



Make Your PIM/MDM a Superpower

The question is how do you unleash this superpower if you've inherited a powerful PIM/MDM system that you can't leverage to the fullest? Even worse, what if you had a team of SMEs that could, but they're gone now? How do you make your PIM/MDM system the heart of your digital success story? This simple and effective checklist shows you how.

START WITH THESE QUICK FIXES

Sometimes, your Product Information Management (PIM) or Master Data Management (MDM) program just needs a few tweaks to start getting the desired results. The incremental projects below are straightforward and can lead to the quick wins you need to get your project back on track.

- ✓ **Set Business Rules** – Sometimes, it just takes the right business rules to help you achieve the data quality standards or process improvements your company needs. Reviewing your current state and refining or establishing the right business rules can lead to immediate time savings and reduced errors.
- ✓ **Clean the Data** – When companies rush to implement PIM or MDM, cleaning existing data can get overlooked. The insights drawn from your PIM are only as good as the data going into the system, so having clean, accurate data in PIM is essential. A data cleansing project is straightforward and can pay immediate dividends.
- ✓ **Integrate the Data** – What other teams or systems should be receiving your data? Maybe you implemented a PIM system to help with eCommerce, but that same data could benefit other areas (e.g., sales, marketing, and even suppliers). Creating integrations to seamlessly share your data with other systems or users can help improve the impact of your PIM or MDM implementation.

INVEST IN LONGER TERM GAINS

If you've had your PIM/MDM system for a while, it may be time to refine the implementation and gain additional benefits. If you're a new user, you can leverage these steps to set up a program that delivers continuous value over time, with new ROI delivered year after year.

- ✓ **Develop Data Governance** – When you get low value from your data, it's often a symptom of your processes, not your platform. Establishing a strong Data Governance program or a Data Governance Council will help you identify and resolve issues with your data acquisition and validation processes. With higher-quality data, you'll limit liability and improve customer experiences.
- ✓ **Expand Data Domains** – Product Data is essential to PIM customers, but other domains add context to your product data for greater insights and better decision-making. Pairing the Product domain with additional domains (e.g., Customer, Location, etc.) will help you scale your data management program and compete in the future.
- ✓ **Reduce Technical Debt** – Companies waste a lot of time and money managing data silos. If you've implemented PIM/MDM, but you're still running redundant platforms, you're probably weighed down with technical debt. By removing legacy systems and breaking down data silos, you can maximize your investment, lower costs, and remove friction from your processes.

Pivotree Can Help

Even superheroes need mentors to help them make the most of their powers. Similarly, companies looking to blaze the digital commerce trail also need an extra dose of experience and expertise to help them realize strong returns on their PIM/MDM systems.

At Pivotree, we go beyond implementing your PIM/MDM by bringing data strategy, data automation, data integration, and managed services to the table to drive better business outcomes. As your data needs evolve, we're there — helping you establish and refine a PIM or MDM program that delivers continual ROI for your business

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