

# Connecting The 4 CORNERS OF SUCCESS With PIM

Fast-changing consumer channel choices are driving retailers' need for a consistent source of product data. By implementing a best-in-class product information management (PIM) solution, retailers can complete the **four corners of business success**. Here's how...



## GET TO MARKET FASTER:

### PIM...

- ✓ Improves data accuracy
- ✓ Ensures clean product data
- ✓ Offers centralized data storage
- ✓ Facilitates data governance

**BODUM** taps PIM to work from a central source of product information to produce sales and marketing information for **15 markets** using multiple languages and **8 different currencies**.

## IMPROVE CUSTOMER SERVICE:

**67%** of online shoppers have made purchases in the past six months involving multiple channels.

**Weber-Stephen Nordic** now has access to a complete view of product information to better serve customers and distributors. **New markets can now open within days.**

## UPDATE CROSS-CHANNEL DATA IN REAL TIME:

**48 countries**  
With PIM, **Harken** updates product data and images in real time across **48 countries**.

## FACILITATE COLLABORATION AMONG BUSINESS UNITS:

**300,000+**

**Chaparral Motorsports** manages **300,000+ SKUs**, publishes multiple catalogs and decreases signage time-to-market with PIM.

## CONCLUSION:

Finally, by serving as a single source of truth about a retailer's most defining asset — the products it offers — PIM solutions build internal bridges among departments, channels and people within the retail enterprise.



To learn more, download the E-book: <http://rtou.ch/js-pim>

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