



ROI *of* PIM

Reduce costs,
accelerate time to market,
and maximize revenue

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Executive summary

Product information management (PIM) systems offer considerable potential to achieve a return on investment (ROI) in multiple ways. The results depend on various factors, including the existing state of product data management within a company, the technology stack utilized, the proficiency of the internal IT team, and the specific requirements for data synchronization.

This diversity underscores that there is no one-size-fits-all simple approach to comprehensively evaluating the ROI of PIM or other enterprise solutions. That's why it's important to consider your organization's unique situation and needs. This way, you can make an appropriate assessment of PIM systems that will benefit your business.

In this resource, we present various criteria and guidelines to help you thoroughly evaluate the ROI of PIM, covering topics such as quantitative and qualitative measures, time and cost savings, total cost of ownership, faster time to market, and much more. Additionally, we provide calculators, formulas, and further assistance to help you estimate the ROI of PIM.

Key takeaways

- ❖ The ROI of PIM can be evaluated in both quantitative and qualitative terms.
- ❖ The main ROI drivers of PIM can be internal, such as time and cost savings, as well as external, by generating more revenue and attracting new customers. These drivers include:
 - ❖ Faster time to market
 - ❖ Increase in sales volume and velocity
 - ❖ Elimination of repetitive tasks
 - ❖ Automatic or semi-automatic integration of data across channels
 - ❖ Leveraging artificial intelligence to handle costly and time-consuming tasks
 - ❖ Market expansion
 - ❖ Reduced Total Cost of Ownership (TCO)
- ❖ Cost and time savings represent significant advantages of implementing a PIM system, especially for companies that currently don't have a PIM or rely on legacy PIM systems.
- ❖ The ROI of PIM can also be evaluated in qualitative terms. Its positive impact comes with capabilities it brings to companies such as:
 - ❖ Brand image consistency and increased brand equity
 - ❖ Improved product experience management
 - ❖ Facilitates innovation, adaptability, and flexibility
 - ❖ Streamlined work and communication

Part 1

Prerequisites to properly assess ROI of PIM

Who should be interested and involved in PIM ROI evaluation

While ROI is commonly recognized as vital for **executives and business managers**, its significance is equally relevant for **technical stakeholders**. Being deeply immersed in the technical intricacies of software, technical professionals may occasionally overlook the critical aspect of return on investment. Consequently, they may encounter challenges in effectively persuading business executives to endorse or purchase specific software solutions.

Furthermore, to truly maximize impact and conduct a proper ROI evaluation, **all relevant stakeholders** should be consulted. Assessing ROI in isolation from individuals working in data management, sales and marketing or ecommerce departments, while narrowly focusing on one or two selected aspects such as cost savings or better IT stack fit, poses the risk of inadequately evaluating a PIM solution and hindering the organization's ability to fully leverage its benefits. Therefore, it's essential to involve stakeholders from various relevant departments to understand their current struggles and areas for improvement and identify opportunities for growth and optimization.



Defining goals and objectives

After engaging in discussions with stakeholders, you are now prepared to define the problems you aim to address and the goals you intend to achieve. These goals can include reducing time and costs, as well as improving sales performance by:



Achieving faster time-to-market through streamlined product onboarding and data distribution to start selling products as soon as possible



Reducing the amount of manual repetitive information inputs.



Establishing one source of truth for all sales and marketing product content to automate or semi-automate distribution across multiple channels.



Enhancing the sales process that requires custom product and component configurations, or advanced product bundling, cross-selling, and up-selling strategies.

These examples highlight challenges and objectives for enhancing product information management, leading to substantial time and cost savings while enabling the delivery of richer product content to increase sales.

However, it's crucial not only to identify these issues and broad goals but also to delve into specifics and incorporate measurable criteria. Next, we will explore methods for pinpointing various criteria and Key Performance Indicators (KPIs) to evaluate PIM solutions thoroughly.



Choosing measurements criteria

Return on investment (ROI) can be described both quantitatively and qualitatively to provide a comprehensive grasp of its impact.

The quantitative analysis concentrates on financial metrics like sales growth, cost reductions, or efficiency improvements, offering precise, measurable insights into an investment's financial performance, facilitating easier evaluation of its profitability and informed decision-making. ROI then essentially quantifies the profit or loss relative to an investment's costs, typically presented as a percentage.

On the other hand, ROI can also be described **qualitatively** by taking into account non-financial factors that contribute to the overall value of an investment. Qualitative aspects include, for example, improved customer experience or a more consistent brand image and recognition across channels. Qualitative assessments help capture more intangible benefits that may not be immediately reflected in financial statements, but are nonetheless critical to long-term success.

By combining quantitative and qualitative perspectives, stakeholders can gain a thorough perspective of return on investment by considering both the tangible financial gains and the broader strategic implications and benefits of an investment



Part 2

ROI in Quantitative Terms

Quantitative measurements and KPIs

Identifying the core financial drivers of ROI – Internal vs external sources

Return on investment, in financial terms, involves a two-sided perspective: on one hand, it looks internally at the potential to cost savings, while on the other, it looks externally to see the market for potential to increase sales or revenue generation. Let's take a closer look at both perspectives to understand how they contribute to the overall assessment of return on investment.

COST SAVINGS RELATED METRICS:



Time savings

Quantify the time saved by employees due to streamlined processes or automation, and convert it into monetary value based on hourly rates.



Reduction in operational expenses

Can relate to time saving but also more broadly measure the decrease in costs associated resulting from process improvements or efficiencies gained, such as cost of maintenance, compliance or regulatory costs, software updates, employee training. For example, transitioning from on-premise software to multi-tenant SaaS or optimizing the IT technology stack can help eliminate overlapping functionalities.



Resource optimization and Reduced Total Cost of Ownership (TCO)

Resource optimization assesses the optimization of resources such as inventory, equipment, or office space and calculates the associated cost reductions. For example, in the context of PIM, if you transition from legacy on-premise systems to SaaS, you can save on hardware and dedicated space expenses.

TCO in the context of software takes into account the cost of the entire lifespan of its usage, including the cost of purchase, expenses associated with day-to-day use, updates, upgrades to new versions, and scaling the solution to meet growing needs.



Minimizing returns

Reduce losses resulting from product returns due to incomplete, limited, outdated, or erroneous product information.



Cost and time savings represent a significant advantage of implementing a PIM system

If your sales, marketing, and ecommerce teams currently depend on generic data management solutions like MDM or ERP, primarily designed for overall organizational data and processes, and are burdened with the constant task of manually managing and reconciling scattered data from various communication channels such as emails, spreadsheets, files, and sales channels, then PIM can bring significant improvements in this area.

Consider the following scenario:

- ▼ You need to onboard, enrich and publish 1000 new products annually.
- ▼ Each SKU with an average of 10 attributes.
- ▼ You have 2 language versions of each product.
- ▼ All that product information needs to be distributed to 4 sales channels.

If you currently rely on manual work to manage your sales channels, such as your online store, two marketplaces, and a product catalog, and have to repeatedly update the same data, then, in the above scenario, it requires updating 100,000 entries per year. Assuming an average of 1 minute per entry, that amounts to 100,000 minutes, or over 1,666 hours. You can calculate the cost of one hour of tedious and to large extent avoidable work that the person responsible for this task has to go through.

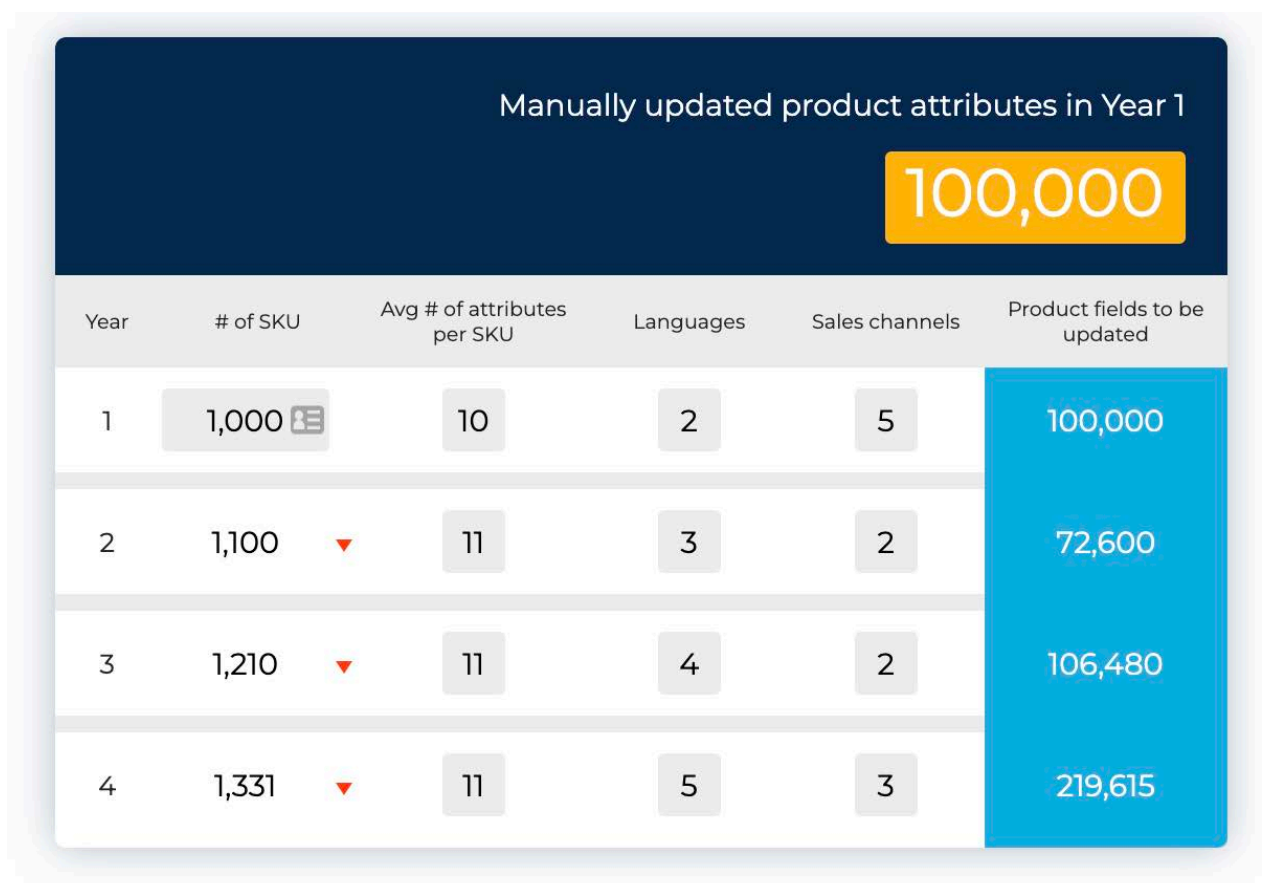
And these days, the number of sales and marketing channels is ever-growing, and likely you are not using just four channels. You might be distributing product data to dozens of channels, including online and offline stores, multiple stores in various languages requiring information localization, multiple marketplaces, business partner platforms and channels, product catalogs, PPC campaigns, social media and more.

If you would like to quickly estimate potential time savings for your company, use the calculator below and input:

- ▶ the number of SKUs you have in your inventory,
- ▶ the average number of attributes per SKU,
- ▶ number of languages in which your product data will be available,
- ▶ number of sales channels you plan to sell on.

The figure on the right indicates the total number of product fields that require manual management, updates, and monitoring.

The “Year” column allows you to estimate the workload growth over time based on a specified percentage increase in your product portfolio annually.



You can take your estimation even further by calculating cost savings estimates. Let's assume that implementing PIM allows you to reduce approximately half of the time spent on product information management for sales and marketing. Consider the following example.

Example estimation

Last year, the sales and marketing team of RE-TAILER, a hypothetical retail company, dedicated 1,500 hours to product information management without utilizing PIM software. During this period, they were burdened with laborious and error-prone tasks, including collecting data from diverse sources such as spreadsheets, trying to enrich raw data from ERP and MDM systems, and ensuring data accuracy across channels.

After implementing PIM, which integrated seamlessly with all systems and numerous marketing channels, introduced streamlined data import features, and automated processes, the team's time spent on these tasks decreased to 750 hours for that year.



1,500 hours without PIM
750 hours with PIM



\$45,000 (for 1500 hours)
\$22,500 (for 750 hours)

Is it realistic to expect a reduction of 50% or more in workload with PIM?

The answer is a resounding yes, but it depends on the complexity of your data management needs and the current state of data management organization in your company. If you seek to maximize productivity and achieve even more substantial time and cost savings, consider Bluestone PIM with its revolutionary AI features to handle various tasks, including writing product descriptions, and translations in bulk for dozens of products simultaneously.

You can also experiment with what you perceive as moderate predictions, such as a 25% or 10% savings.

Reduced Total Cost of Ownership (TCO)

TCO in the context of software refers to the comprehensive estimation of expenses associated with purchasing, implementing, operating, and maintaining a software solution throughout its entire lifecycle. TCO is particularly crucial to consider in the realm of enterprise software because, in addition to the high upfront cost, there are numerous other expenses that may not be immediately apparent.

Conducting due diligence in TCO estimation can be complex and time-consuming, but even a basic and limited estimation can prevent you from opting for a system with potentially enormous costs later on. A software investment that initially appears to be favorably priced may ultimately drain significant financial resources. To make things worse, you may experience vendor lock-in if you opt for an all-in-one suite rather than open and MACH-based system that maximizes your freedom and integration capabilities.

Therefore, it is worth considering the following key criteria when estimating TCO:



Initial purchase, licenses and implementation

The upfront costs of purchasing software and expenses related to its implementation, customization, and integration.



User onboarding costs

the expenses associated with time and costs involved in training users to use the software.





Ongoing Operational Costs

the recurring expenses of running software. These costs include staff fees, technical support, software updates, hosting or cloud services, and additional apps, to name a few. Consider especially the followings aspects of operational costs:

▼ Maintenance and support

This involves accounting for ongoing maintenance fees, bug fixes, troubleshooting, and technical support services provided by the software vendor or third-party providers. These costs can be substantial, particularly with on-premise software or single-tenant SaaS delivery models, where each software installation requires individual handling by the vendor or in-house by a qualified staff. You can free your company of this burden if you opt for more cost-effective multi-tenant SaaS solutions when the vendor is responsible for maintaining and updating the software. In multi-tenant SaaS PIM, your company data is securely encrypted and separated from the software, allowing the vendor to implement fixes, updates, and upgrades for all customers quickly and cost-efficiently. This way, you can always enjoy the latest version of the system.

▼ Updates and upgrades

license renewals and expenses associated with upgrading to newer versions or transitioning to alternative software solutions. This consideration is especially critical when purchasing and maintaining on-premise and best-of-suite solutions, as upgrading to newer, more efficient software versions may come with a significant additional price tag.





When evaluating PIM systems, consider various aspects and request detailed information from your shortlisted PIM vendors regarding the costs involved beyond the initial purchase and implementation. Additionally, it's important to factor in the potential costs of switching PIM vendors.

This aspect is sometimes overlooked, and companies may find themselves constrained by vendor lock-in, especially with all-in-one solutions that include PIM as part of a larger suite.

What initially appeared as a streamlined and safe approach to improving product information management could result in limitations and the burden of legacy technology debt, placing your company at a disadvantage or necessitating a decision to transition operations to different vendors.

Opting for a composable PIM and embracing a PIM-first approach to building an e-commerce technology stack is emerging as the strategically mature and far-sighted choice. In this approach, you establish product data centralization for sales and marketing as the cornerstone of your e-commerce technology ecosystem.

By centralizing enriched and optimized product information once, you can efficiently distribute and synchronize data with other systems, channels, and platforms via APIs and integrations. Companies that adopt the Composable Commerce approach have the flexibility to swap, replace, or add new systems and services while keeping their PIM data intact. This modern and flexible strategy not only leads to long-term cost savings for PIM software but also for other software purchases in the future, benefiting the overall digital commerce technology stack.

Reduced returns

Product returns are an area where PIM can provide assistance. If you have experienced product returns due to outdated, erroneous product information, or poor product presentations resulting from distributing very basic product information from more generic data systems such as ERP or MDM. With specialized systems like Bluestone PIM, you are equipped with features such as completeness scores and product data quality monitoring dashboard to ensure you publish only up-to-date and error-free content, thus reducing the number of those types of returns.

Furthermore, PIM with DAM capability enables you to centralize and distribute all relevant digital assets, including images, videos, manuals, and documentation. This helps create a rich and comprehensive product experience online for prospective customers, ensuring that their questions about your products are answered, thereby enabling them to make informed decisions.

If you're currently monitoring the number of product returns and categorizing them by reasons, you can gain insights into ROI in this area. For example, if you find that 10% of returns are due to outdated, incomplete, or erroneous product information in sales channels, you can anticipate that implementing PIM could lead to a significant reduction in this figure.



REVENUE GENERATION RELATED METRICS



Faster-time-to-market

Bringing your products to customers more quickly isn't just about saving time; it's also about the potential to start selling sooner. If you are able to start selling one or two months earlier with PIM you have more days for selling.



Increased sales volume and velocity

Track the growth in sales revenue attributed to the implementation of new strategies, marketing campaigns, or product enhancements.



Market expansion

Measure the penetration into new markets or customer segments and quantify the resulting increase in sales revenue.

By tracking both types of metrics – for cost savings and revenue generation – businesses can analyze the components of ROI more granularly and identify areas for improvement and gains. Additionally, this approach allows for a clearer understanding of the effectiveness of different initiatives or investments in driving overall profitability.

With PIM software, you can realize significant returns on investment by simultaneously achieving cost savings through streamlined internal processes and resource optimization, while also driving revenue growth through enhanced sales opportunities, expanded market reach, and improved customer experiences, and more.



Faster time market & more sales velocity

Imagine having the opportunity to gain an extra one or two months next year to meet or surpass your sales objectives. Who wouldn't be interested? While we can't extend a year beyond its 12 months, with PIM, you can maximize your selling days for new or updated products, including those requiring translations.

With PIM, you can begin selling products earlier compared to without PIM, all thanks to streamlined, automated, or semi-automated data synchronization combined with collaboration and AI-powered enrichment features. This means that within a year, you'll have more days available to effectively market and sell those products.

Consider the following scenario:

Our hypothetical company, RE-TAILER, plans to onboard, enrich, and distribute 1000 new products in Q1 of the upcoming year. Last year, this process took a total of 30 days.

However, with the implementation of a PIM system this year, they will reduce the time required by half, resulting in 15 additional selling days. If we expect the Average Revenue Per Unit (ARPU) for those products to be \$10, then the total revenue generated can be calculated as follows:

$$\begin{aligned} & 1000 \text{ units} \\ & \times \$100 \text{ ARPU} \\ & \times 15 \text{ Days} \end{aligned}$$

\$150,000



How to calculate time to market reduction

You can measure the average time it takes to launch a product to market both with and without PIM. If you are researching PIM and lack data for your company, you can try making estimations that will provide you with some insight into potential savings.

For instance, you can use the calculator above to estimate the manual workload you currently use. Then, you can try a few scenarios, such as the example above where there's a 50% time savings compared to your current workload without PIM. You can also experiment with what you perceive as moderate predictions, such as a 25% or 10% increase.

$$\text{TTM reduction \%} = \left(\frac{\text{TTM without PIM} - \text{TTM with PIM}}{\text{TTM without PIM}} \right) \times 100$$

For example, 1500 hours without PIM minus 750 hours with PIM, divided by 1500 hours without PIM, and then multiplied by 100, gives a 50% reduction in TTM.

Furthermore, you can calculate productivity increase by analyzing the number of products launched (NPL) within a specified period of time.

$$\text{Productivity improvement \%} = \left(\frac{\text{NPL With PIM} - \text{NPL without PIM}}{\text{Time period}} \right) \times 100$$



How to calculate Sales velocity (SV)

Sales Velocity (SV) represents the rate at which a company's products or services are sold within a specific period of time. You can determine your current sales velocity using the following formula:

$$SV = \frac{\text{Total Sales}}{\text{Time period}}$$

Since PIM enables you to introduce more products to the market faster, it is reasonable to expect an increase in the total number of sales within a given time period.

In our example with RE-TAILER, the company expedited the introduction of 1000 products during Q1, expanding their product range and offering customers more purchasing options. So, if next year, after implementing PIM, you enter Q2 with a larger inventory instead of waiting until Q3, would that impact your sales velocity? Would you benefit even if the increase were only by a few percent?

For example, suppose last year your Q2 revenue from product sales was \$500,000, and you improve sales by 5% by introducing 10% more products.

This results in an additional \$25,000 in revenue. This increase would be on top of other cost savings and revenue improvements facilitated by PIM.



Market expansion

Market expansion typically relies heavily on the management of product information throughout the process. Whether your strategy involves presenting products across new channels, targeting new customer segments, or entering new international markets that require localized product information, having accurate and accessible product data is essential. Companies pursue market expansion through various means, for example:

- ▶ Geographical expansion by making your product available in new countries or states.
- ▶ Reaching new customer segments with new products or new marketing communication strategies.
- ▶ Introducing new and competitive products to attract more customers.
- ▶ Exploring new sales and marketing channels.
- ▶ Mergers and acquisitions which require integrating product information within new organizations, such as new branches or databases.

PIM systems can support those efforts by:

- ▶ Facilitating faster time to market.
- ▶ Synchronizing your data across new channels with automation.
- ▶ Efficiently importing and enriching raw data.
- ▶ Localizing data for new languages, measurement units, and local compliance requirements.
- ▶ Making your data accessible in more channels and locations.
- ▶ Leveraging AI features to enhance, improve, and translate your current product content rapidly.

In essence, PIM aids in achieving market expansion goals by streamlining work processes, accelerating time to market, swiftly sharing centralized data across necessary platforms, and executing tasks efficiently with AI features and automation. Do you aim to expedite the introduction of your product to new markets, locations, and channels? If you've identified market potential and estimated potential share, PIM can assist you in reaching these financial goals more quickly.

Now, as AI revolutionizes the world of technology and business, it's crucial to consider selecting a PIM with AI features. Opting for a PIM without AI capabilities can significantly disadvantage your company. Not all PIMs integrate AI, and among those that do, it's important to choose ones that offer flexibility in selecting AI models. Bluestone PIM stands out as an excellent example in this regard, also in the context of geographical market expansion.

With Bluestone PIM AI Linguist feature your organization can experience a whole new level of efficiency.

Let's calculate some potential cost savings.

Suppose you have **1000 products** with very basic descriptions of **100 words** each, already prepared in English. Your company now requires these descriptions to be translated into **7 languages**, totaling **700,000 words** for translation.

The price per word can vary depending on the service provider but let us consider a scenario where you select a company charging **\$0.1 per word** for translation. This equates to \$10 for translating one product description into a single language. Translating the descriptions into all 7 languages would amount to **\$70,000 in total** for the entire set of product descriptions.

1000
Products

X 100
Words per Description

X 7
Languages

X 0.1
Price per Word

\$70,000

The question that might arise at this point is whether AI translations still require verification from professional translation services or your in-house specialists, which involves costs. However, it's important to note that such verifications would typically entail proof-reading and making corrections to the text rather than initiating translations from scratch, resulting in significant cost savings.

Part 3

ROI in Qualitative Terms

Qualitative measurements do not focus on direct financial gains or calculations; nevertheless, they attempt to capture the business value an investment can bring and ultimately positively influence your bottom line.

That is why it is important to also consider them in your return on investment analysis.

Brand image consistency and increased brand equity

While quantifying the precise impact on your brand may pose a challenge, there are multiple ways in which PIM can assist you in strengthening your brand in the market.

Imagine all your products consistently accompanied by engaging, comprehensive product content that is easily searchable and discoverable due to outstanding product descriptions. Your brand consistently communicates tailored messages to your audiences, aligning with their interests, values, and communication styles. Moreover, you provide a diverse range of digital assets, including product shots, videos, testimonials, PDF documentation, and manuals. All of these elements are seamlessly orchestrated using PIM, resulting in a powerful market impact.

If your company invests in building a brand and creating a distinct look and feel, corporate identity, consider that without consistent and unified sales and marketing communication, you might be losing a lot of potential impact and recognition.

With PIM, your sales and marketing team becomes well-equipped to ensure that strong brand unification it needs across all channels.

Failure to adopt a PIM system puts your company at risk of reduced impact and weaker brand reinforcement. Without the flexibility of a composable PIM, managing product information distribution across multiple channels becomes challenging. Therefore, selecting a versatile PIM solution like Bluestone PIM is essential for seamless data management and brand enhancement.

Better product experience management

Customers today are deeply immersed in a constant stream of media-rich communication across various devices. Therefore, it is crucial for companies to deliver high-quality, comprehensive product communication to stand out among competing messages and capture audience attention.

Exceptional product experiences, which include audience-relevant descriptions extending beyond the basics, along with compelling visuals and specifications, increase the likelihood of persuading consumers to make a purchase.

Your success relies on how effectively you present your products and communicate their benefits. Achieving this success necessitates utilizing PIM due to the complexity of marketing channels, platforms, and social media marketplaces. Each of these channels has unique requirements for digital assets, descriptions, and message formats.

How does PIM enable that?

PIM provides tools for creating enriched product information that can then be distributed across your product pages, thereby crafting exciting experiences that incorporate engaging content such as images, videos, audio files, manuals, and 360-degree views, resulting in an immersive shopping experience.



Engaging product descriptions

Create product descriptions that inform and persuade, encouraging potential buyers to delve deeper and make a purchase. Furthermore, having more comprehensive product descriptions can contribute to the optimization of your pages for search engines, driving increased organic traffic to your website.



Exciting product titles

Capture attention with informative and meaningful titles that extend beyond generic names and abbreviations, such as “AB-453 X,” effectively conveying the unique value of each item.



Extensive specifications

Ensure clarity by providing well-defined specifications and attributes, leaving no room for confusion about your products' features and capabilities.



Comprehensive documentation

Empower customers with comprehensive documentation, including brochures, manuals, assembly instructions, certificates, and more, to support their purchasing decisions and enhance their overall satisfaction.

By implementing these strategic enhancements, you'll transform your product pages into powerful tools for driving engagement, conversions, and long-term success.



Innovation, adaptability and flexibility

In a competitive environment such as ecommerce, having the flexibility to seize new sales opportunities and channels is crucial. With a composable PIM solution like Bluestone PIM, your company is equipped to foster innovation and explore new marketing channels, enabling faster implementation of marketing projects such as websites and apps through streamlined data exchange.

If you're choosing the composable commerce approach and centralizing your data in a PIM system, you gain the flexibility to add or remove various components of your technology stack while ensuring your data remains intact and integral. It's especially important to consider a PIM system with extensive API capability and documentation.

For example, with Bluestone PIM, you gain access to over 500 APIs and headless capabilities, enabling unlimited distribution and integration of your data. Additionally, with custom microservices embedding, you can further enhance customization of your product information management. This means your company can tailor technology to your sales and marketing strategy without compromises, allowing you to gain a competitive edge over your competitors.



Streamlined work and communication

Managing product content is often a complex task, requiring bringing together data and assets from various sources, involving multiple people and partners, all while facing deadlines ahead.

PIM systems can serve as a central hub for your company, facilitating the management of product content and streamlining related work and communication processes.

PIM systems can serve as a central hub for your company, facilitating the management of product content and streamlining related work and communication processes. For example, with Bluestone PIM, your sales and marketing teams are equipped with a dedicated, specialized environment designed to enhance productivity in handling product information. This includes:

- ▼ **Geographical expansion by making your product available in new countries or states.**
- ▼ **Commenting on tasks linked to specific products, assets, or product categories.**
- ▼ **Tagging products associated with tasks.**
- ▼ **Customizable dashboards and product editors for each user.**
- ▼ **Controlled access for users.**
- ▼ **Creation of a supplier portal to allow your suppliers defined access to your data and catalogs**

This enables your team to work more efficiently, fostering a collaborative environment. By involving suppliers and partners in the onboarding process for product content, your team can enhance productivity and streamline workflows even further.



Conclusion

As we conclude this ROI of PIM ebook, we trust that you've acquired valuable insights and tools to gauge how implementing PIM can positively impact your enterprise, ultimately leading to a substantial return on investment.

Throughout the pages of this ebook, we have delved into various methodologies for quantifying the ROI of PIM across diverse dimensions. Yet, it is imperative to recognize the qualitative impact as well. Although challenging to measure, it can profoundly enhance your organization by refining work organization, streamlining processes, strengthening brand image, and elevating customer experience. In today's fiercely competitive e-commerce landscape, such enhancements are crucial to getting a competitive edge and solidifying your market position.


It is worth emphasizing the advantages of opting for a composable PIM system, such as Bluestone PIM. This approach allows you to enhance your data management and e-commerce technology stack gradually. There's no need to completely overhaul your current systems if you're not ready. By initiating with PIM to centralize product information from various sources, you establish a solid foundation for future integration. This approach empowers your company, particularly your sales and marketing teams, to start realizing the benefits of PIM at your own pace, progressively enhancing product information management and driving even greater value and revenue.

Should you wish to delve deeper into modern, composable PIM systems like Bluestone PIM, there are additional resources, ebooks, whitepapers, and blog posts available for exploration on our website. Our team of PIM experts stands ready to assist you in evaluating Bluestone PIM for your organization, guiding you in assessing the ROI of PIM tailored to your specific needs and expectations.

Eager to see more?

Schedule your individual live product tour session

Book now



Find a time to meet with Bluestone PIM

< April 2024 >

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Meeting duration

30 mins

What time works best?

Showing times for April 23, 2024

Europe/Warsaw

1:30 pm

1:45 pm

2:00 pm

2:15 pm

3:45 pm

4:00 pm

4:15 pm

Receive a personalized demonstration

Get a highlight tour of product enrichment processes

Discuss your product information management needs

Receive answers to any PIM-related questions

Discover how PIM can help you sell better and faster



Bluestone is a global software company with active users in 70 countries on 5 continents.

Bluestone PIM is the first MACH-certified SaaS PIM solution. It is a highly flexible system that allows you to connect and share your product information with other software, marketplaces or platforms.

With Bluestone PIM you can:

- ▼ Create a single source of truth for product information.
- ▼ Get products to market faster, across all channels, geographies and languages.
- ▼ Maximize your productivity with collaboration features to enrich product data faster.
- ▼ Manage digital assets (DAM).
- ▼ Delight your customers with a consistent product experience across all your communication channels.
- ▼ Expand your capabilities with App Marketplace that provides additional applications.

Recognition and certification:

- ▼ The first PIM platform to become a member of the MACH Alliance.
- ▼ One of the first PIM platform to become a verified AWS Technology Partner. Recognized as "Major Player" by IDC.
- ▼ Recognized as a "Vendor of Assurance" by Ventana Research.
- ▼ Listed in Gartner's "Market Guide for PIM Solutions".

bluestonepim.com

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