



# The hidden costs of poor product information

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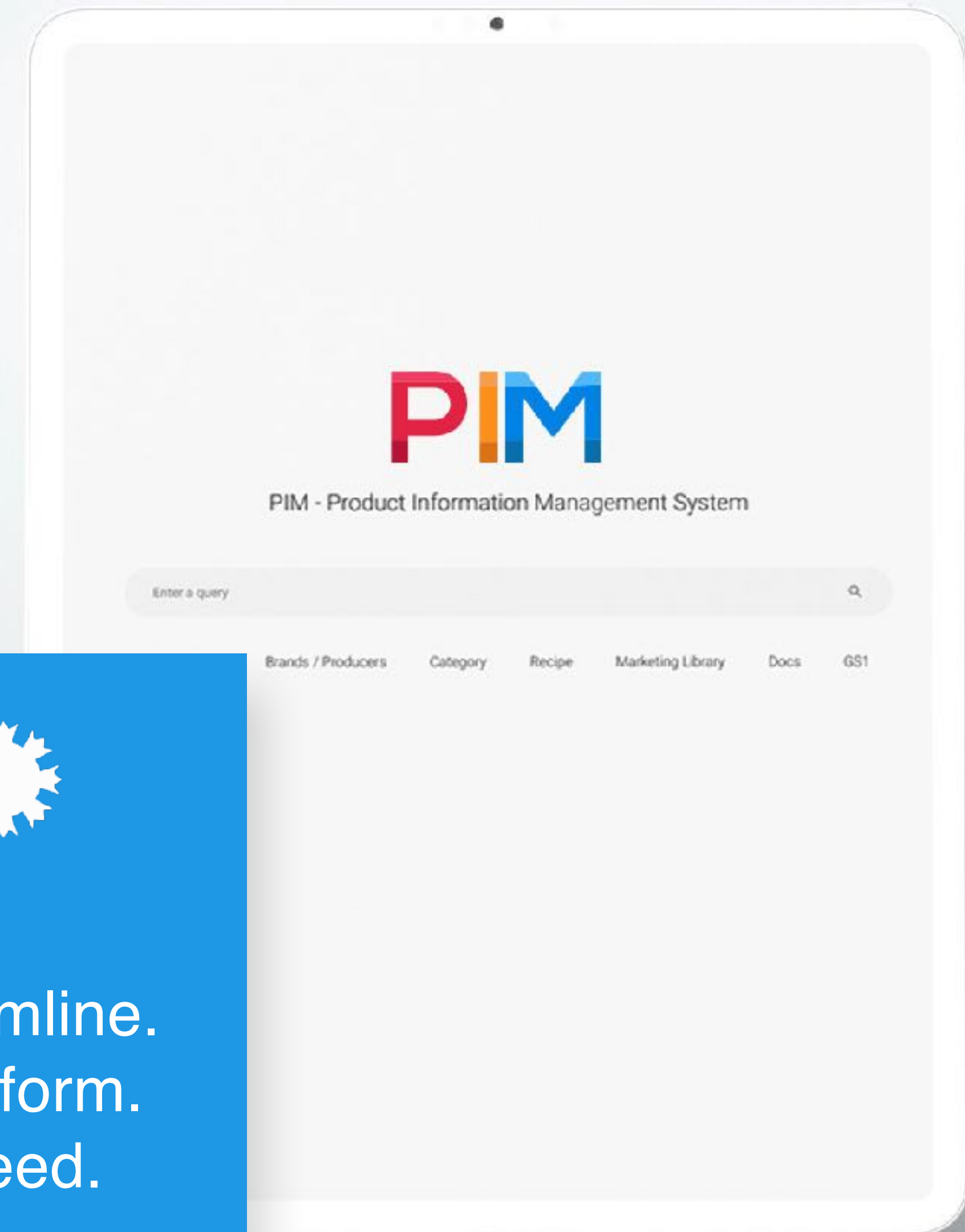
A PIM: PRODUCT INFORMATION MANAGEMENT WHITE PAPER

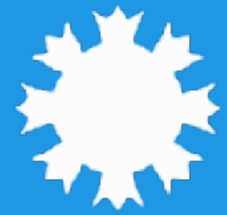
Feb 2025

# 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.



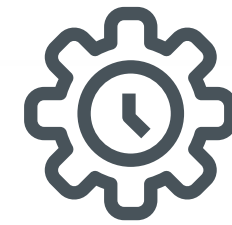
  
Streamline.  
Transform.  
Succeed.

# 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.

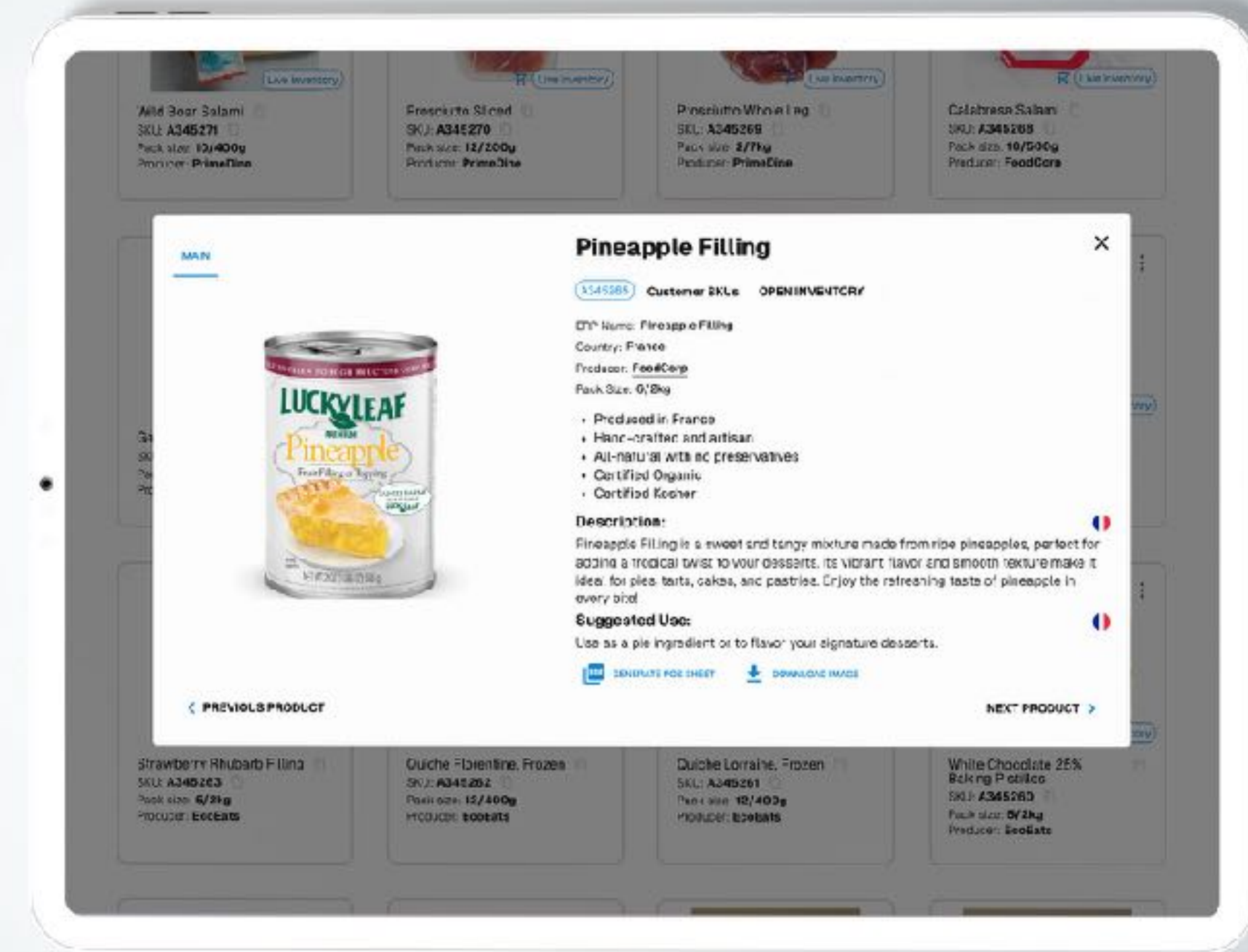
## COST ANALYSIS

# The real price of poor product management

The cost of inefficient PIM extends 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



## FRAMEWORK

# 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.

### Send to:

Email

purchasing@acmeinc.com

Subject

New products from purchasing

Body

Hey Marcia, I have exciting new products to share with you. Let me know what you think!

Include POS PDFs \*

Include Brand Overviews \*

A8000513 - SEASONING,HACOMAT SPR H  
OZ

SEND



From ERP to email:  
One system,  
unlimited channels

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.

IMPLEMENTATION SUCCESS STORY

# 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.

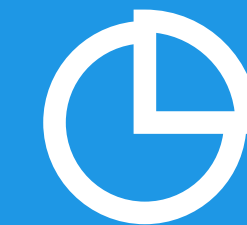
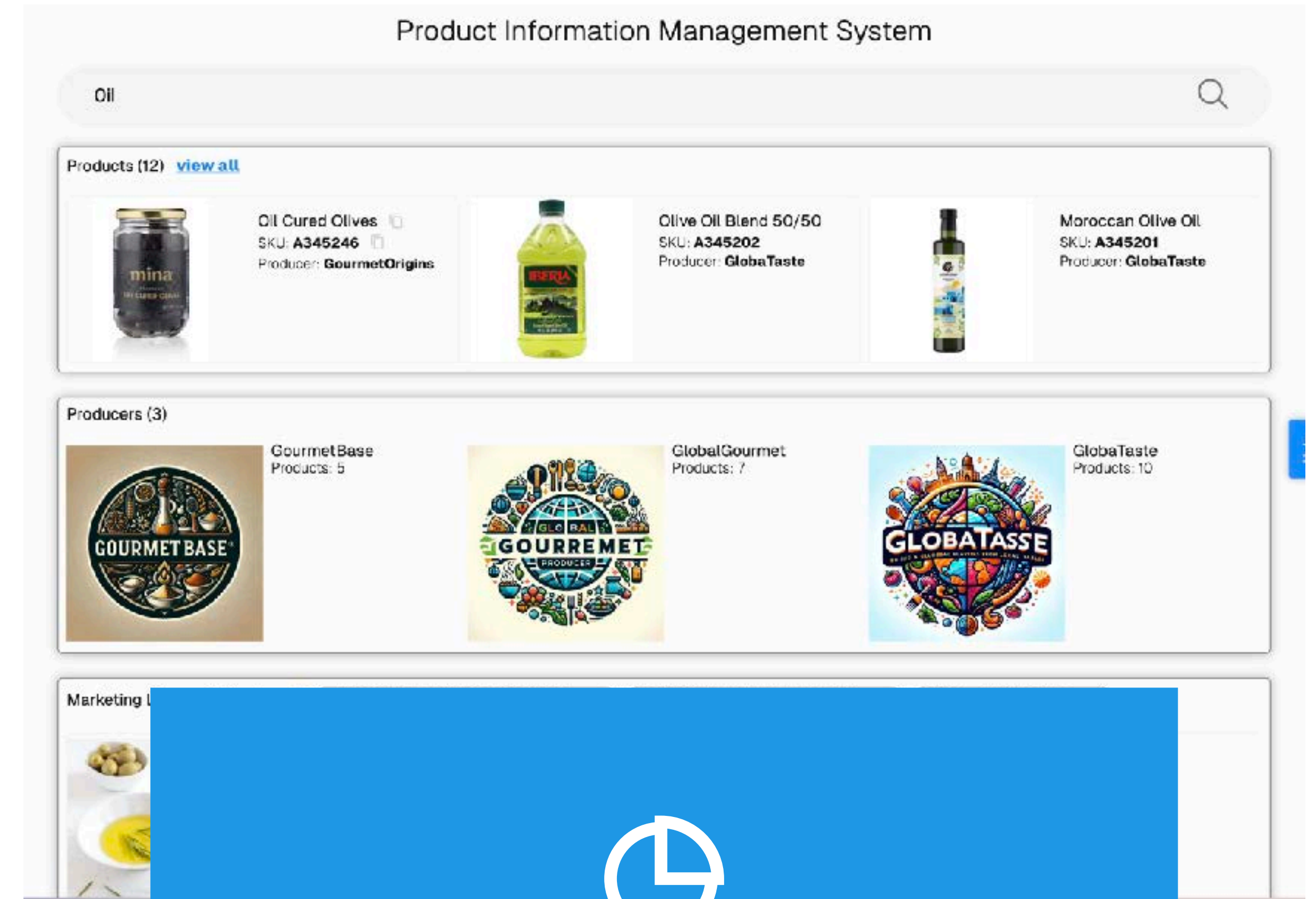
The result? A cost-effective system that seamlessly handles everything from marketing assets to product data, supporting GGG's entire North American sales operation.

## FEATURES

# 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.



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



## FEATURES

# 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.

The screenshot displays a product catalog interface with the following elements:

- Header:** "76 Products" and a search bar "Search by SKU, Product name or Producer".
- Filters:** "PRODUCER: SELECT PRODUCER", "CATEGORY: SELECT CATEGORY", "FILTERS", "DOWNLOAD AS", and "EMAIL PROD".
- Category List:** A dropdown menu showing categories with item counts: Baking & Pastry (12), Beverages (3), Cheese (5), Chocolate (4), Dairy (1), Frozen Entrees (2), Honey (4), Jams & Preserves (5), Meats (6), and Mushrooms & Truffles (2).
- Product Grid:** A grid of 16 product cards, each featuring an image, a "Live inventory" button, and product details (SKU, Pack size, and Producer).

Product Name	SKU	Pack size	Producer
Wild Boar Salami	A345271	10/400g	PrimeDine
Prosciutto Whole Leg	A345269	2/7kg	PrimeDine
Calabrese Sa...	A345268	10/5...	Food...
Genoa Salami	A345267	10/500g	FoodCorp
Sopressata Salami	A345266	10/500g	FoodCorp
Pineapple Filling	A345265	6/2kg	FoodCorp
Lemon Filling	A345264	6/2kg	Food...
Strawberry Rhubarb Filling	A345263	6/2kg	EcoEats
Quiche Florentine, Frozen	A345262	12/400g	EcoEats
Quiche Lorraine, Frozen	A345261	12/400g	EcoEats
White Chocol...	A345260	5/2kg	EcoEats
Milk Chocolate 70% Baking Pistilles	A345259	5/2kg	NatureFoods
Dark Chocolate 99% Baking Pistilles	A345258	5/2kg	NatureFoods
Plum Puree	A345257	6/1kg	NatureFoods
Kiwi Puree	A345256	6/1kg	Nature...

## FEATURES

# 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



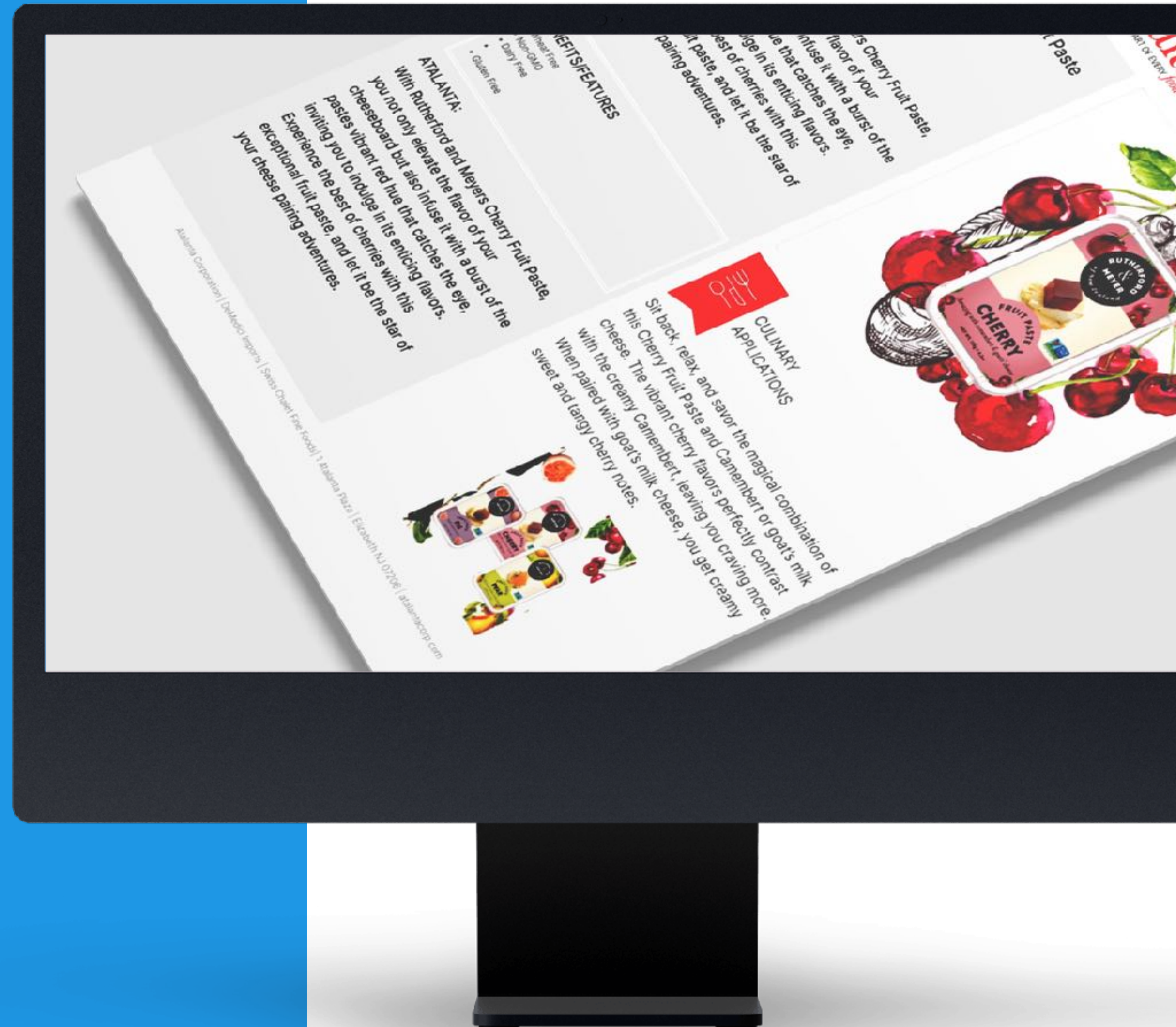
### Daily ERP Updates

Automated product imports maintain data accuracy without manual intervention



### Mass Actions

Update multiple products simultaneously and batch export assets



Products

Search by SKU, Product name or Producer



SELECT PRODUCER

CATEGORY: SELECT CATEGORY

FILTERS

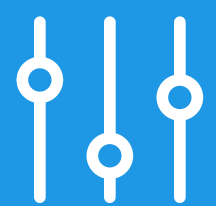


DOWN

Baking & Pastry (12)

Beverages (3)

Cereals (5)



## You decide.

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

FEATURES

# 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.

## FEATURES

# Quality Control & Continued Development

## Completeness Monitoring

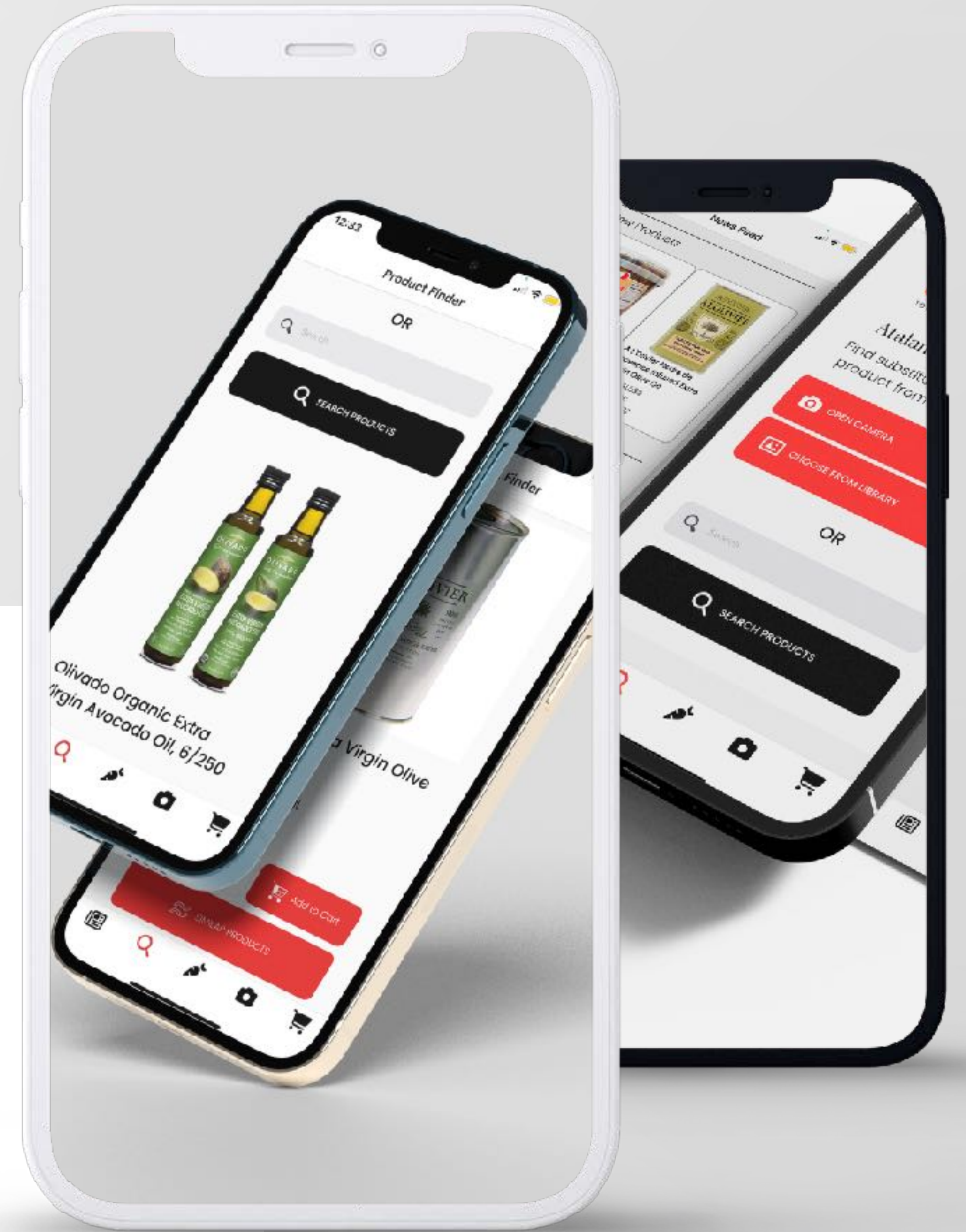
Product completeness scores provide instant visibility into information quality. Each product receives a percentage score based on required fields, helping teams quickly identify gaps and prioritize updates.

### 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

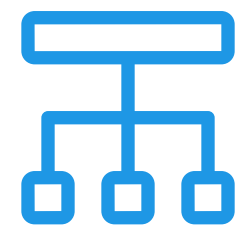


## Savings.

Error reduction in product information

PRICING

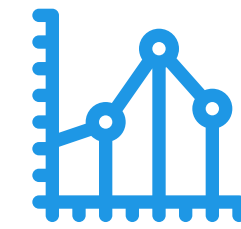
# PIM Solution Cost Structure



## 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

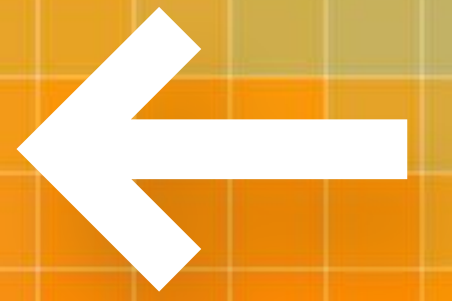
- Up to 5,000 SKUs
- 10 user licenses included
- Advanced digital asset management
  - Priority email & phone support
  - Advanced workflow automation
    - Custom reporting
    - Basic AI features
  - Channel syndication tools



## 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



# Thank you for your audience.

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