

What is Product Information Management?

How one product goes to market.

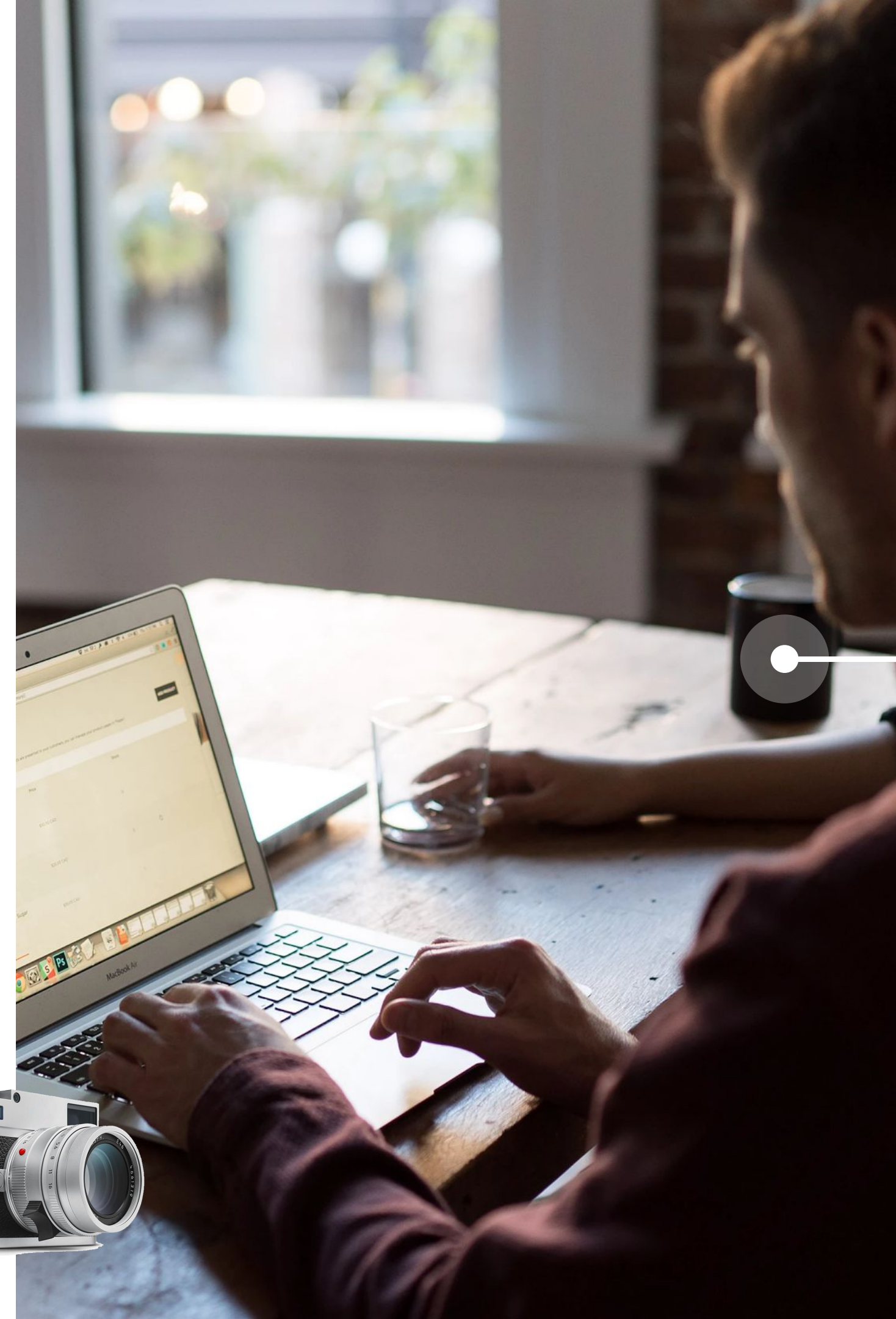


What is the story with PIM?

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.





**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.



Designed and made in Germany

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 nisi quis aliquam. Integer dapibus, quam eget tempor elementum, diam ante faucibus ex, et commodo libero tellus non tellus. Sed luctus ante ac mi varius efficitur. 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.

[Learn more →](#)

EN

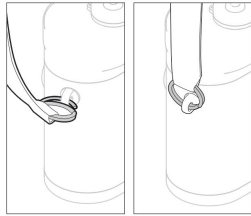
Preparations

129

DETAILED INSTRUCTIONS

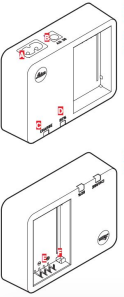
PREPARATIONS

ATTACHING THE CARRYING STRAP



CHARGING THE BATTERY

Charger



Socket for power cable

Socket for car charging cable

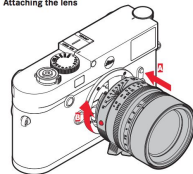
CHARGE LED

80% LED

Contacts

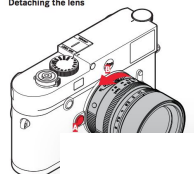
Latches

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 **12** 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.

Detaching the lens



1. Turn off the camera
2. Hold the lens at the fixed ring **12**
3. Press down
4. Turn the lens slightly to the left, and you will hear and feel it click into place.
5. Remove the lens


Notes:

- As a rule, the lens should be attached to the camera in a dry environment.
- For the safe removal of the lens, the camera should be turned off.
- Camera or lens should not be exposed to moisture or high temperatures.

EN

Preparations

Weegee Camera (Silver) B&H # LEM10




Product highlights

- 24MP Full-Frame CMOS Sensor
- Maestro II Image Processor
- Optical 0.73x-Magnification Viewfinder
- 3.0" 1.04m-Dot LCD with Gorilla Glass

Show more

★★★★★ Reviews 25 18 Questions, 41 Answers

Color: Silver



[Add to Cart](#)


[Add to Wish List](#)

Attn: International Customers


Trade In Your Gear for Cash

True Know-How
Ask Our Experts
Live Chat | 866.842.7675
Email


Related products




24003
BATTERY:
BP-SCL5
\$175.00




24017
DISPLAY
PROTECTION
\$25.00




24018
HANDGRIP:
M10 BLACK
\$375.00



24014
THUMB
SUPPORT:
\$240.00



24020
PROTECTOR
M10 BLACK
\$240.00



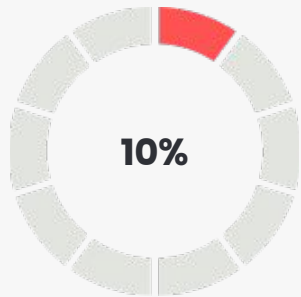
In addition to manufacturing **me**, the product, you need to **manufacture my information.**
This requires many different people, processes and technology.



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.



Product info
% completion

People involved

PD Purchasing Department

GB General Business

PM Product Management

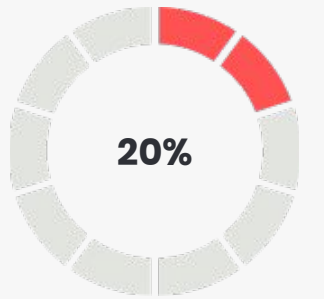
FIELD	Item number	Item name	Price	In stock	Shelf no	No per pallet	Item weight	Suppl. IT no
VALUE	12345-22	Weegee	USD 599.00	32 pcs	12A	4	0,660 gr	3476-3



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



Photos allow me to build
my brand.



Product info
% completion

People involved

DS Designers

PS Photographers

VS Videographers

PM Product Management

WeeGee The camera.

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.

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.




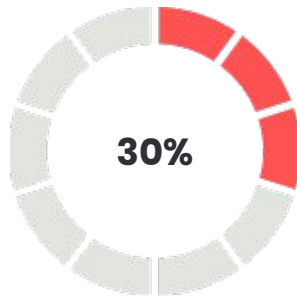
Copyeditors write my story

(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.





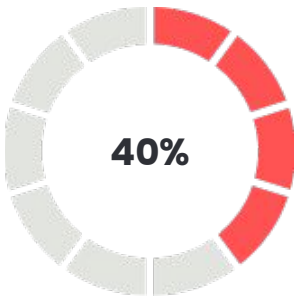
Product info
% completion

People involved

- MK Marketing
- CE Copywriters & Editors

Technical writers and graphic designers have created my user manual.

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



Product info
% completion

People involved

MK Marketing

DS Designers

CE Copywriters & Editors

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

- Turn off the camera
- Hold the lens at the fixed ring **18**
- Align the red index button **12** on the lens with the release button **11** on the camera body
- In this position, insert the lens straight
- Turn the lens slightly to the right, and you will hear and feel it click into place.

128

MAIN MENU

If menu items have been assigned to the **FAVORITES** menu:

- Press the **MENU** button **22**.
- Use the thumbwheel **28** or press up/down on the direction pad **29** to select **Main Menu**.

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

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

- Selecting the desired menu item:
 - Turn the thumbwheel **28** (to the right = down, to the left = up).
 - or
 - Press up/down on the direction pad **29**.

Notes:

- Using the thumbwheel is normally not only more convenient but also significantly faster.
- Some options, such as **GPS** 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

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.










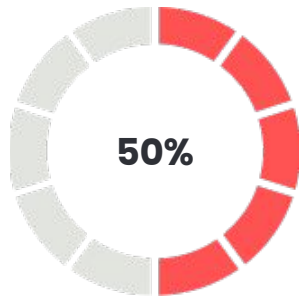
Cam -in Real Leather Aviation Aluminum Camera by Cam-in

CDN\$ 59.98

FREE Shipping

Only 5 left in stock - order soon.





Product info

% completion

People involved

- MK Marketing
- IT Information Technology
- TR Translators
- ID International Divisions

In the meantime

Translators and copywriters are creating copy for different markets.

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



The plot thickens.

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



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](#)

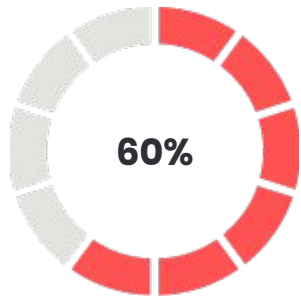
Weegee Digital Rangefinder Camera 20000 B&H Photo

[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](#).



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



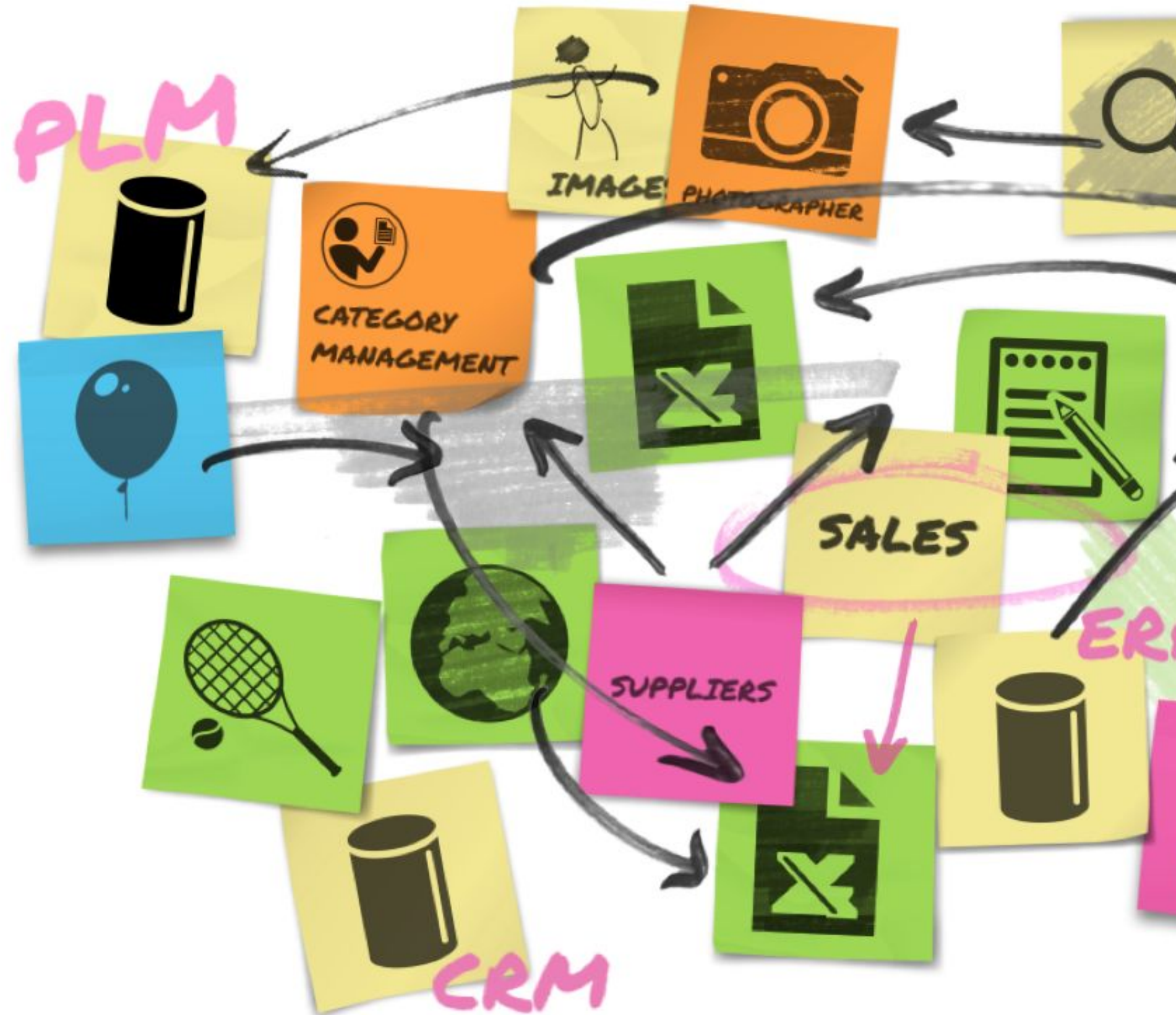
Product info
% completion

People involved

CE Copywriters & Editors

DS Designer

MK Marketing



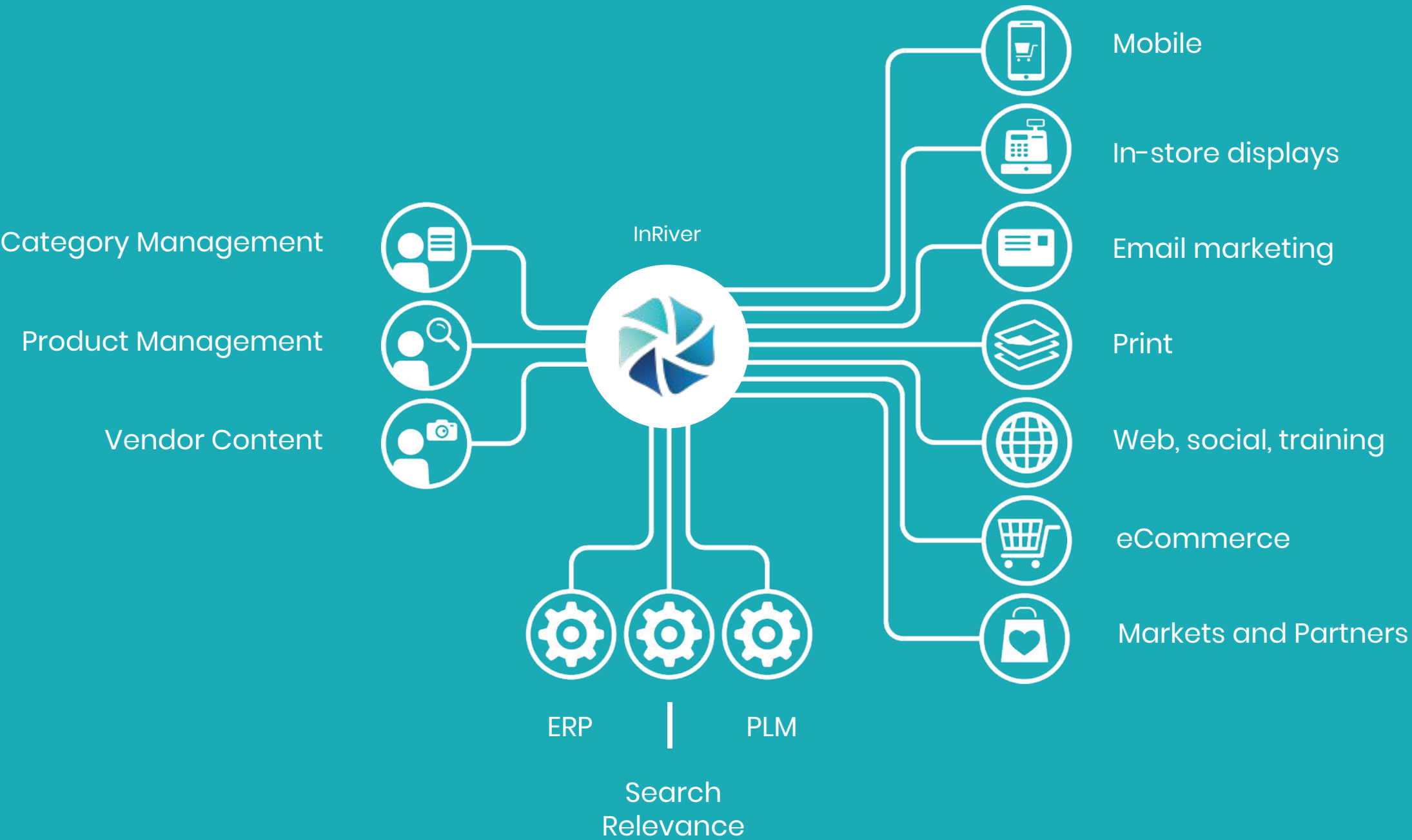
So far, it seems straightforward.

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.

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.

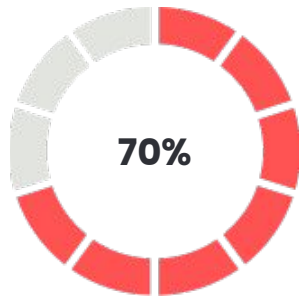


Supply – Enrich – Syndicate



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

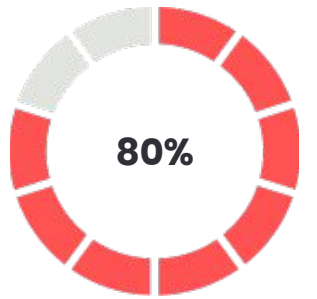
- DS** Designers
- MK** Marketing
- CE** Copywriters & Editors



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.



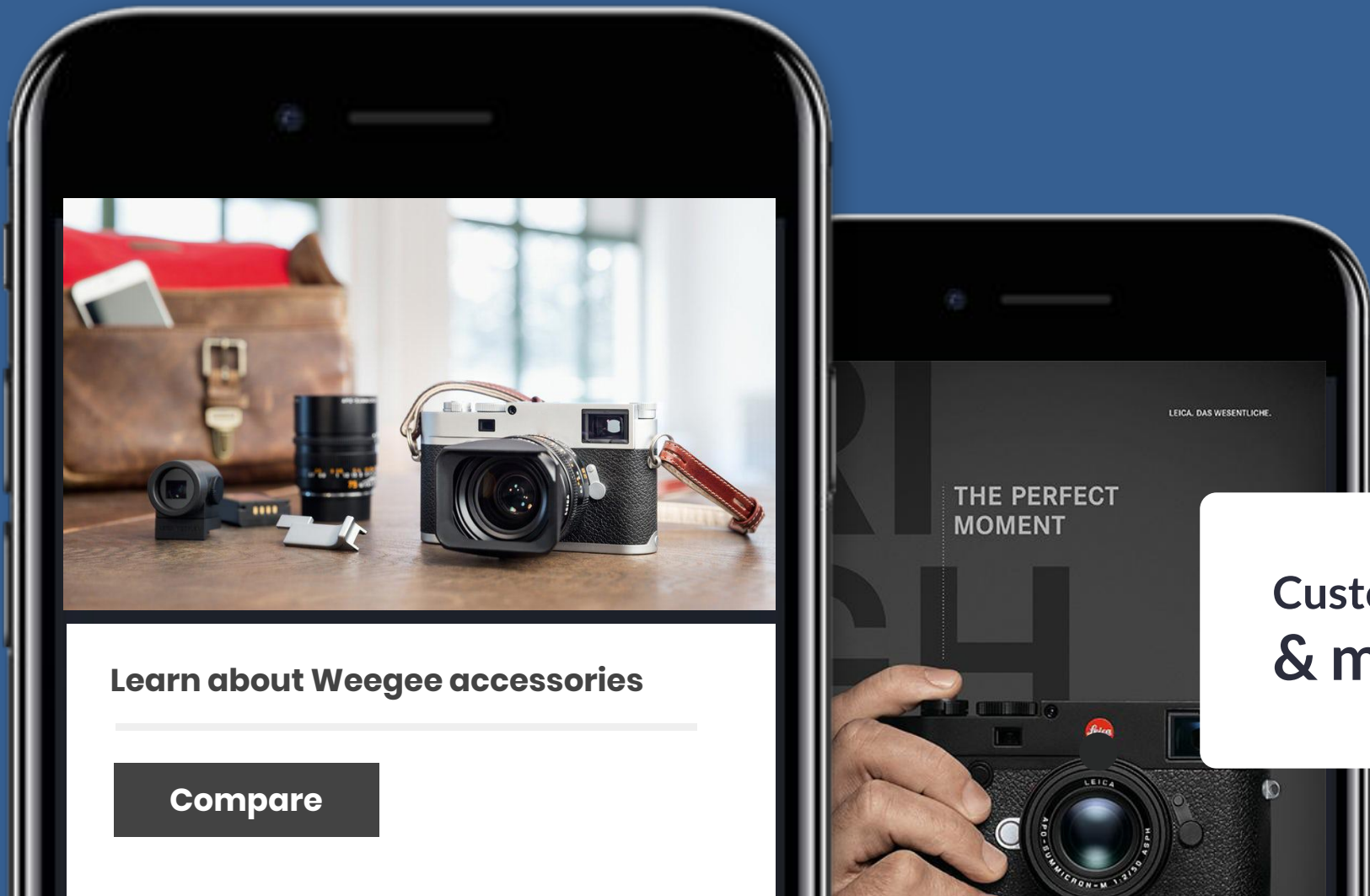
Product info
% completion

People involved

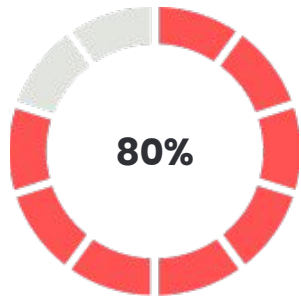
PM Product Management

MK Marketing

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



Customers are discovering me
& my reviews are fantastic!



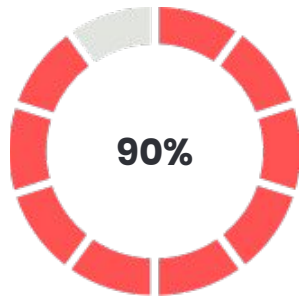
Product info
% completion

People involved

IT Information Technology

MK Marketing

Syndicated to marketplaces,
primed for Amazon.



Product info
% completion

- People involved**
- MK Marketing
 - PM Product Management

[Retour aux résultats](#)

Weegee Camera, 4K Video, WiFi, DC Lens 30X F3.3-6.4 Zoom (Silver)

Price: **USD\$ 599,00** **FREE SHIPPING.**

★★★★★ [394 commentaires client](#) | [391 questions ayant reçu une réponse](#)

Amazon's Choice

Color Name: **Silver**

- 30x (24-720mm) DC Lens optical zoom performance is ideally suited for travel and everyday photography
- 18 Megapixel sensor delivers high-resolution photos with fewer image artifacts
- 4K Ultra HD video recording plus exclusive 4K PHOTO and 4K Post Focus photo capture features
- Eye-level Electronic Viewfinder (EVF) and touch-enabled LCD for a wider viewing experience
- Lens-mounted control ring brings DSLR-like exposure control to a compact point-and-shoot camera body

Share

USD\$ 599,00
FREE SHIPPING.
Get it as soon as Oct. 22 - 30 when you choose **Standard Shipping** at checkout.

Usually ships within 4 to 5 days.
Ships from and sold by **Centre Drone.**

☐ Include **2-Year Drops & Spills Warranty** for **CDN\$ 44.99**

☐ Include **4-Year Drops & Spills Warranty** for **CDN\$ 70.47**

Add to Cart

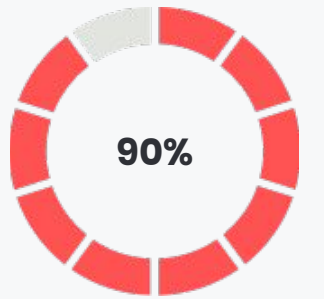
[Turn on 1-Click ordering](#)

[real h1a](#)

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



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



Product info
% completion

People involved

CE Copywriters & Editors

TR Translators



INFORMATION AVAILABLE



INFORMATION NON FOURNIE

I've been thinking

I'd like to end up in France.

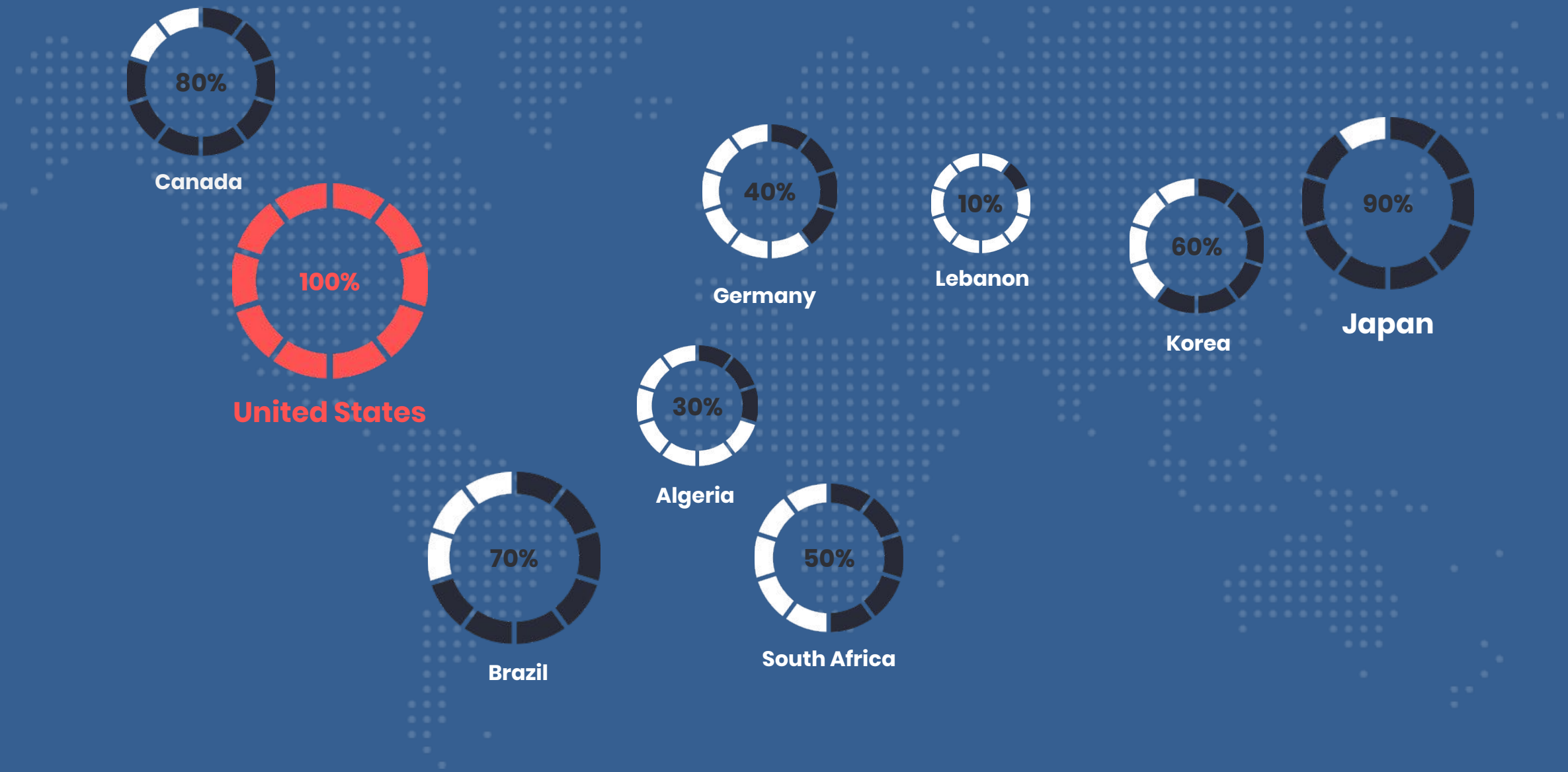
*Mais les informations produit ne semblent pas être
disponibles en français**. Is there a translator on hand?

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

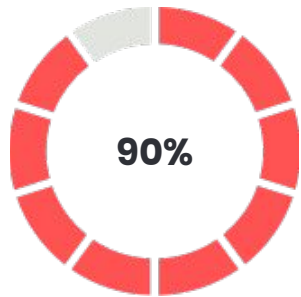
While my information might be ready for one market, it might be at a different

% of completion
for other markets.

14



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

Compare : Select up to 3 cameras

All Cameras

Filters

instax mini

- Color Lineup

☐ Macro mode

☐ Self timer

instax mini 9

instax mini 8

instax mini HELLO KITTY

instax mini 25

instax mini 70

instax mini 90

instax mini 9

Click a Camera

Selected Cameras

instax mini 9

Features

Gallery

Specifications

Movie

Specifications

Film	Fujifilm Instant Color Film "instax mini" (separately available)
Film size	86mm x 54mm
Picture size	62mm x 46mm
Lens	Move in / out type lens, 2 components, 2 elements, f=60mm, F=12.7
Viewfinder	Real image finder, 0.37x, with target spot and parallax adjustment for macro mode
Focusing	Motor-driven 3-range switching, 0.3m - ∞ (macro mode: 0.3m - 0.6m, normal mode: 0.6m - 3.0m, landscape mode: 3.0m - ∞)
Shutter release	Programmed electronic shutter release, 1.8 - 1/400 sec. shutter speeds (macro mode: aperture automatically fixed at F22, bulb mode: maximum 10-second shutter open time)
Exposure control	Automatic, LV5.0 - 15.5 (ISO800), lighten-darken control ±2/3EV, +1EV
Film feeding out	Automatic
Flash	Automatic electronic flash (with brightness adjustment function), forced firing mode (with brightness adjustment function), flash off mode, red eye reduction mode
Liquid Crystal Display (LCD)	Exposure counter (number of remaining shots), Macro mode, Brightness control, Self timer, Flash ON / OFF, Mode button(Party / Kids / Landscape / Double exposure / Bulb)
Power supply	NP-45A lithium-ion battery.charge capacity: 10 film packs (based on our test conditions)
Accompanying items	shoulder strap, Warranty, NP-45A Rechargeable Battery, BC-45C Battery Charger
Dimensions & Weight	113.4mm x 91.9mm x 57.2mm, 296g (excluding the battery, strap and film)

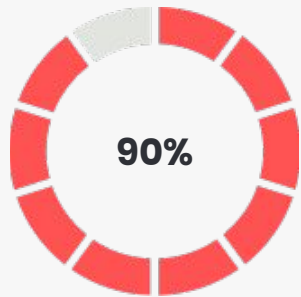
Note

Specifications are subject to change without notice.



Finally!

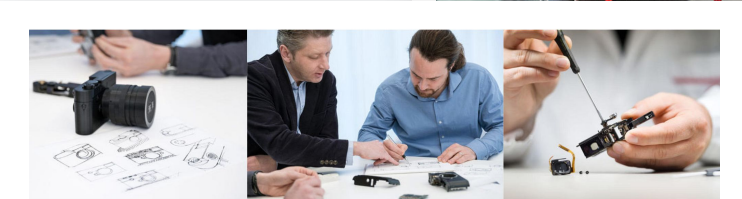
My information is getting sent out (or syndicated) in places like [walmart.com](https://www.walmart.com), [alibaba.com](https://www.alibaba.com) & [bestbuy.com](https://www.bestbuy.com). This gives me visibility and allows me to tell a consistent story about who I am, across channels.



Product info
% completion

People involved

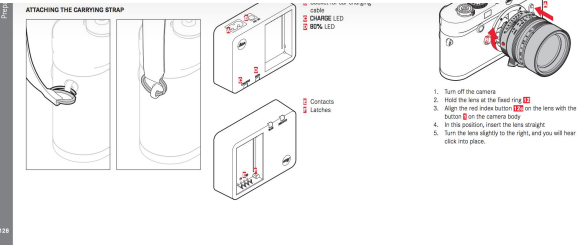
- MK Marketing
- PM Product Management



Designed and made in Germany

Duis vitae libero quis odio elementum sodales. Nulla facilisi. In lobortis ut nulla ut rutrum. Aliquam erat volutpat. Duis vulpate 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. Sed luctus ante ac mi varius efficitur. 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.

Learn more →



Weegee Camera (Silver) B&H # LEM



USD \$599.00

Product Highlights

- 24MP Full-Frame CMOS Sensor
- Maestro II Image Processor
- Optical 0.73x-Magnification Viewfinder
- 3.0" 1.04m-Dot LCD with Gorilla Glass

Show more

★★★★★ Reviews 25 18 Questions, 41 Answers

Color: Silver



1 QTY

Add to Cart

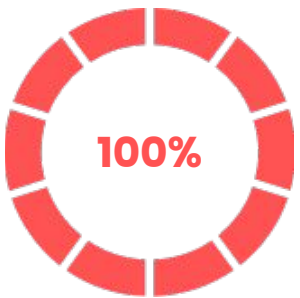
Add to Wish List

Attn: International Customers

Trade In Your Gear for Cash



True Know-How
Ask Our Experts
Live Chat: 866.842.7675
Email



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!**

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.





A.

ABSOLUNET

inRiver
Mastery



7

Certified
Business Analysts /
Developers

Select inRiver Projects



la Vie en Rose



souris mini

Bouclair

25

Over 18 inRiver
implementations

9

Full-time
inRiver Teams

What Absolutnet 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!](#)”



Are you ready to be more profitable with PIM?

Let's Talk!

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Marc-André Huras
mahuras@absolunet.com
514.982.6560 x2557

Peter Dalfen
pdalfen@absolunet.com
514.982.6560 x2849

Jason Hughes
jhughes@absolunet.com
816.787.1311 x3391

Links

Learn more about Absolunet's [inRiver PIM implementation expertise](#).

www.absolunet.com

Absolunet.

