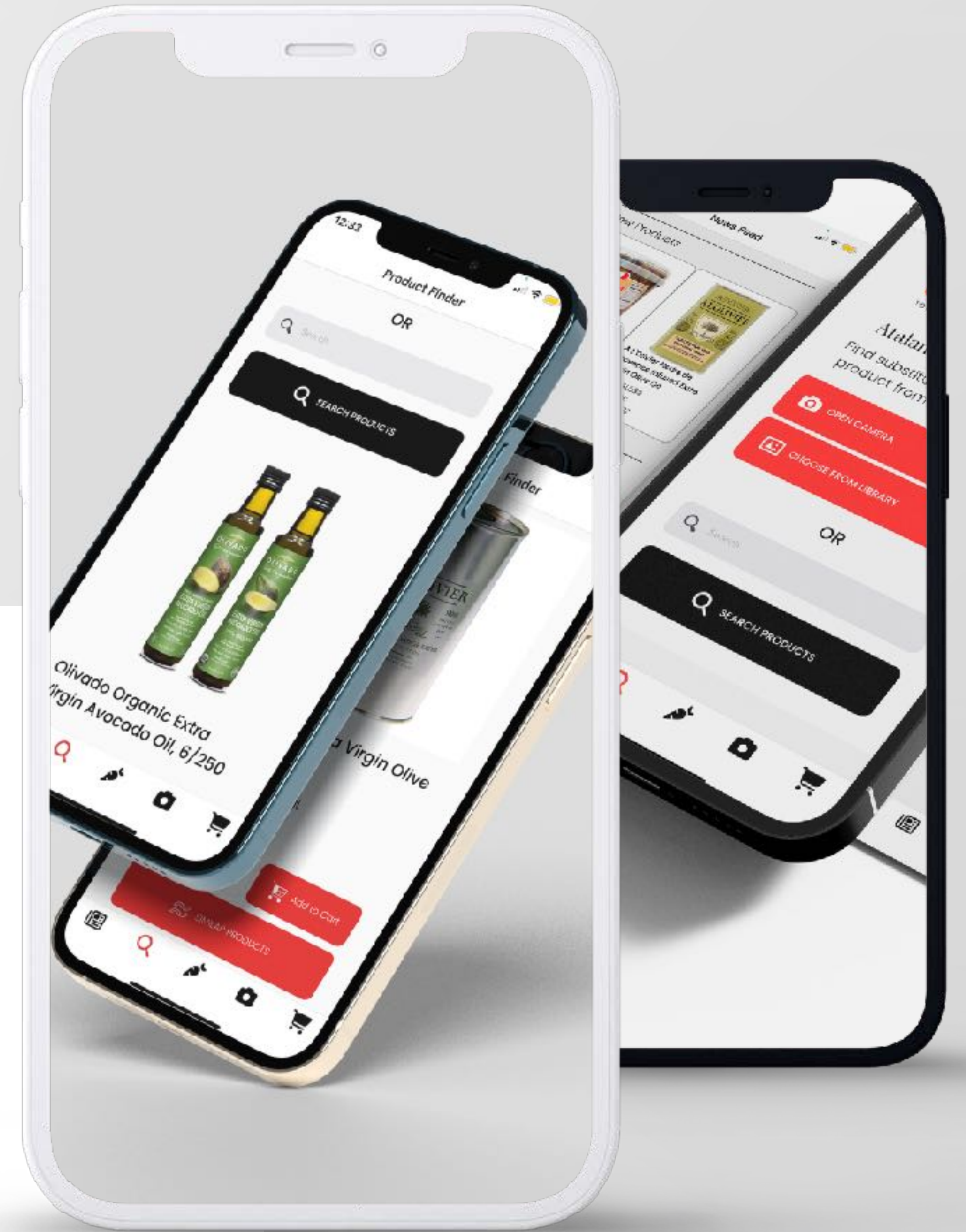
Process & Action Steps

Successful PIM implementation requires strategic planning and partnership.
Our proven roadmap guides you from initial assessment through
optimization, ensuring maximum value from your investment.

Discovery & Assessment

- Evaluate the current product data structure
- Define user roles and access requirements
- Map integration points (ERP, ecommerce)

System Configuration

- Set up data architecture
- Configure automated workflows
- Establish security protocols

Data Migration & Testing

- Import initial product data
- Test integrations
- Train key users

Launch & Optimization

- Roll out to teams
- Monitor adoption metrics
- Refine based on user feedback

Success.

Success metrics track with product data completeness scores

Time.

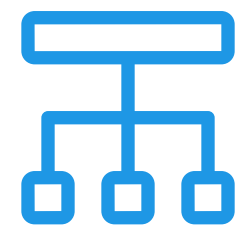Time saved in content distribution

User.

User adoption rates
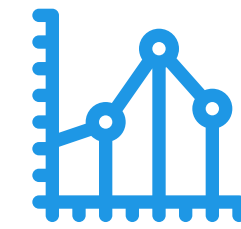
Savings.

Error reduction in product information

PIM Solution Cost Structure

Essential

Base Price: $799/month

- Up to 1,000 SKUs
- 5 user licenses included
- Basic digital asset management
- Email support
- Basic workflow tools
- Standard reporting

Professional

Base Price: $1,499/month

- Up to 5,000 SKUs
- 10 user licenses included
- Advanced digital asset management
- Priority email & phone support
- Advanced workflow automation
- Custom reporting
- Basic AI features
- Channel syndication tools

Enterprise

Starting at $2,999/month

- Unlimited SKUs
- 20 user licenses included
- Enterprise-grade asset management
- 24/7 priority support
- Custom workflow development
- Advanced analytics
- Full AI feature suite
- Multi-channel syndication
- Custom integrations
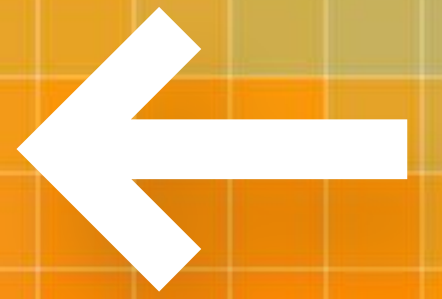
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