Absolunet.

What is Product Information Management?

How one product goes to market.

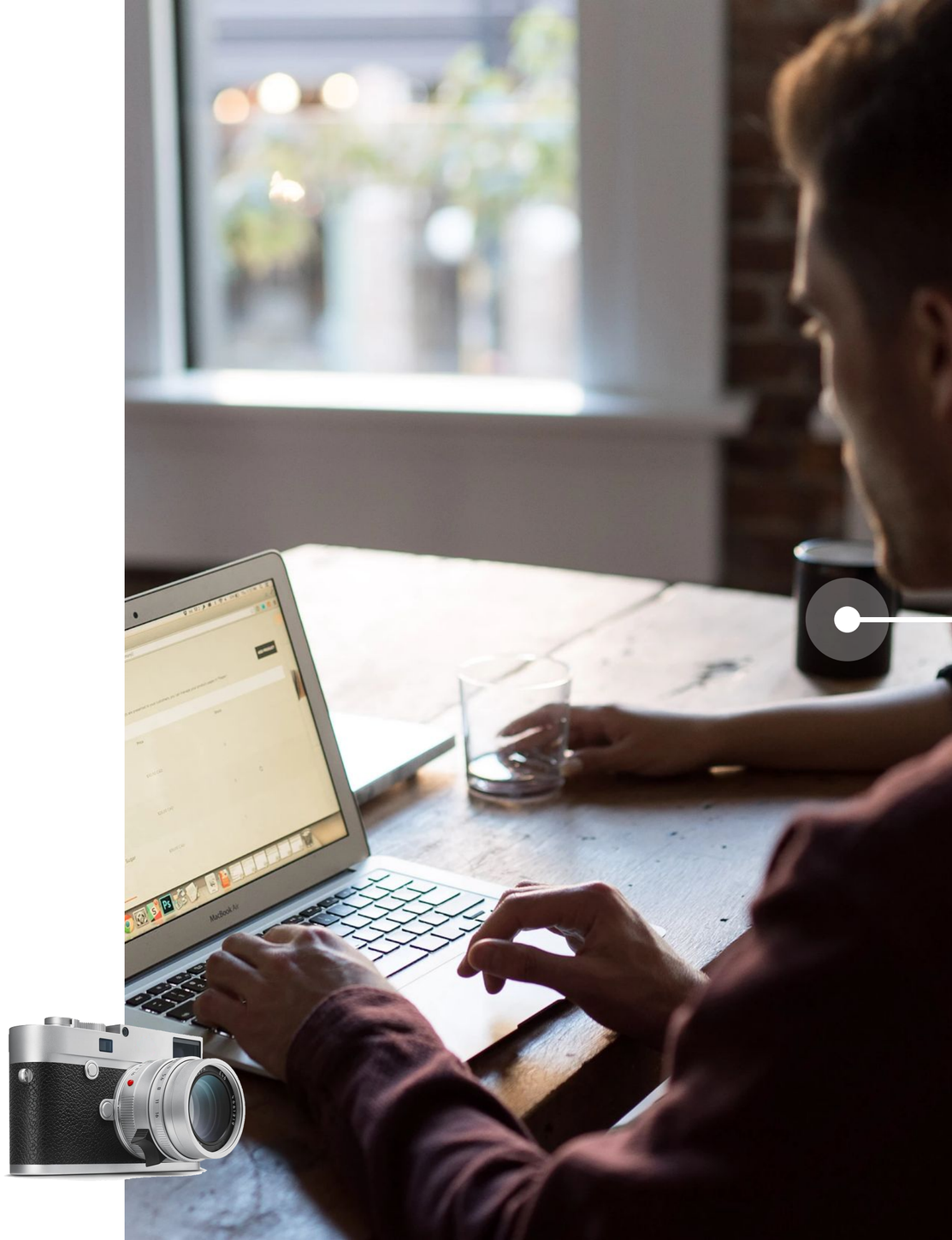
What is the story with PIM?

In our almost 20 years of eCommerce experience, Absolunet has helped merchants implement product information management (PIM) to sell more across channels. Without a formal PIM solution, merchants struggle to see and manage the many people and processes needed to create, enrich and share their product information. You can't fix bottlenecks if you can't see them.

Absolunet specializes in PIM transformations that allow merchants to efficiently coordinate across teams, departments and borders to build more compelling product information that gets them to market faster and increases sales across channels.

-

The following story format is written from any product perspective to playfully show how important PIM is to your business.



A.

1

Hello,
my name is Weegee.

A lot of work has gone into getting me manufactured. But more needs to happen before anyone can buy me.

2

In addition to manufacturing me, the product, you need to

manufacture my information.

This requires many different people, processes and technology.

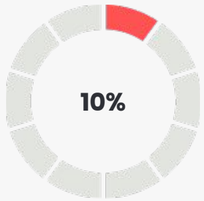
A.

When I come off the line,
there is some basic information in my ERP.

3

But I am much more *cosmopolitan* than these cold, hard specifications.

FIELD	Item number	Item name	Price	In stock	Shelf no	No per pallet	Item weight	Suppl. IT no
VALUE	12345-22	Weegee	USD 599.00	32 pcs	12A	4	0,660 gr	3476-3



Product info
% completion

People involved

PD Purchasing Department

GB General Business

PM Product Management

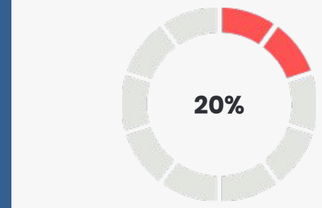
A.

I’m a camera – I’ll be the first to tell you how compelling images are!

4

Photos allow me to build

my brand.



Product info

% completion

People involved

DS Designers

PS Photographers

VS Videographers

PM Product Management

A.

WeeGee
The camera.

Fusce a ornare quam, ultricies euismod orci. Phasellus porttitor sapien sem, id feugiat sapien vulputate at. Proin ullamcorper enim ex, eu auctor mi finibus quis. Cras eu metus quam. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi vitae lacus euismod, aliquam libero vel.

Duis vitae libero quis odio elementum sodales. Nulla facilisi. In lobortis ut nulla ut rutrum. Aliquam erat volutpat. Duis vulputate fringilla libero, eget consequat neque congue ut. Fusce at viverra diam. Duis consectetur vel nisl quis aliquam. Integer dapibus, quam eget tempor elementum, diam ante faucibus ex, et commodo libero tellus non tellus.Morbi condimentum enim ut diam faucibus pellentesque. Sed orci orci, facilisis at facilisis porttitor, tristique in diam. Nunc massa lorem, fermentum vitae bibendum eu, rutrum a enim.

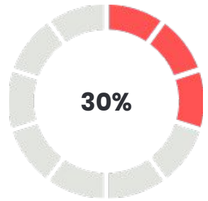
5

Copyeditors write my story

(in short & long form).

This information is critical across multiple channels.

In the meantime, the video team is formatting a 360° view that will be visible online.



Product info

% completion

People involved

MK Marketing

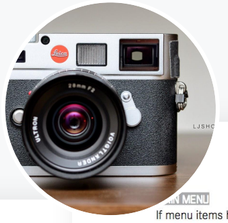
CE Copywriters & Editors

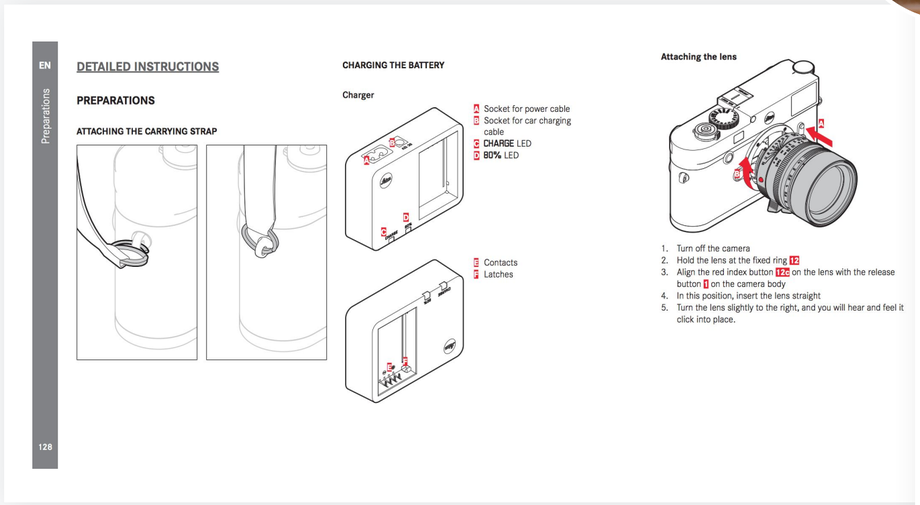
A.

Technical writers and graphic designers have created my user manual.

Customers need this manual (in digital & print) to figure me out.

6





EN Preparations

DETAILED INSTRUCTIONS

PREPARATIONS

ATTACHING THE CARRYING STRAP

CHARGING THE BATTERY

Charger

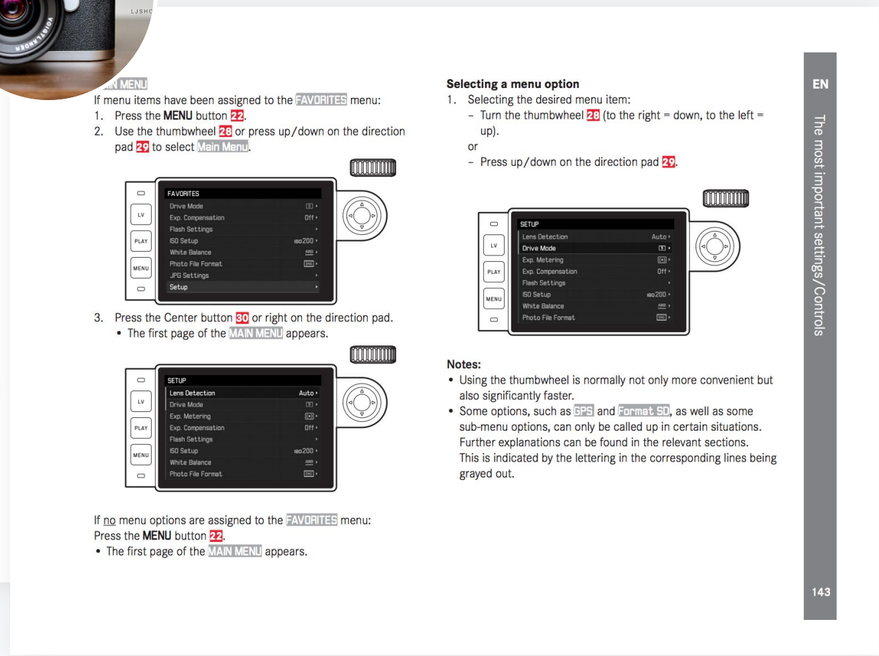
Socket for power cable
Socket for car charging cable
CHARGE LED
80% LED

Contacts
Latches

Attaching the lens

1. Turn off the camera
2. Hold the lens at the fixed ring 12.
3. Align the red index button 12 on the lens with the release button 1 on the camera body.
4. In this position, insert the lens straight
5. Turn the lens slightly to the right, and you will hear and feel it click into place.

128



MENU

If menu items have been assigned to the FAVORITES menu:

1. Press the **MENU** button 22.
2. Use the thumbwheel 26 or press up/down on the direction pad 29 to select Main Menu.

FAVORITES
Drive Mode
Exp. Compensation
Flash Settings
ISO Setup
White Balance
Photo File Format
JPG Settings
Setup

3. Press the Center button 30 or right on the direction pad.
   - The first page of the MAIN MENU appears.

SETUP
Lens Detection
Drive Mode
Exp. Metering
Exp. Compensation
Flash Settings
ISO Setup
White Balance
Photo File Format

If no menu options are assigned to the FAVORITES menu:
Press the **MENU** button 22.
- The first page of the MAIN MENU appears.

Selecting a menu option

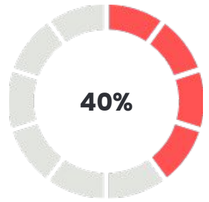
1. Selecting the desired menu item:
   – Turn the thumbwheel 26 (to the right = down, to the left = up).
   or
   – Press up/down on the direction pad 29.

SETUP
Lens Detection
Drive Mode
Exp. Metering
Exp. Compensation
Flash Settings
ISO Setup
White Balance
Photo File Format

Notes:
- Using the thumbwheel is normally not only more convenient but also significantly faster.
- Some options, such as RPS and Format SD, as well as some sub-menu options, can only be called up in certain situations. Further explanations can be found in the relevant sections. This is indicated by the lettering in the corresponding lines being grayed out.

EN The most important settings/Controls

143



Product info
% completion

People involved

MK Marketing

DS Designers

CE Copywriters & Editors

A.

7

Meet the family!

These related products

complete me and bring out my best side.

My accessories

DSTE® 2x LP-E12 Battery + DC136 Travel and Car Charger Adapter
by DSTE
CDN$ 28.69 prime
Eligible for FREE Shipping
Only 3 left in stock - order soon.
★★★★★ 2

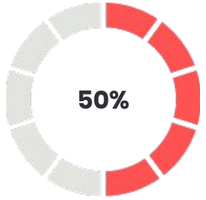
Fotodiox Lens Mount Adapter (Type 2), M42
by Fotodiox
CDN$ 26.00 prime
Eligible for FREE Shipping
Only 3 left in stock - order soon.

Cam -in Real Leather Aviation Aluminum Camera
by Cam-in
CDN$ 59.98
FREE Shipping
Only 5 left in stock - order soon.

In the meantime

Translators and copywriters are creating copy for different markets.

All of these related products should connect back to *me*.



Product info
% completion

People involved

MK Marketing

IT Information Technology

TR Translators

ID International Divisions

A.

The plot thickens.

Content teams are creating point of sale materials, advertising campaigns, exhibition booths, direct sales support and more.

8

Everything needs to be adjusted for search

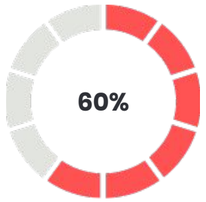
so I can be found by anyone, everywhere!

Weegee at Amazon | Huge Selection & Great Prices | amazon.ca
Annonce www.amazon.ca/
Buy Cameras, Lenses, Bags & more. Qualified Orders Over $35 Ship Free.
Cell Phones & Accessories · Computers & Tablets · Office Products · Musical Instruments

Weegee Digital Rangefinder Camera 20000 B&H Photo
Annonce www.bhphotovideo.com/Sale
Buy Electronics at B&H Photo-Video! Low Prices, Fast Shipping From USA. Free Shipping to Canada* Pre-Pay Duties & Tax. PayPal & All Credit Cards. Free Shipping Over $99. Types: Cameras, Computers, Entertainment, Gaming, Drones, Pro Audio, Surveillance, Gadgets.

Ai Ps Id

In the meantime, designers are finalizing assets to create print materials for retailers.



Product info
% completion

People involved

CE Copywriters & Editors

DS Designer

MK Marketing

A.

So far, it seems straightforward.

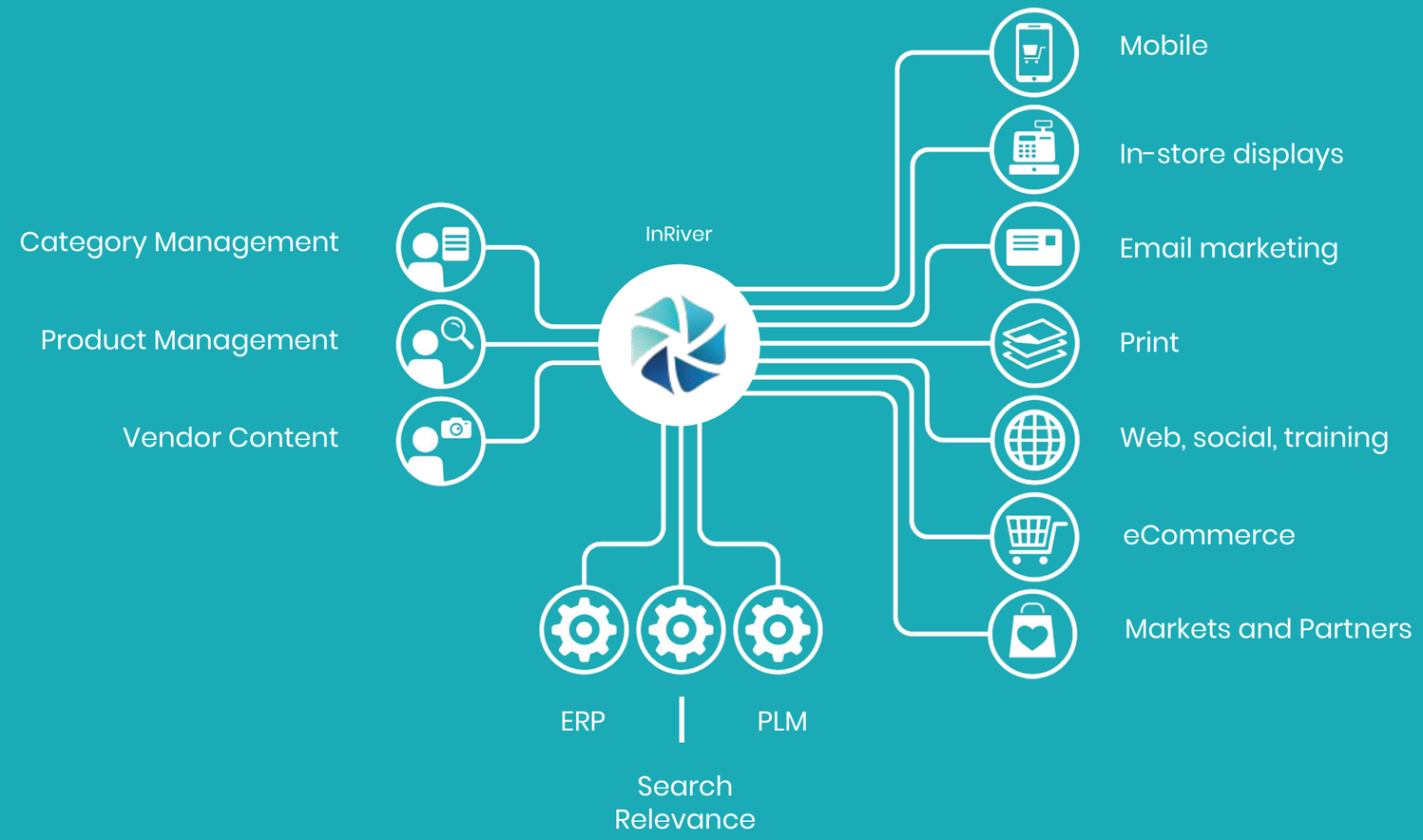
But without a central repository, teams will be emailing spreadsheets and assets back and forth. They will spend more time *searching* for the product information than *creating* or *sharing* it.

A.

Meet my PIM!

With **a Product Information Management (PIM)** solution like inRiver, it is easy and convenient for everybody to tell my story in the same way across channels.

After this rich data is created, other stakeholders can easily access it for their many channels: print, retail, digital, etc. The PIM is where my personality resides.



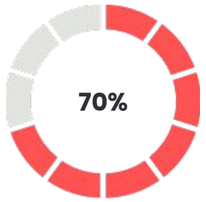
Supply - Enrich - Syndicate

A.

9

Time to be featured in print!

Grab some of my short form text and photos that have already been created and do the layout in InDesign or the software of your choice.



Product info

% completion

People involved

DS Designers

MK Marketing

CE Copywriters & Editors

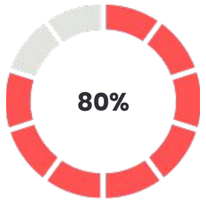
A.

10

Retailers around the world will be selling me.

Complete and compelling product information helps me stand out from the competition in every market, worldwide.

In the meantime, my visuals boost my **social media profile.**



Product info

% completion

People involved

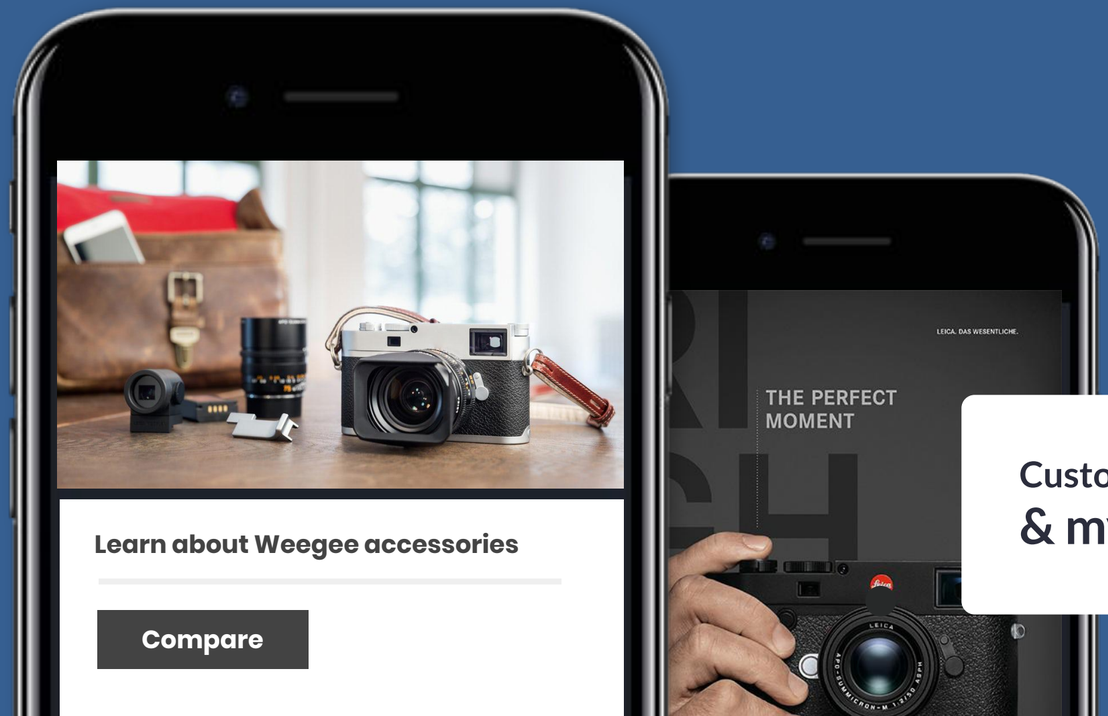
PM Product Management

MK Marketing

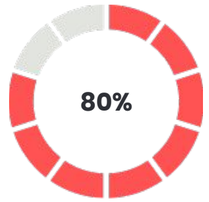
A.

My Images & Text flow into my mobile application and social media content. So Easy!

11



Customers are discovering me
& my reviews are fantastic!



Product info
% completion

People involved

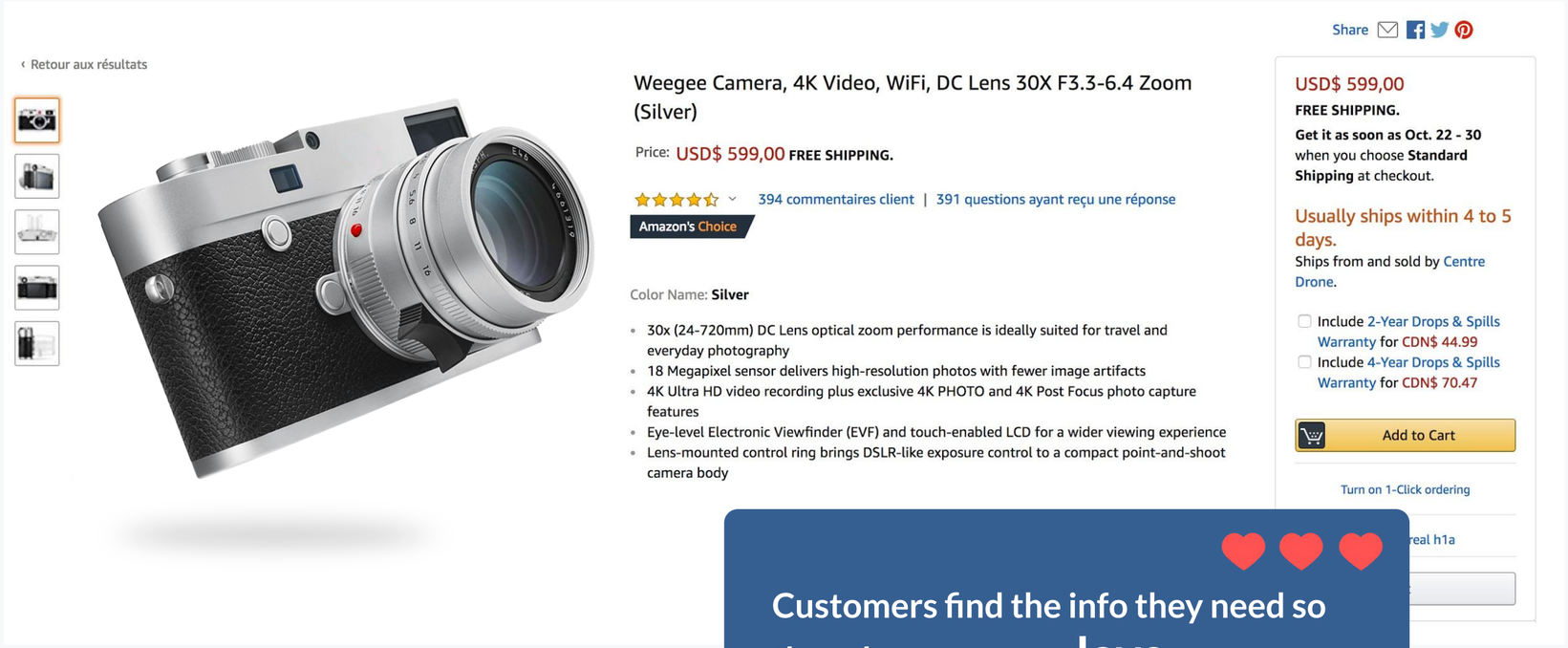
IT Information Technology

MK Marketing

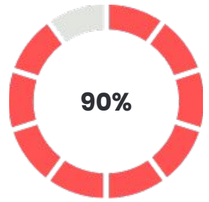
A.

Syndicated to marketplaces,

primed for Amazon.



Customers find the info they need so they show me some **love.**



Product info

% completion

People involved

MK Marketing

PM Product Management

A.

In the meantime,
finalized print catalogs are being sent to distributors and retailers.

13

INFORMATION AVAILABLE

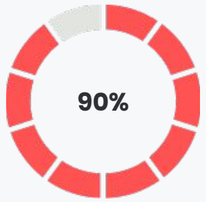
INFORMATION NON FOURNIE

I've been thinking

I'd like to end up in France.

*Mais les informations produit ne semblent pas être disponibles en français**. Is there a translator on hand?

**But the product information doesn't seem to be available yet.*



Product info
% completion

People involved

CE Copywriters & Editors

TR Translators

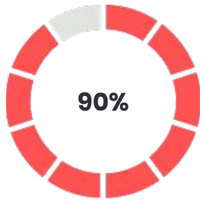
A.

While my information might be ready for one market, it might be at a different

% of completion

for other markets.

A centralized repository like a PIM makes the progress visible.



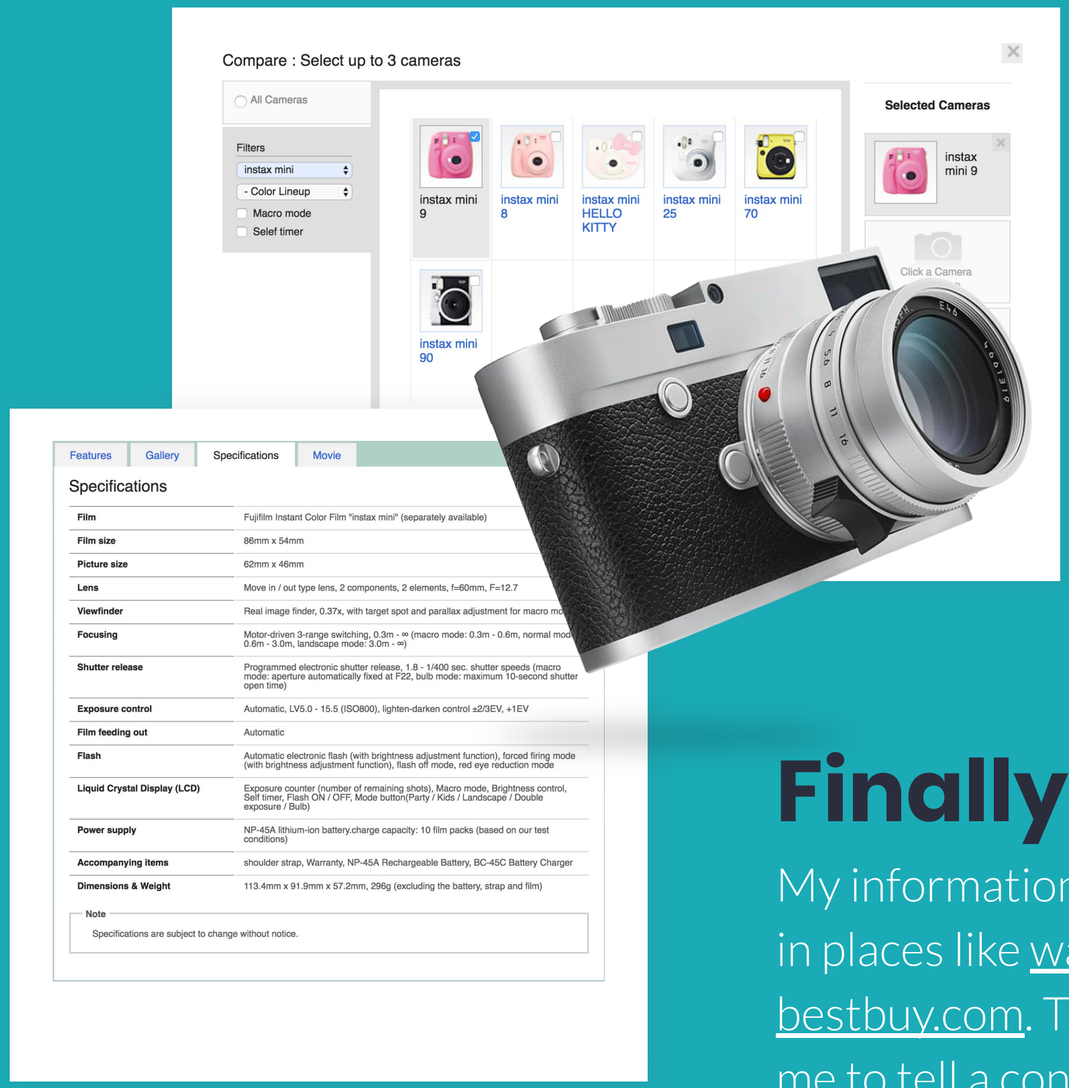
Product info

% completion

People involved

- PD Purchasing Department
- CE Copywriters and Editors
- IT Information Technology
- DS Designers
- MK Marketing
- GB General Business
- PM Product Management
- TR Translators
- ID International Divisions

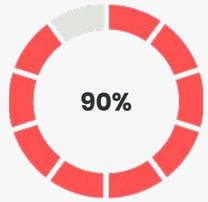
A.



15

Finally!

My information is getting sent out *(or syndicated)* in places like walmart.com, alibaba.com & bestbuy.com. This gives me visibility and allows me to tell a consistent story about who I am, across channels.



Product info

% completion

People involved

MK Marketing

PM Product Management

A.

100%

Product info

% completion

I've got everything I need to tell my story:

a user manual, videos, product images, landing pages, information to be syndicated across marketplaces, catalog presence, search information, product texts, point-of-service materials, product specifications, parent-child relationships with my accessories, localizations and more that I haven't even had the time to mention! **Let's start selling!**

A.

But remember, the same process
I've gone through will need to happen

for all of my friends as well!

The Takeaway

PIM is a mission-critical business system that supports your stakeholders, processes and workflows as they collaborate to create, enrich and share necessary product information.

Without a Product Information Management (PIM) solution, life is hectic and collaboration across teams, departments and borders is inefficient.

PIM drastically reduces the time it takes to get a product to market while enabling you to create coherent stories and messages that help you sell.

ABSOLUNET

inRiver Mastery

inRiver

7

Certified Business Analysts / Developers

Select inRiver Projects

FUJIFILM Value from Innovation

GARNEAU

la Vie en Rose

Monkey Sports

MillerCoors A MOLSON COORS COMPANY

BMR

souris mini

Bouclair

25

Over 18 inRiver implementations

9

Full-time inRiver Teams

What Absolunet clients are saying about PIM.

"Going to market used to be counted in months. Now it is counted in hours!"

"Sometimes we wonder how we actually managed to put products online [before inRiver]. We had no way of seeing what the status of our enrichment was … The experience has been night and day."

"Merging products into a parent-child relationship has given us the opportunity to maximize sales."

"PIM drastically changed the way we collaborated. We are breaking down silos!"

Quotes taken from published case studies on www.absolunet.com

Are you ready to be more profitable with PIM?

Let's Talk!

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Links

Learn more about Absolunet's inRiver PIM implementation expertise.

www.absolunet.com

Absolunet.