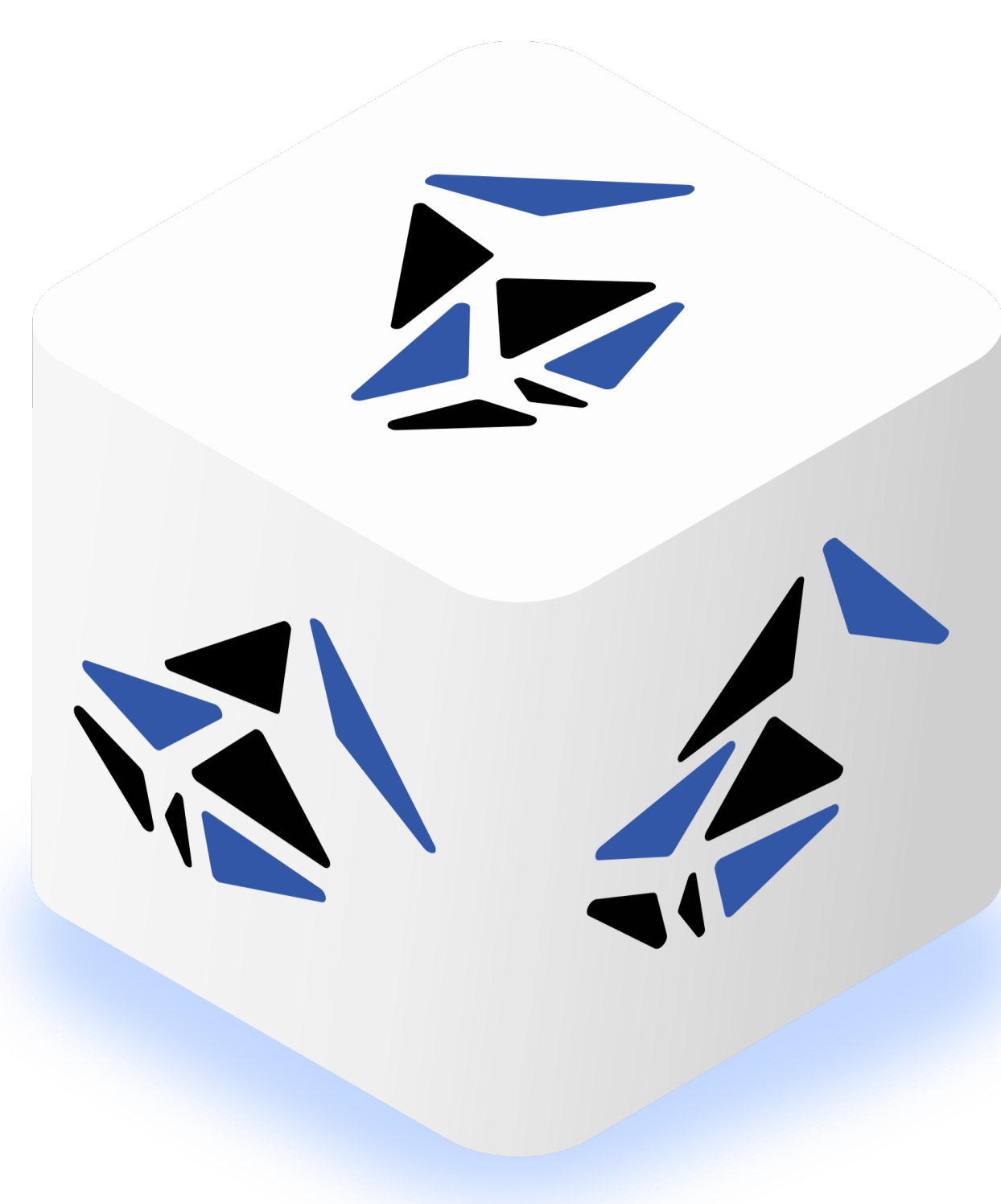


# Smart Questions Financial Professionals Should Ask Before Choosing a PIM



**Choosing a Product Information Management (PIM) system isn't just a tech decision—it's a financial one. Between licensing, integrations, and long-term upkeep, the costs can vary widely.**

This checklist helps **finance leaders and procurement teams** ask the right questions to:

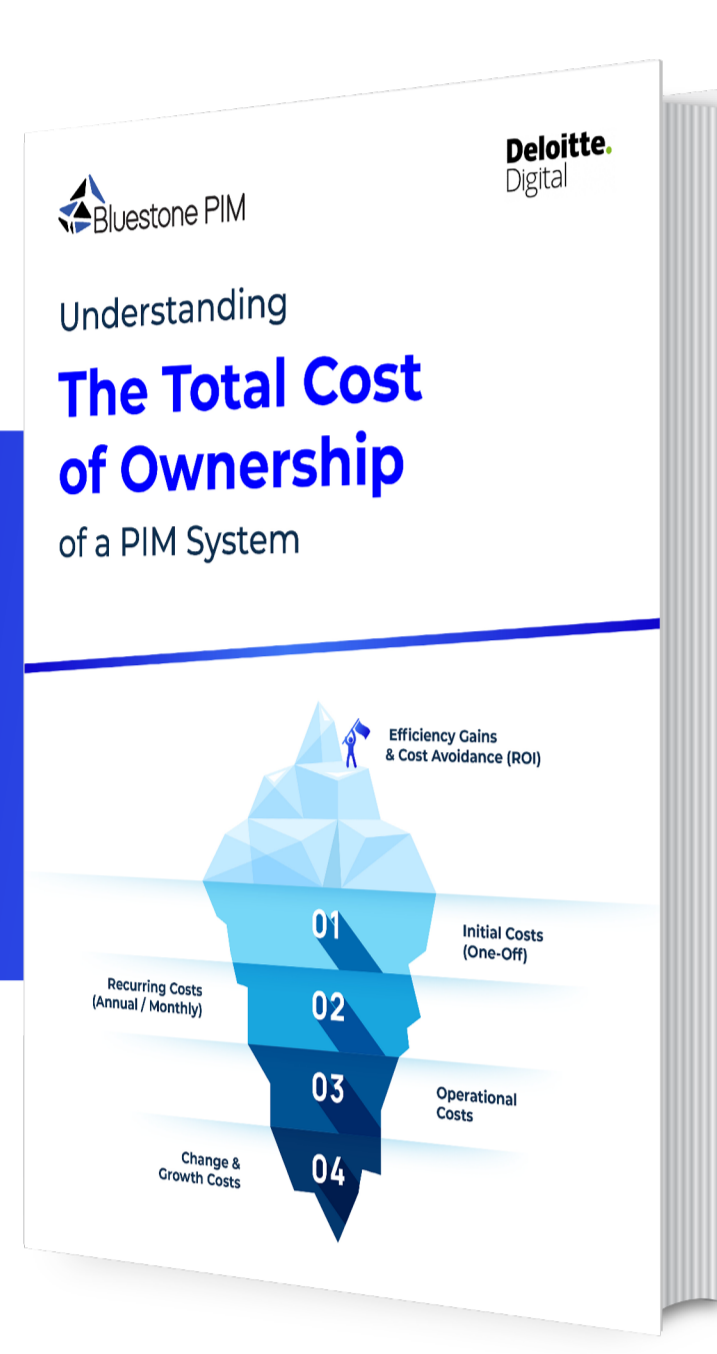
- **Uncover the true Total Cost of Ownership (TCO)**
- **Spot hidden fees**
- **Compare ROI across vendors**
- **Avoid costly surprises down the road**

## Checklist Questions

### 1. Understanding the Real Cost

- **What is the full Total Cost of Ownership (TCO)** including both upfront and long-term costs?
- **Which components are included in the initial setup?** (e.g. data migration, integrations, platform configuration, training, and consultancy)
- **Can you break down the recurring costs clearly?**  
Including:
  - Software licences
  - Usage-based fees (e.g. SKUs, API calls)
  - Data storage
  - User access or seats
- **Which ongoing operational tasks incur additional costs?** (e.g. manual updates, catalogue maintenance, translations, asset management)  
Can these be reduced or automated within your platform?
- **What are the cost implications of growth?**  
How do fees change when we:
  - Expand to new markets or channels
  - Increase the number of products in our catalogue
  - Add more users or integrations?

**Learn More About  
TCO of the PIM System  
in Our Comprehensive E-book.**



### 2. Get Clear on Pricing Structure

- How is pricing structured — fixed tiers or usage-based?
- Is it usage-based (number of SKUs, API calls, activated services) or fixed tiers?
- Can we scale costs in line with the value delivered?

### 3. Measure Efficiency and ROI

- Can you show how the platform saves time and cuts manual work?
- Any metrics around faster launches, fewer returns, or increased productivity?
- Real-life ROI examples?



**Calculate your ROI:  
Quantify PIM & AI Benefits  
Before Investing**

### 4. Infrastructure Cost Impact of Cloud-Native Systems

- How does the cloud-native infrastructure impact infrastructure costs?
- Does it eliminate upfront server provisioning and lower internal IT overhead?
- Will costs scale elastically with usage?

### 5. Maintenance and Upgrade Costs

- Do automated updates reduce manual testing and downtime?
- What's our dependency on IT or third-party vendors?
- How self-sufficient can we be?

### 6. Integration and Development Costs

- What are the costs to integrate with our existing tools (e.g. e-commerce, ERP, CMS)?
- Are robust APIs and prebuilt connectors available?
- How is custom development (and rework) reduced?

### 7. Modularity and Licensing Costs

- Can we license only the capabilities we need?
- Are we stuck paying for bundled features we don't use?
- How do Packaged Business Capabilities (PBCs) affect pricing?

### 8. Automation & AI

- Does the system automate content creation, translations, tagging, validation?
- Are AI features built-in, or do they come at an extra cost?

### 9. Avoiding Vendor Lock-In

- How does your solution mitigate vendor lock-in?
- Can we replace or upgrade components independently?
- Will this approach help reduce future re-platforming or decommissioning costs?

### 10. Subscription Details and Hidden Costs

- What exactly is included in your subscription package?
- Are there any additional or hidden costs we should be aware of?

### 11. Pricing Flexibility for Scaling

- How flexible is your pricing regarding scaling?
- What happens financially if product counts increase significantly or we expand sales channels?
- Can features be easily enabled or disabled without penalties?

### 12. Training, Onboarding, and Support Costs

- What are the costs associated with onboarding, training, and ongoing support?

## Summary

Asking the right financial questions now can save your business significant time, money, and stress later. Whether you're comparing vendors or preparing for procurement, this checklist will help you make a confident, cost-aware decision.

**When you're ready to cut costs without compromising quality, it's time to take a closer look at composable PIM.**

**Ready to unlock the potential of your product information?**

**Book A Demo**

## About Bluestone PIM

**Bluestone PIM is the leading PIM solution, trusted by users in over 70 countries across five continents.**

As the first MACH-certified PIM vendor recognised by the MACH Alliance, Bluestone PIM pioneers the integration of Generative AI into product data workflows, transforming how businesses manage their most valuable asset product information.

Industry analysts consistently validate Bluestone PIM's market leadership:

- **Recognised as a "Major Player" by IDC**
- **Designated a "Vendor of Assurance" by Ventana Research**
- **Featured prominently in Gartner's Market Guide for PIM Solutions**
- **Elevated as an AWS Technology Partner within the AWS ISV Accelerate programme**

**Trusted by Top Companies Around the World**

