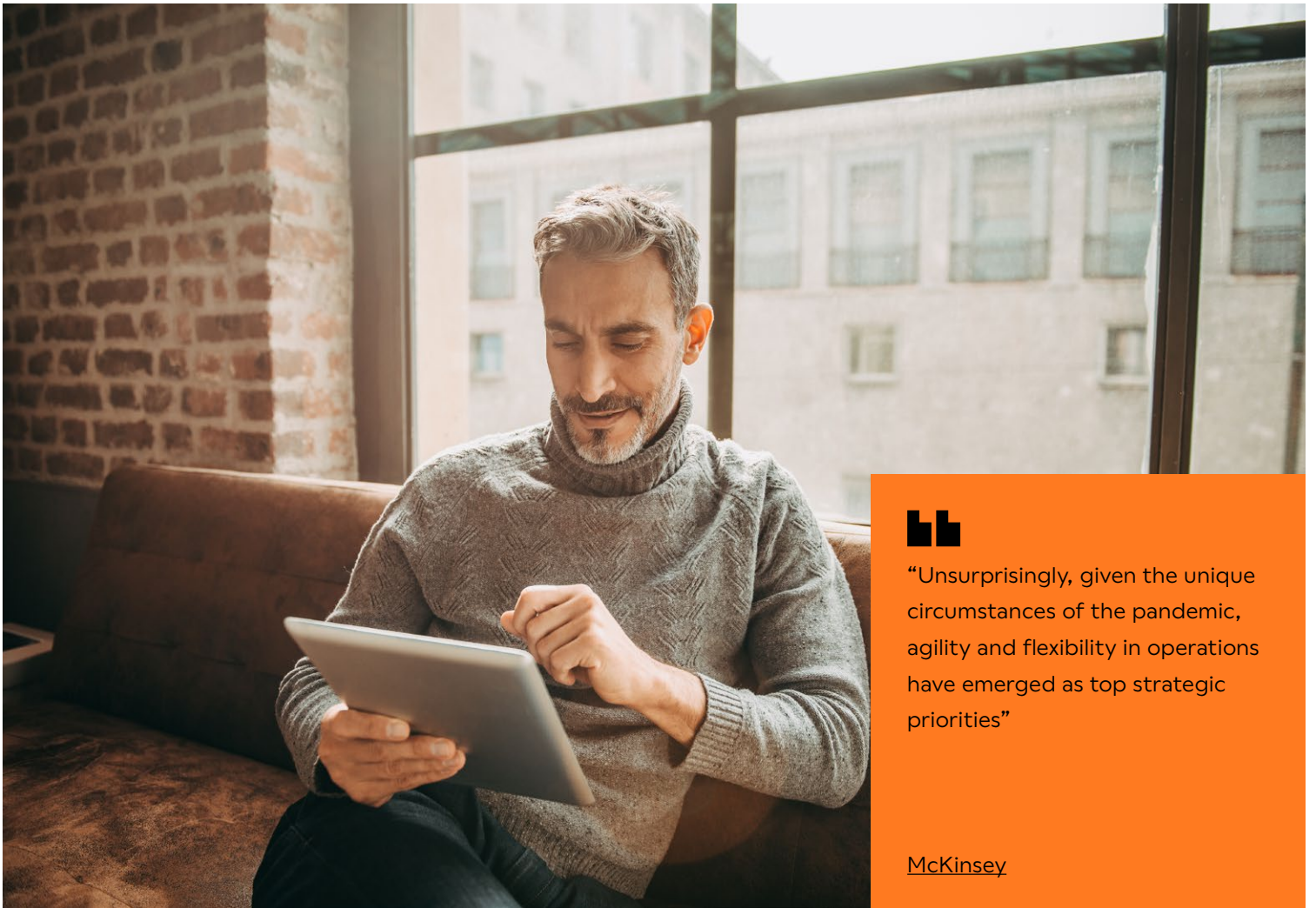




PIM for manufacturers

streamline products, processes
and time to market



“Unsurprisingly, given the unique circumstances of the pandemic, agility and flexibility in operations have emerged as top strategic priorities”

[McKinsey](#)

turning digital commerce into revenue

As we adjust to a ‘new normal’ in this post-lockdown era, one of COVID-19’s legacies is that the shift to digital commerce is here to stay.

For manufacturers, whether selling B2B or B2C, revenue growth comes down to your ability to tell your product’s story in a compelling and engaging way across channels. With digital channels as the go-to for purchases, your product information has now become one of your most strategic assets.

Those thriving amid the pandemic are industry leaders revamping processes, leveraging the right technologies, and driving sales across new and existing markets with Product Information Management (PIM) solutions.

It’s the foundational e-commerce technology that enables scale.



“To lead in the post-COVID-19 world, the organization’s eyes are on marketing and sales: do these departments have the right digital and data capabilities to create a better connection to the customers?”

Deloitte

key insights to help you drive sales

The coronavirus has permanently reshaped the way we live and work. E-commerce growth has skyrocketed, forcing more businesses online, giving your customers more choice than ever before. Competition is global and fierce. Increasingly, sales are almost always multinational, multilingual, and

multi-channel. And it can feel harder to really spark a connection with our customers when we hardly ever get to meet them in real life (IRL).

But there are ways to cut through the noise and deliver engaging product experiences, even in this landscape.

here are three key insights that can help us to do it:

Purchase journeys are no longer linear

If you’ve been visualizing your customers’ purchase journeys along a single timeline, with consumers progressing through predictable steps toward a final purchase decision, it’s time to update the way you’re seeing it.

The purchase journey is no longer linear and it’s hardly ever single channel. Customers today come into contact with your product at several touchpoints, many of which are not directly controlled by you. But what you can control is the quality of the information customers encounter about your products.

Reimagine the online customer experience

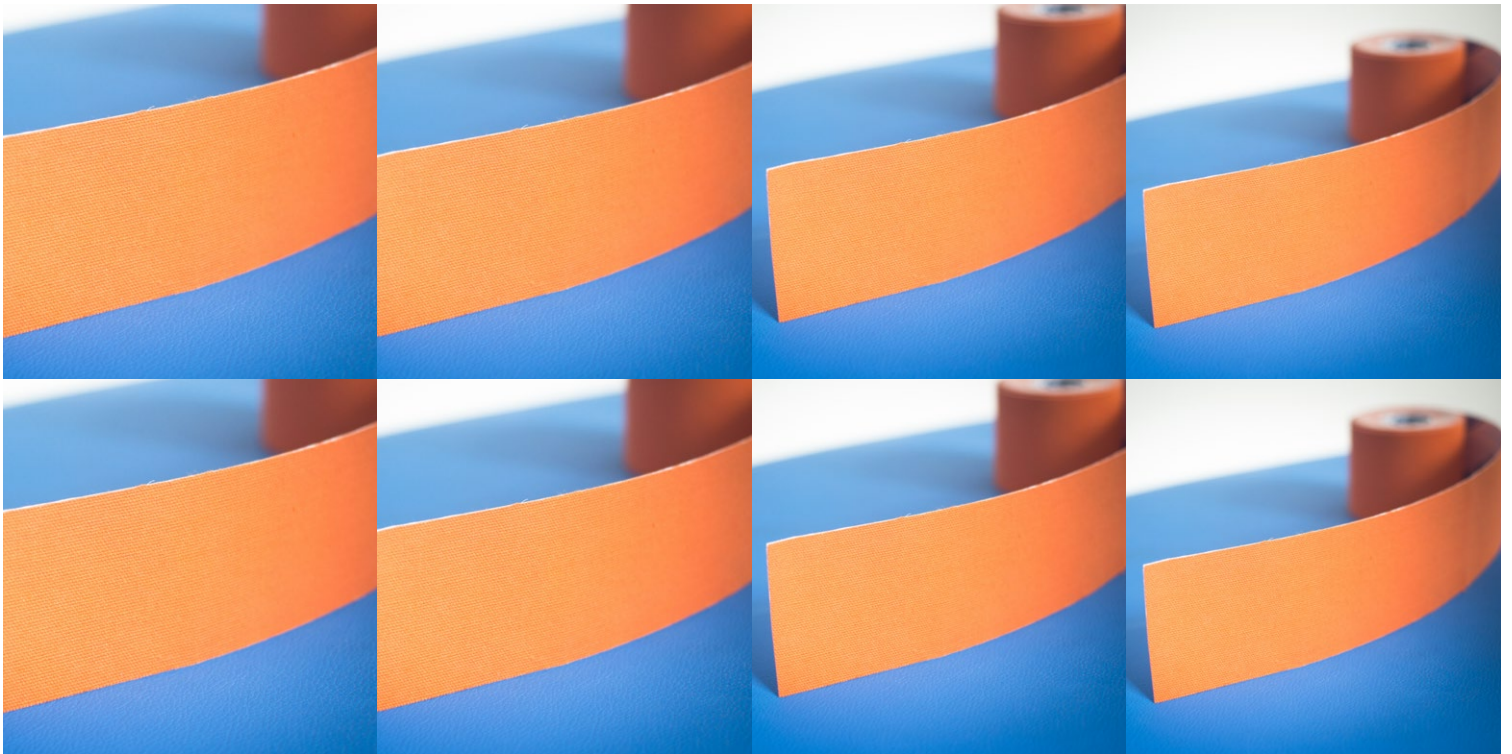
The global pandemic has cemented a digital-first approach. In fact, [McKinsey](#) found that more than three quarters of buyers and sellers believe this new digital model is more effective.

What does this mean for manufacturers? It's about offering the same engaging brick and mortar experience across all your online channels. Without in-store sales people to count on, it's up to your online product content to do the talking for you. Whether it's eye-catching images, engaging copy or videos,

3D photography, virtual reality (VR)/ augmented reality (AR), it's your content that's the differentiator.

Consistency is everything

With buyers active across several different channels, be it for product research or purchase, consistency in product information is crucial. That goes for physical locations too, as post-lockdown measures are eased, and customers venture back to showrooms and warehouses. A consistent and engaging experience both online and off, can not only make or break a sale, but can also create lifelong advocates or brand detractors.



the takeaway from these insights?

High quality product information is the backbone of every manufacturing sales success. But in order for product information to be the sales driver, it has to be rich and engaging. It needs to be consistent across channels, and most importantly, controlled and distributed by you. And that's where a PIM solution comes in.

what is PIM?

PIM stands for Product Information Management and refers to a centralized hub to consolidate, manage, enrich and access product information.

PIM software helps you to ensure that you have rich high-quality product information that is ready to use both internally and externally for distribution across multiple channels. It's critical in providing a positive customer experience across all touchpoints.



PIM and its benefits

Product information management as a key business function

Too often, product information – one of a company's strategic assets – is spread out in various spreadsheets and scattered around in different departments. Implementing a PIM solution is the best way to take charge of your product data and content. Having all your product information in one place gives you consistent, accurate information that is easier to update, readily accessible to all and quick to scale. Leverage your single source of truth to drive your business forward.

How does a PIM drive sales growth?

A PIM implementation helps you:

- Reduce costs by removing inefficiencies
- Increase sales through effective complementary product up-selling and cross-selling
- Shorten time to market by making it possible to quickly open up new sales channels
- Reduce returns via more precise and accurate information
- Improve margins by fewer returns, reduced shipping, and restocking costs

how PIM helps manufacturers bridge the revenue gap



“60% of online shoppers want more interactive 3D and AR experiences”

[Threekit](#)



1. accelerate your digital speed to gain first-mover advantage

- Automate your product information collection and distribution
- Drive business productivity by freeing up your employees from time-consuming, error-prone manual tasks
- Improve data quality and consistency by removing duplication
- Increase selling days with real-time collaboration (simultaneously access)



2. establish a single source of truth for product information

- Introduce efficiencies by managing the entire universe of each product in one place (product relationships, images and formats, marketing text or translations)
- Leverage supplier onboarding portals to keep their product information up-to-date
- Localize product information (measurements, weights, and regulatory input)
- Provide translations quickly and easily for your international channels
- Add sustainability and eco-value data automatically



3. create and distribute engaging product content

- Simplify the enrichment of product information
- Leverage AR/VR and 3D technologies to bring products to life
- Incorporate digital shelf analytics to understand what's working and what's not
- Create bundles to 'shop the look' for up-sell and cross-sell
- Connect easily to marketplaces, online retailers, and more with adapters and integrations
- Minimize the risk of penalties and chargebacks with Product Data Syndication templates

what our customers say about inriver



We had 15 systems that we had to start consolidating, it wasn't going to be an easy task. inriver provided that extra level of support to gather all of our data into one source of truth.

Justin Daniels,
Director of Technology,
Ashley Furniture Industries, Inc.



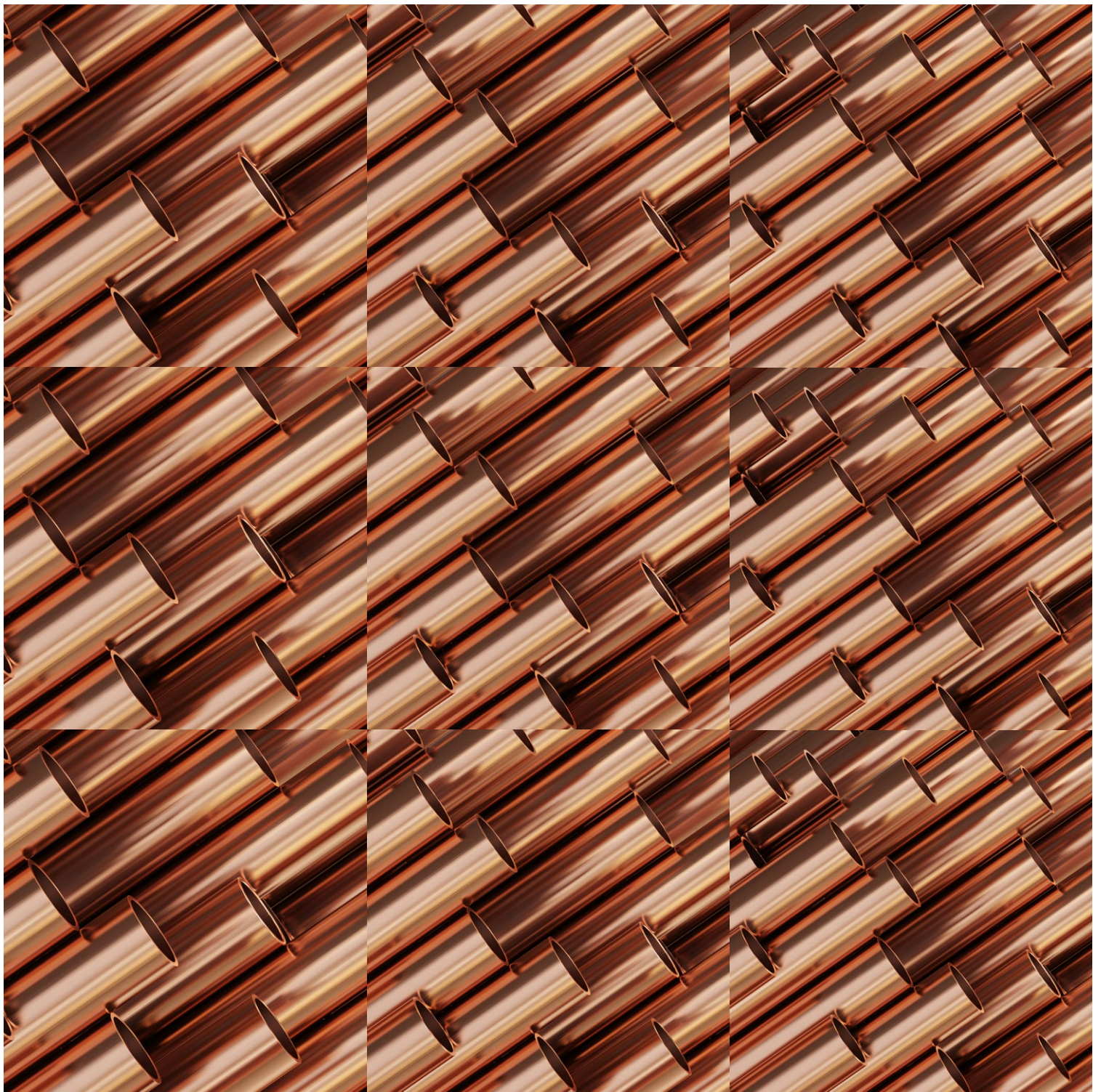
The need to meet changing customer requirements across geographies in our global world is significant. Accurate and engaging product information has become a must-have to succeed in B2B market today. inriver proved to be the best solution to help us reach our goals of scalability and performance with a strong, comprehensive solution that will grow with us.

Stefano Brandinali,
Chief Digital Officer, Prysmian Group



When you first realize that you might need a PIM solution, you're probably only scratching the surface of what you can really do with it. Beyond the immediate benefits of PIM implementation, there is a world of ways that inriver can support future business needs. The benefits are exponential to help you market and sell products globally.

Laurence Teuma,
PIM Project Manager, Hamelin



Want to know how to build better B2B journeys in Manufacturing? Listen to the Demant Group's Story.

[tell me more](#)

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