The Digital Commerce Playbook
PIM & Beyond

PIM: A Stairway to Digital Growth! But is it that Simple?

To answer this question, let's look at Tim's story.

Product Information Management

Digital commerce is now a pertinent truth for businesses looking to grow beyond geographical limitations and demographic constraints. While businesses take to digital commerce adoption to achieve growth goals, it still must be done right.

So how does a business go digital, establish a substantial share on the digital shelf, and most importantly, reach out to the new-age digital customer?

Building Digital Commerce from the Ground Up!

Given the nature of digital commerce – instant and fast-paced businesses most naturally believe that their journey to building a presence in this space will also be the same. However, the journey is almost never as straightforward. With thousands, if not millions of products, complicated catalogues, intertwining taxonomies and inconsistent information, digital commerce is often less of a wonderland, and more of a rabbit hole.

Dealing with multiple partners, stakeholders and layers of product data further add to the complication.
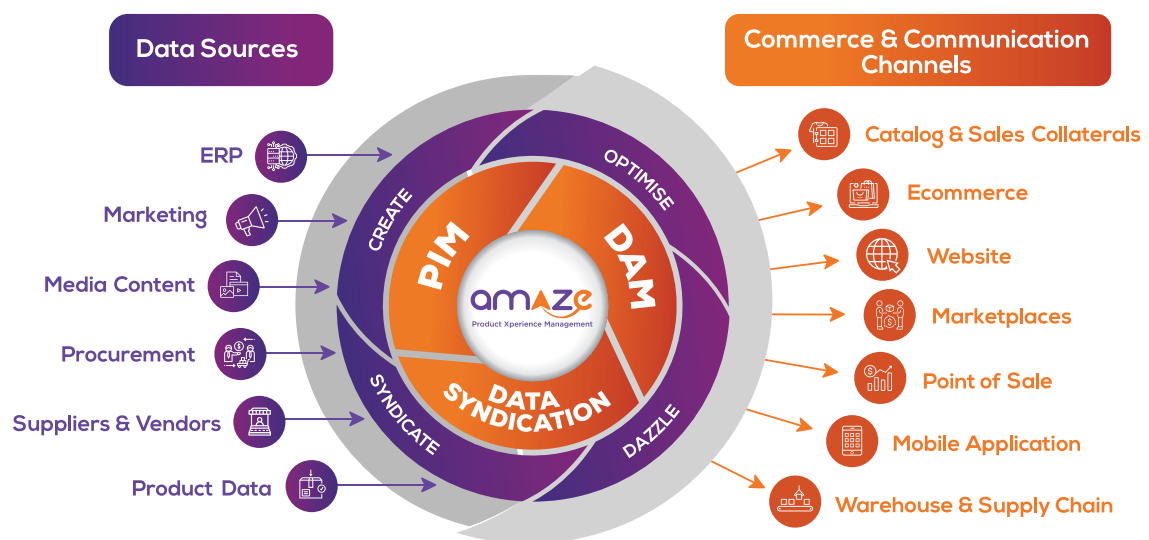
One moment you're thinking about your customer, the next, you're distracted with all the complications of 'going digital'. So how do you do digital right? By building from the ground up, giving your business a robust PIM foundation.

PIM: A Stairway to Digital Growth! But is it that Simple?

PIM, or product information management, is the management of all the information that is required to describe, market and sell products across eCommerce marketplaces and distribution channels. It serves as a one-stop-shop for all product related data and is used by multiple teams in an organization.

Product Data Management

Data Sources
- ERP
- Marketing
- Media Content
- Procurement
- Suppliers & Vendors
- Product Data

Commerce & Communication Channels
- Catalog & Sales Collaterals
- Ecommerce
- Website
- Marketplaces
- Point of Sale
- Mobile Application
- Warehouse & Supply Chain

PIM · DAM · DATA SYNDICATION · CREATE · OPTIMISE · DAZZLE · SYNDICATE

amaze
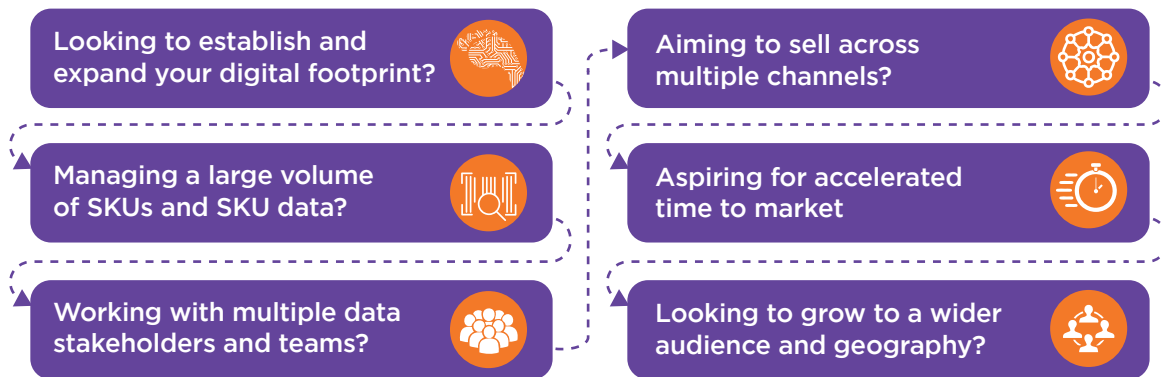Product Xperience Management

Industry's First End-to-End Product Information and Experience Management SaaS on the cloud, powered by AI & ML
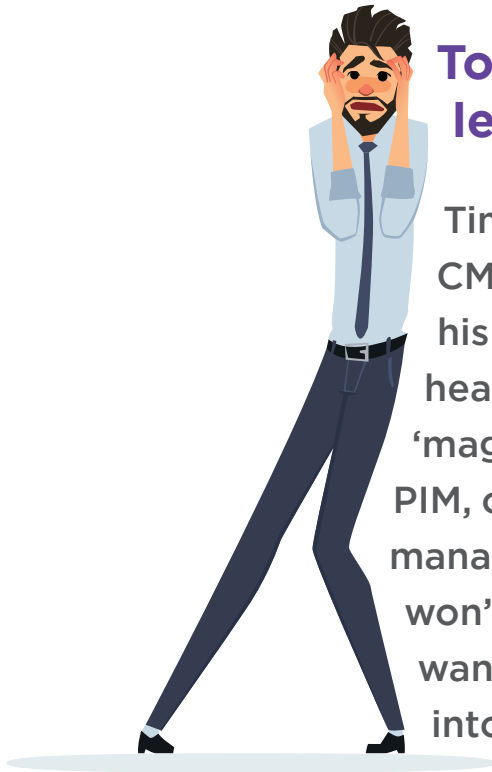
The generalized definition, however, doesn't even come close to intricacies of managing product data. Rather than thinking of PIM as a software to manage the product information, it's pertinent to think of it as a kick-starter, propeller and driver of end-to-end product journeys.

A Ubiquitous Path to Go Digital

Any business; big, medium or small; supplier, manufacturer, distributor, or retailer; can benefit greatly from PIM. Whether the end goal is to go from brick-and-mortar to digital, or start afresh with digital, PIM is going to be invaluable and inevitable.

Looking to establish and expand your digital footprint?

Aiming to sell across multiple channels?

Managing a large volume of SKUs and SKU data?

Aspiring for accelerated time to market

Working with multiple data stakeholders and teams?

Looking to grow to a wider audience and geography?

# If PIM is such a no-brainer,
Why the hesitancy?

To answer this question, let's look at Tim's story.

Tim is an ambitious, forward-looking CMO looking to single handedly take his organization to the future. He's heard murmurs of this 'magic-wand-like' solution known as PIM, or product information management. But Tim knows that things won't be as simple as swishing the wand and transforming his business into a digital force.

PIM (mis) Adventures – And other eCommerce Horror Stories

The reasons for his hesitancy stem from the many implementation failure stories Tim had heard. His business couldn't afford a misstep, because he'd heard that PIM can cost a bomb. While so many business have already tried PIM, the solution doesn't quite work every now and then. Why So?
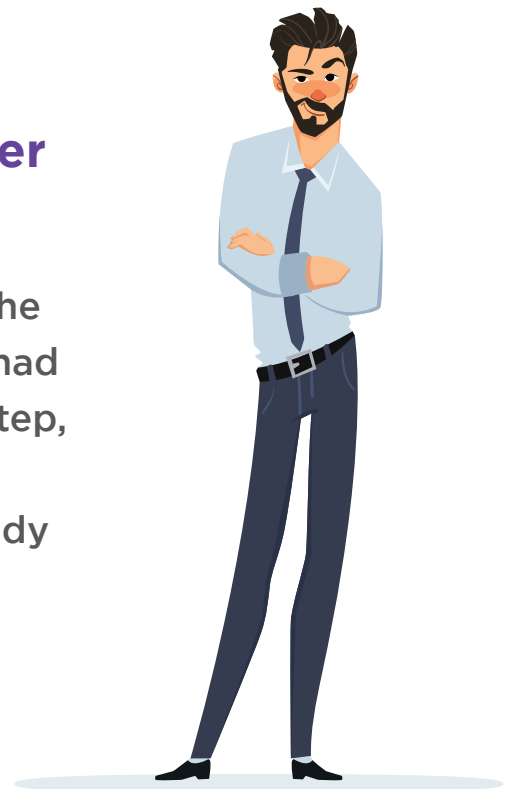
One Size Doesn't Fit Them All

While Tim embarked on his hunt for the perfect PIM solution, he found that most of them were too rigid, and not capable of adapting to his organization's business model. Too many features he didn't need, and too many features that he would like were missing.

Costs a Fortune, Reaps a Husk

And for all these half-baked solutions, Tim realized that the solution on hand costed way too much. While the 'spare no expense' approach is great for solutions that promise an equally appealing ROI, this just wasn't the case with the solutions Tim came across.
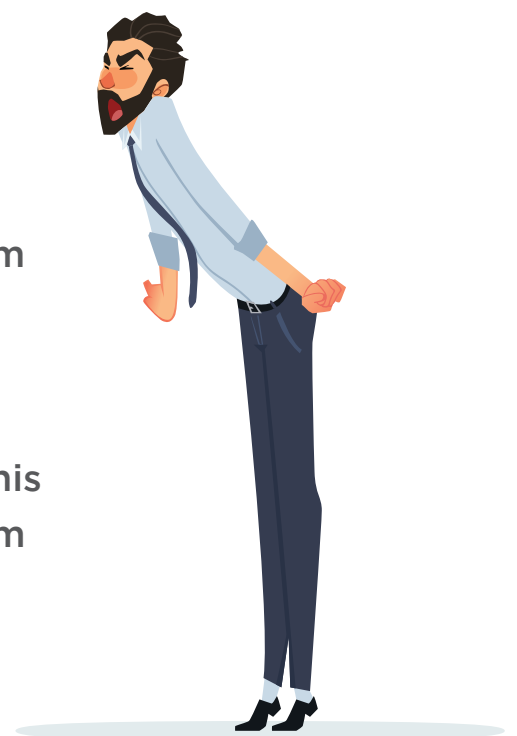
Is it User Friendly?

Then again, the conventional PIM solutions Tim came across were far too complicated to leverage. Too many dashboards, complicated UX and UI, technical jargon – the list went on and on. He realized he would need the backing of tech wizards to be able to run these tools. And even worse, he would never be able to get his teams to align, work and collaborate on these tools.
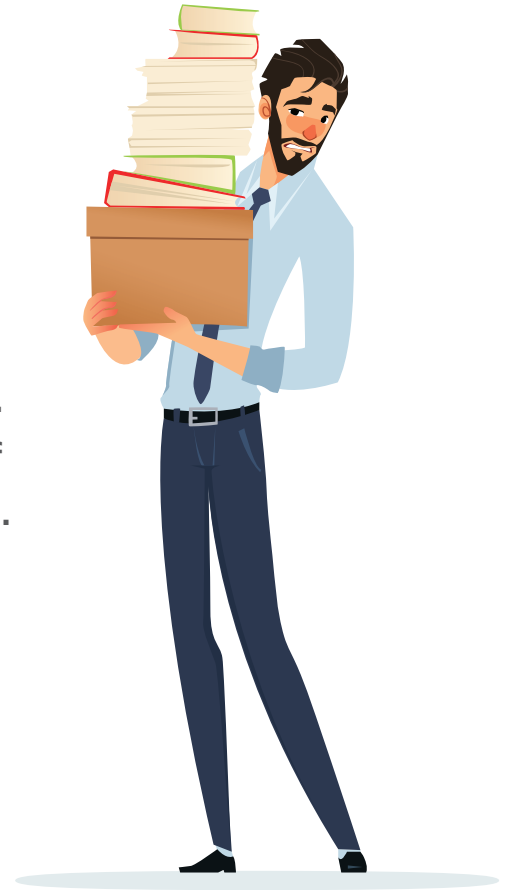
Is it Leader Friendly?

These solutions Tim came across, weren't just complicated to use, but also didn't allow his managers and stakeholders to get a hyphenate bird's-eye view of proceedings. Teams would work in silos, make changes to product data and there was no way to align these efforts towards common business goals. No way to manage workflows, validate catalogs, establish governance or manage catalogs from a centralized location.

In the End, It's not End-to-End

While some of these solutions would handle rudimentary requirements averagely well, they still wouldn't give Tim the power to go beyond product information and manage product experience for customers. Tim had no control over data quality, whether it was product data onboarding or distribution. Apart from the syndication mess, his digital assets were underutilized and mismanaged.

To make matters worse, integrating product data and aligning it with marketplace standards was yet another tedious manual task. With all these limitations, it comes as no surprise that Tim, or any other CMO looking to deploy a PIM software for the very first time, would be hesitant at the very least.

Challenges with legacy
PIM and implementation

High cost

Rigid/limited capabilities

Complicated UX/UI

Not easy to use

Time-consuming implementation

Siloed modules

Needs separate platform to manage digital assets

Limited collaboration capabilities

Lack of governance mechanisms

Inefficient workflow management capabilities

No syndication, integration & multichannel capabilities

Lack of catalog visibility

Not just a Software Solution,
But a Gateway to Evolving Customers

Today, whether your business follows a B2B, B2C or D2C model, customers expect a high degree of personalization accompanied by self-serving shopping experiences. This, combined with the need for B2C-like online experience, makes it imperative for businesses to build for the future.

What Tim, and many other CMOs and businesses need, is a PIM software that doesn't just mitigate all the above challenges, but also offers more than PIM. A software solution that offers truly end-to-end control over the product journey to include syndication, digital asset management (DAM), AI and more!

To evolve from Product Information Management (PIM) towards Product Experience Management (PXM)

Enter Amaze PXM

A Next-Gen Product Information and Experience Management Software

An intelligence powered, native cloud software for end-to-end product experience management


What's so Amazing about Amaze?

The software was not built in a day. In fact, Amaze PXM is the product of Blue Meteor's 20+ years of experience in digital commerce with expertise spanning across industry verticals. Blue Meteor, the creators of Amaze PXM, have been pioneering the product content and enterprise content industry for over two decades; and it is this experience and expertise that has been poured into the making of Amaze PXM.

The end result – a SaaS that understands business requirements and drives digital transformation and growth from the ground up.

What Amaze PXM Brings to the Mix

Pretty much everything organizations need for product data excellence. The software is a comprehensive suite giving businesses the power of PIM to build for a digital future. But this is just the icing on the cake. It gives you centralized visibility and control over product data to create, edit and manage content, and also leverage taxonomy and schema design to optimize browse and search functions.

AMAZE INTELLIGENCE

ASTRO – the smart AI bot
to accelerate your digital growth!
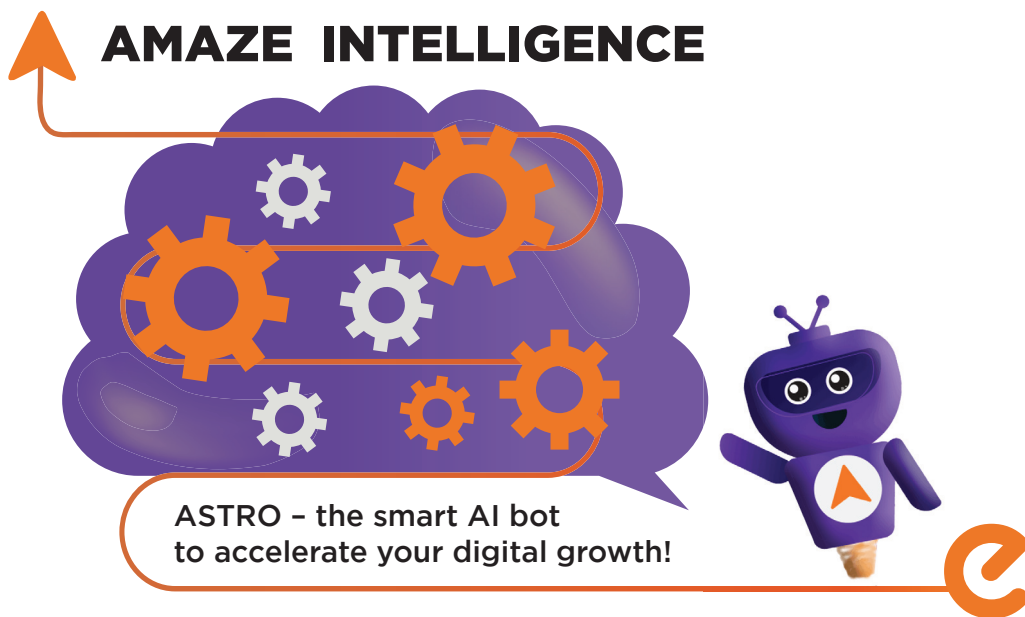
But Why Stop at PIM?

That's right. Amaze PXM is not just a wand, but a casket of a tricks and treasures. It gives you access to a whole suite of benefits that enable you to go beyond PIM – leveraging, not just product information management (PIM), but also product experience management (PXM). With Bridge, Amaze enables your business to automate product data onboarding, management and distribution. Easy and automated normalization and rigid governance ensure that organizations have complete control over data quality; minimum manual intervention, no deluge of spreadsheets. Again, with Digital Asset Management (DAM), the software gives your teams centralized access and control over digital assets. This doesn't just make collaboration and management easier, but also ensures maximum engagement with the evolving customer base.
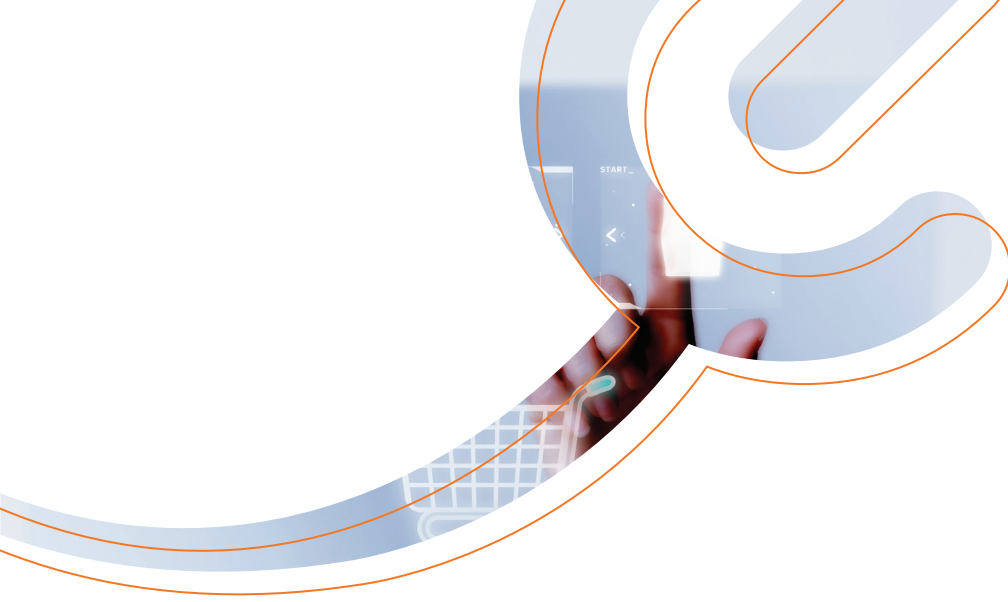
Amaze Intelligence

Giving Your Business a Smart DNA

Leverage the power of Amaze Intelligence. Our next generation AI leverages Blue Meteor's massive learning data set and its continuous learning engine to deliver unprecedented automation to the end user. Get real-time assistance and smart recommendations from Astro – a smart AI bot.

The AI-driven recommendation engine gives contextual suggestions for catalog building, hence accelerating the process of catalog building exponentially. Additionally, with inbuilt analytics, businesses can get real-time, actionable insights on catalog performance, product content management, sales/supply channel performance and more. And what's more? With constant machine learning, Astro is always getting better!
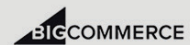
Integrate to Accelerate

Amaze PXM also gives you the power of fast and easy integration with 100+ distribution channels and online platforms. With automated contextualization for channel specific standards, Amaze enables you to list and sell your products faster on leading platforms. Amaze PXM is tested and approved by all leading marketplaces and distribution channels.

Easy and faster integration with

100+

eCommerce Platforms and Distribution Channels.

shopify
Magento
BIGCOMMERCE
OROCommerce
ebay
Walmart
amazon
salesforce
WOOCOMMERCE
GRAINGER
FASTENAL
COMMERCEHQ

Amaze PXM – The 360° eCommerce Suite For Your Digital Ascent

SALE

OPEN 24/7

BUY NOW

Safe purchase guaranteed

Track your order

Delivery wherever you like

Global Reach

CARD PAYMENT

- Comprehensive, best-in-class PIM solutions
- Easy to use and integrate
- Quick setup and best-in-class support
- Centralized access to view, create and edit product content
- Improved product findability with taxonomy, attribution and schema design
- Multiple catalog visibility
- AI-powered category recommendation
- Integration with 100+ distribution channels and marketplaces
- Automated product data onboarding and distribution for seamless syndication
- Easy SKU building, cross-listing and search
- Validation management & quality metrics
- Seamless workflow management
- Centralized digital asset management
- PDP view from the customer's perspective

A single platform solution for end-to-end product information and experience management.

PiM
Product
Information
Management

DAM
Digital
Asset
Management

SYNDICATE
Product
Data
Syndication

The next-gen **PIM** software to boost your digital commerce success.

SELL ONLINE

amazepxm.com

I am RELAXING!
My End-to-End SaaS for Digital Commerce Success **is here...**

Own the Digital shelf with Amaze PXM!

Create best-in-class online product experiences for your customers with **Amaze Product Experience Management** platform and boost your eCommerce revenue.

REQUEST A DEMO

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