

The Solution to Increasing Your Sales for 2010

Industrial and Manufacturing Distributors are facing a challenge to increase sales in 2010. Without the ability to manage product information optimally, organizations lose margins, customers, and market share, and increase time-to-market compared to the competition. Errors and manual tasks increase costs, and revenue is lost due to failure to meet increasing sales channel requirements. The cost of bad data can be devastating as it multiplies across the enterprise and through the value chain.

Product Information Management (PIM) solutions have evolved into a combination of technology and process which far exceed the capabilities of standard product repositories found in ERP and legacy platforms and is designed to support or supplement services for these systems. It has developed beyond a vertical application into a horizontal solution across the enterprise and extended enterprise. Companies can expect a fast return on investment (less than 12 months) in areas such as reduction in cost for gathering and processing the product data and an increase in revenue through reaching new markets with more products and better quality information, faster.

PIM focuses on centrally managing product information, with emphasis on the data required to market and sell the products. Its goal is to streamline the data acquisition process from supplier and internal organizations, centrally manage and enrich the data, and then communicate consistent, accurate, and up-to-date information to all required distribution channels (eCommerce, print catalogs and flyers, ERP systems, an electronic data feeds).

Solving the Problem in 3 Steps:



Data Acquisition

- Integrate your supplier information through electronic catalogs online or directly with customers to provide direct access to customer-specific sets of data or enter master catalogs.
- PIM enables the managing and maintenance of perfect data.

Data Management

- A central platform for all products enables up-selling and cross-selling in the sales department.
- The PIM product master for global enterprises also offers strong internationalization and localization to support multiple languages, currencies, and unit-of-measures.

Data Re-Purpose

- Ability to repurpose and reuse data from the central repository to meet channel requirements for maximum sales with minimal effort, rather than, maintaining multiple databases and instances of each product.
- Automate the design and generation of print catalogs, price booklets, email and print flyers, and brochures. Businesses can capitalize on this opportunity by increasing the frequency of campaigns without equally increasing the work.