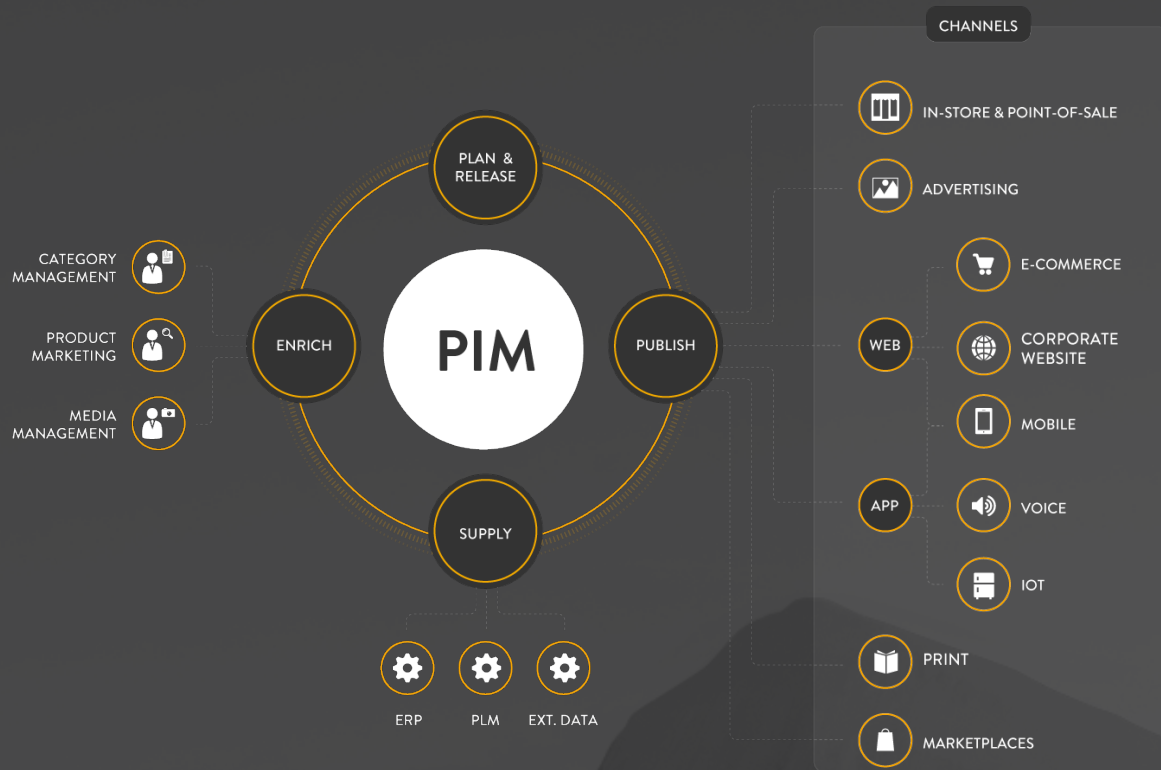


Gather, enrich, plan and publish rich, engaging and consistent product stories across different channels—centrally.

Your products need to tell a compelling, consistent story regardless of the channel where the product is being displayed. Your product is the centerpiece of your brand; it is how customers experience your brand first-hand and how they perceive your brand and the value of your company. Your customers’ satisfaction with your products is what determines how your company performs — and that performance is determined by the customer’s experience of your products.



## WHEN DO YOU NEED PIM?

- If you have a complex product information setup with thousands of products and/or attributes and need immense manpower to organise the enrichment and quality of it.
- If you want to enrich your customer experience, reduce customer complaints, have fewer product returns and exchange of products.
- If you promote and sell your products through various marketplaces, such as Amazon, eBay and Alibaba.
- If you want to improve governance and compliance processes and comply with the appropriate regulations in every country.
- If you want to manage different sales channels and select which products will be released in each channel.
- If you want to speed up the launch of new products to the market.
- If you want to support brand awareness and harmony through different channels and promotions.
- If you want to deliver higher quality product information and avoid inconsistency between channels.
- If you want a “single source of truth” for your product information.
- If you sell globally and want to process different products in different languages and/or markets.

## THE RESULTS OF IMPLEMENTING PIM

- Better collaboration between the internal teams and streamlined workflows
- Centralised product information, single view of data
- Simplified product storytelling process
- Increased sales
- Elimination of duplicate work
- Faster time-to-market to any market
- Reduced product returns
- Ability to handle more assortments, products and channels
- Anywhere anytime access to product content
- Information consistency to build trust, loyalty and satisfaction

## VAIMO CLIENTS USING PIM



## PLATFORM INDEPENDENT

Vaimo's take on Product Information Management is a platform agnostic approach where we help you define the requirements on PIM and then select the best-suited platform with support during all the steps of the implementation.

Depending on your needs, preferences and budget, we provide you with the best PIM solution on the market- whether on inRiver Product Marketing Cloud or open source Akeneo platform.

START YOUR PIM JOURNEY TODAY WITH VAIMO

Visit [www.vaimo.com/expertise/pim/](http://www.vaimo.com/expertise/pim/)  
Tel: +46 8 452 26 50

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## ABOUT VAIMO

Vaimo is one of the world's most respected experts in digital commerce on the Magento and Adobe Commerce Cloud platform. As a full-service omnichannel agency, we deliver strategy, design, development and managed services to retailers, brands and manufacturers across the globe.

Our strong focus, broad experience and deep expertise within B2B, B2C, PIM, Order Management and ERP integrations makes us a key partner for driving success in digital commerce. Vaimo's 10+ years track record of technical excellence coupled with our deep commitment to helping our clients succeed with business development, digital strategy and customer experience design is proudly manifested in our status as a Magento Global Elite Partner.

In addition, Magento has awarded Vaimo as a Regional Commercial Partner in EMEA in 2019, Commercial Partner of the Year in EMEA in 2017, Omnichannel Partner of the Year in 2016 and EMEA Partner of the Year in 2015.