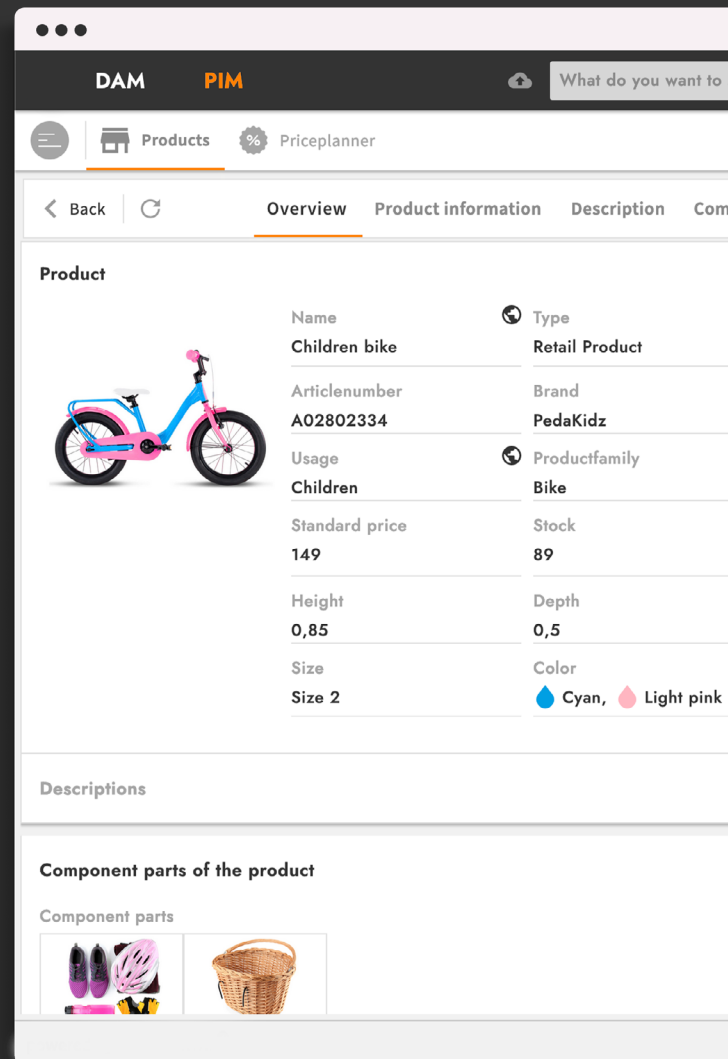


The Ultimate PIM - Checklist

How to find the perfect PIM solution for your business without wasting your time.

- ✓ How do you recognize that you urgently need a PIM system?
- ✓ Which people should definitely be involved in the PIM selection?
- ✓ Which 10 functions must not be missing in your new PIM Software?





Content

- 01 Do I even need a PIM system?
- 02 Who should be involved in the selection of a PIM solution?
- 03 Advantages of a PIM solution for your company
- 04 Checklist with the most important functions
- 05 Individual must-have features in detail

DAMPIM

What do you want to search for?

Marc

ProductsPriceplanner

BackOverviewProduct informationDescriptionComponent & spare partsPreviewVersions (0)Change history

Product



Name	Type	Parent object	Status
Children bike	Retail Product	KidsBike	Active
Articlenumber	Brand	Supplier	EAN/UPC
A02802334	PedaKidz	KidsBike	0012849283
Usage	Productfamily	Year of creation	Market
Children	Bike	2023	EMEA, Americas, DACH
Standard price	Stock	Responsible person	Width
149	89	Marc	1,50
Height	Depth	Weight	Material
0,85	0,5	2kg	Aluminium
Size	Color		
Size 2	Cyan, Light pink		

Descriptions

Component parts of the product

Component parts

Save

Reset

Excel-Export (Filter)

Excel-Export (Industry)

Excel-Export (Search)

Excel-Export

Create new

Create version

Export Data



01

Do I even need a **PIM System?**

To answer this question, we recommend that you first determine your real needs using our scoring model.

**Simply rate the following statements with yes or no.
Put a tick for each applicable statement.**

1 cross = 1 point

Do I even need a PIM-System?



Current management of Product Data:

- Product data is distributed everywhere: On various local computers, a general ERP system and various Excel tables, various Excel spreadsheets.
- The product data in the online store is not always 100% free of errors.
- Excel spreadsheets are mainly used to organize and manage product data.
- To obtain information, you have to ask other employees because there is no centralized system for product data management.
- There is a separate Excel spreadsheet for each sales region in which the translations of the product descriptions are maintained.
- There is no central system for checking that product data records are up-to-date, correct and complete.
- It is not always clear whether a product data record is out of date or whether a new, updated version exists.

Current Workflows in your company:

- Information is not obtained independently. Instead, information for marketing or e-commerce must be requested from the product manager, for example.
- Products in the webshop are created created, maintained and updated manually.
- Product data is prepared and saved for use in Excel spreadsheets, which often results in duplication.
- When translating product descriptions into several target languages, many new files are created, some with identical content.
- For use in output channels such as web stores, marketplaces or print, all data must be prepared manually.
- Coordination processes for translations or new product descriptions often end in chaos and are cumbersome.
- Data consolidation is mostly done manually and is therefore very prone to typos or copy & paste errors.

Count the **number** of your answers:

0 - 3 Points: Low Demand



A PIM system could help you in some areas to optimize the handling of product-related data and save valuable time, but there is no acute need for it.

4 - 5 Points: High Demand



A PIM system will help you to optimize the aforementioned workflows and generally reduce the time required in all the areas mentioned above.

9 Points or more: Urgent Need



In view of the large number of error-prone and inefficient workflows, aPIM offers significant savings potential and various opportunities for improvement.



02

**What role does a
PIM Software
play in the company?**

Why do leading companies rely on the 4ALLPORTAL?

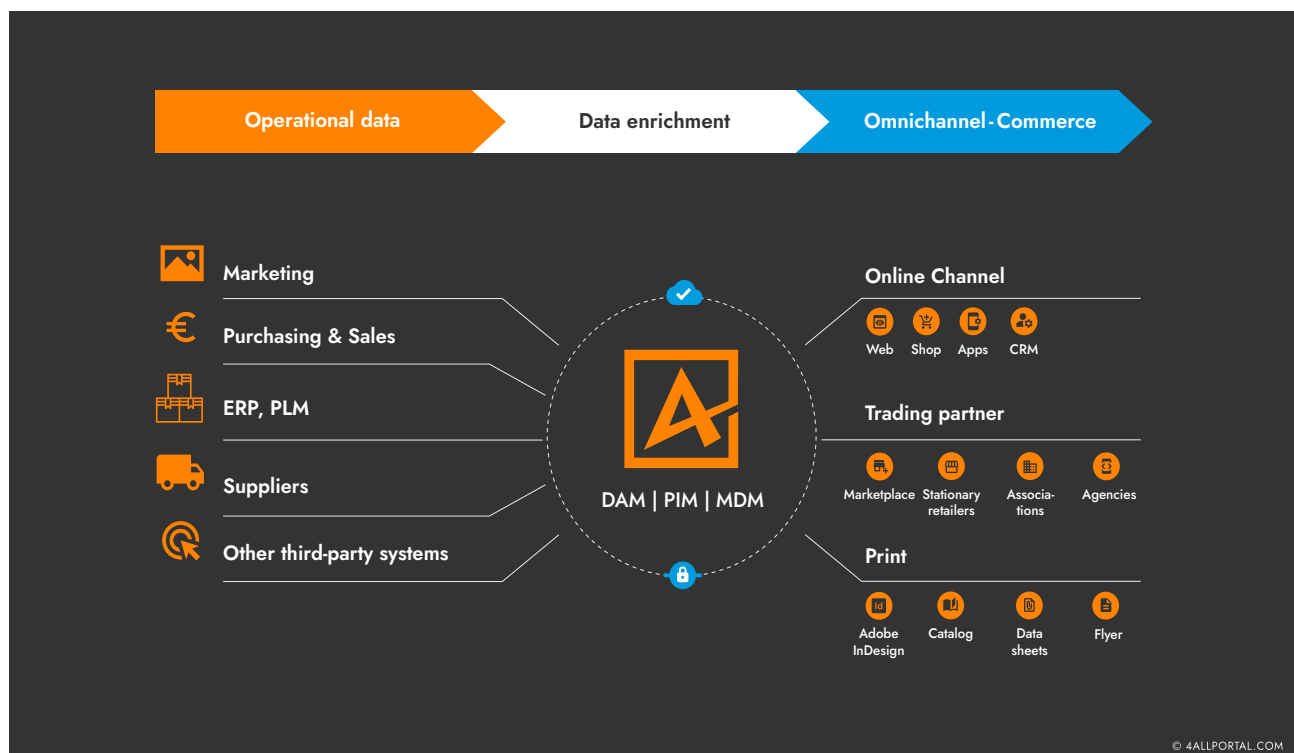


In your research on PIM solutions, you may have often asked yourself how exactly a PIM system can support you and how your company can benefit from using it.

The 4ALLPORTAL helps you to collect all relevant information in one place, prepare it and display it.

As a central hub for marketing, product management, e-commerce and sales, the 4ALLPORTAL with its combination of DAM and PIM helps you in various areas:

- Centralization of company-wide product data, data sheets and article images
- Access and provision for employees, dealers and partners via self-service (24/7)
- Integration to ERP, store, retailer and much more for automatic synchronization
- Automated creation of product descriptions using AI (incl. translations)
- Channel-optimized data provision for omnichannel commerce (digital & print)



What is special about the 4ALLPORTAL PIM?

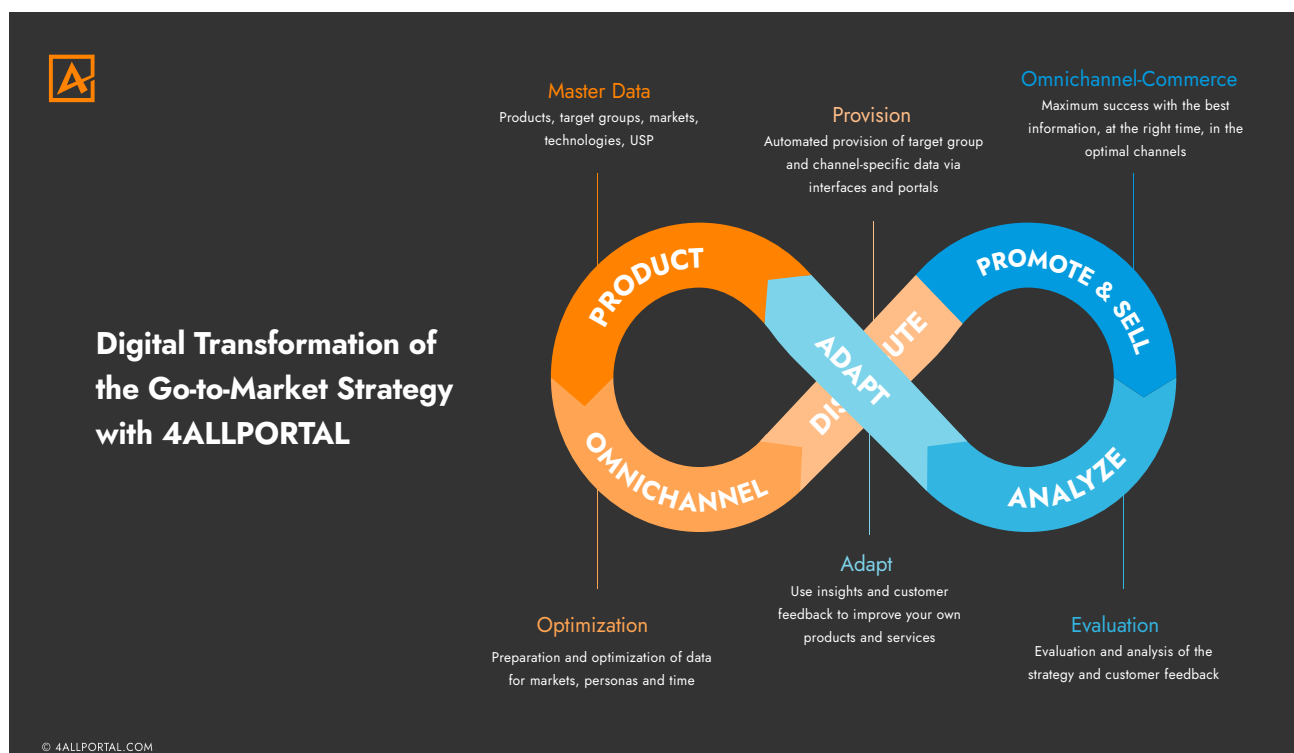


Instead of just supporting you with product data management, the 4ALLPORTAL offers you a solution for the complete transformation of digital processes along your entire value chain.

The cross-location and cross-country optimization of all product-related processes and workflows.

While pure PIM solutions usually concentrate on the core aspect of product management and only aim to centralize product information, we focus on a company-wide level.

Instead of simply digitizing analog processes, the 4ALLPORTAL offers you the opportunity to take a holistic approach to combination of DAM and PIM offers you the opportunity to take a holistic approach to improvement. From product planning to international sales.





03

Who should be involved in the selection of a **PIM solution?**

Who should be involved in the selection of a **DAM** system?



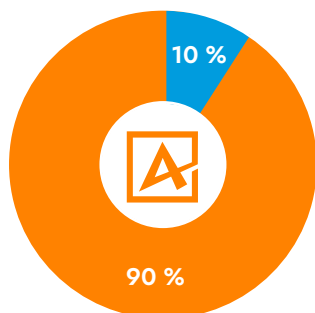
For a smooth PIM implementation, it is essential that you **Develop absolute clarity** about which departments should be involved and how your teams will benefit from a PIM.

Why is a general division into user and decision-maker groups **generally** advisable?

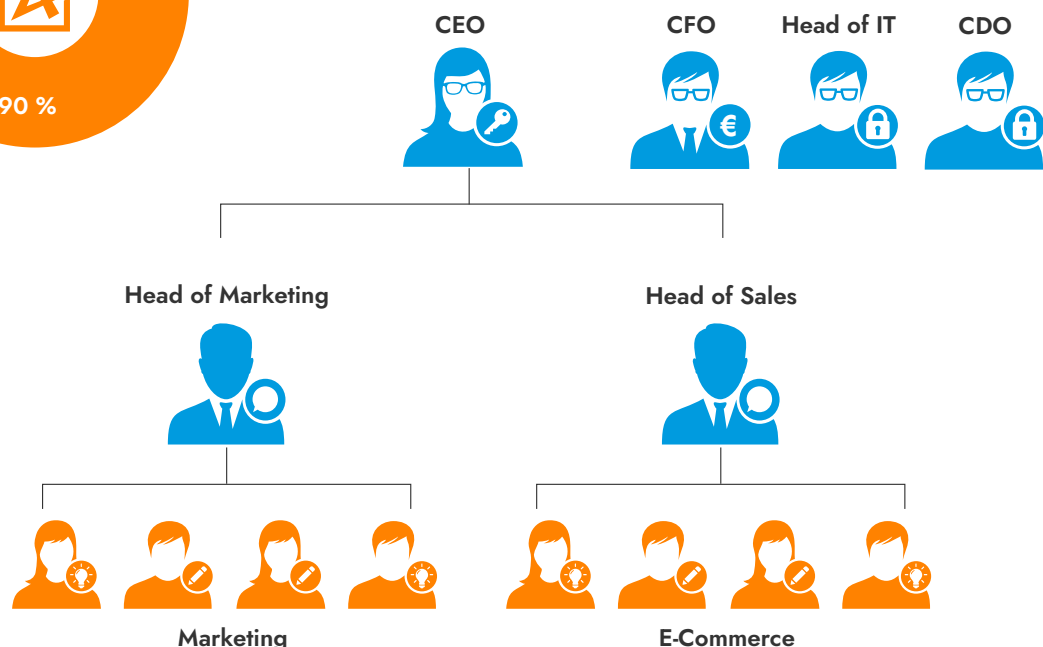
The greatest need for a PIM solution usually emerges within the specialist departments of Marketing, Product Management and E-Commerce. The specialists in these departments make up around 90% of all DAM users, with managers accounting for only around 10%.

Regardless of where in the company the greatest need exists and the PIM search starts: The respective department management, IT and purchasing should be involved early enough to be convinced of the individual benefits.

Percentage distribution of PIM users by function



- User group
- Decision-maker group



PIM requirements
in day-to-day business

Low



High

Weighting for
purchase decision

High



Low



03

What advantages does
a **PIM solution** offer
your company?



The most important advantages of a PIM solution

- ✓ Central database for all branches and locations
- ✓ Intuitive data consolidation in a central system
- ✓ Easy provision of data for retailers, partners & stores
- ✓ On-demand creation of product data sheets & catalogs
- ✓ Seamless integration into existing software solutions (ERP, CMS...)
- ✓ Integrated translation management for all languages
- ✓ Creation of product descriptions incl. translation via AI
- ✓ Individual access rights for internal and external persons
- ✓ Organization of content via own metadata taxonomy
- ✓ Channel-optimized output conversion for omnichannel marketing
- ✓ No more duplicate data records
- ✓ Low data maintenance effort in day-to-day business
- ✓ Simple search and retrieval of product data in seconds
- ✓ ... and much more



01

KEY TAKE AWAYS

ADVANTAGES FOR MARKETING



KEY TAKE AWAYS

ADVANTAGES FOR MARKETING



What are the biggest advantages for your direct users in Online Marketing and Content Marketing?

Typical problems without PIM:

- ✗ Cumbersome procurement of information:
Product data has to be searched for in various Excel spreadsheets and/or requested from colleagues.
- ✗ There is no central database with up-to-date data to which all branches have access.
- ✗ Manual translations result in duplicate data records and you lose the overview.
- ✗ Different versions of the product data are stored in several Excel spreadsheets, which increases the error rate and creates duplicates.

Moderate problem



Acute problem

Results:

- Lack of productivity:**
Finding data takes forever.
- Cooperative work**
often results in chaos.
- Work processes** are unnecessarily chaotic and error-prone.
- False data** is used in online stores, trading places and catalogs.

Your advantages with 4ALLPORTAL:

- ✓ All employees have only one central collection point to store and find data.
- ✓ All employees use the same taxonomy to manage and organize their data.
- ✓ All employees can convert image material into the correct format at the touch of a button, even without specialist knowledge or special software.
- ✓ All employees can automate recurring tasks, map correction loops centrally and only have access to certain data.

Saving working time
through clear organization

Less stress
and significant relief

Shorter processing time
and agile working

Easier cooperation
with colleagues and partners

Increase in productivity
in all branches

Faster approvals
and time-to-publish



02

KEY TAKE AWAYS

ADVANTAGES FOR E-COMMERCE



KEY TAKE AWAYS

ADVANTAGES FOR E-COMMERCE



What are the biggest advantages for your direct users in **E-Commerce**?

Typical problems without PIM:

- ✗ Writing new product descriptions, including translations, regularly takes a lot of time and requires trained specialists.
- ✗ Products in the webshop must be created, changed, updated and published manually.
- ✗ Marketing materials for retailers must be created manually and sent by email.
- ✗ Product information has to be laboriously compiled and processed manually from various sources (e.g. Excel spreadsheets & ERP).

Moderate Problem



Acute Problem

Results:

- Low productivity:**
Progress and publication are dependent on individuals.
- High error rate**
and slow work progress.
- No scalability**
or possibility of automation.
- False data is used**
in online stores, trading places and catalogs.

Your advantages with 4ALLPORTAL:

- ✓ Employees, partners and retailers have 24/7 access to product information via self-service.
- ✓ The complete data records are always stored in the PIM in the latest quality („Golden Record“).
- ✓ Marketing materials and data sheets can be created, distributed and released on-demand (even across national borders).
- ✓ In combination with omnichannel tools, various marketplaces can be served directly from the PIM (in the right format and language)

Saving working time
through clear organization

Less stress
and significant relief

Shorter processing time
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Faster approvals
and time-to-publish



02

KEY TAKE AWAYS

ADVANTAGES FOR PRODUCT MANAGEMENT



KEY TAKE AWAYS

ADVANTAGES FOR PRODUCT MANAGEMENT



What are the biggest advantages for your direct users in **Product Management** and your **Product Owners**?

Typical problems without PIM:

- ✗ Colleagues from marketing are asking for data from the ERP because they don't have access themselves.
- ✗ Important product-related information has to be distributed manually to other departments because there is no central self-service portal.
- ✗ All product-related information is only stored statically (e.g. in Excel tables).
- ✗ Product information has to be laboriously compiled and processed manually from various sources (e.g. Excel spreadsheets & ERP).

Moderate Problem



Acute Problem

Results:

Low productivity because they are often distracted from their own work.

High manual effort and creation of numerous duplicate data records.

High error rate and enormous maintenance effort in ongoing business operations.

Maximum susceptibility to errors and enormous manual effort (recurring).

Your advantages with 4ALLPORTAL:

- ✓ Employees, partners and retailers have 24/7 access to product information via self-service.
- ✓ The complete data records are always stored in the PIM in the latest quality („Golden Record“).
- ✓ Marketing materials and data sheets can be created, distributed and released on-demand (even across national borders).
- ✓ In combination with omnichannel tools, various marketplaces can be served directly from the PIM (in the right format and language).

Cost savings
due to lower expenses

Less stress
and significant relief

Shorter processing time
and agile working

Easier cooperation
with colleagues and partners

Increase in productivity
in all branches

Faster approvals
and time-to-publish



03

KEY TAKE AWAYS

ADVANTAGES FOR THE IT DEPARTMENT



KEY TAKE AWAYS

ADVANTAGES FOR THE IT DEPARTMENT



How do you benefit from the 4ALLPORTAL as an **IT department manager or IT employee**, even if you are not an active user?

Typical problems without PIM:

- ✗ Each department uses different software tools, with each individual user account representing a potential security vulnerability.
- ✗ Internal data and documents are often stored with file hosts located outside the EU and shared from there.
- ✗ Managing the access rights for all departments (server, network drives, system memory) is like a bottomless pit and extremely time-consuming.
- ✗ The maintenance and servicing of your own data center costs an enormous amount of time and resources.

Moderate Problem



Acute Problem

Results:

IT is sometimes powerless, because the data is stored externally

Data protection breaches are difficult to prevent

A large proportion of IT resources are utilized

The IT department has hardly any time for more important tasks

Ongoing high costs for operations and personnel

Your advantages with 4ALLPORTAL:

- ✓ The 4ALLPORTAL serves as a central hub for all departments and makes the use of various stand-alone solutions obsolete.
- ✓ The integrated role and rights management prevents unauthorized access as well as compliance and license violations.
- ✓ The 4ALLPORTAL can be operated securely as cloud software in our own certified high-availability data center (Bielefeld, NRW).

CDN connection
for maximum performance

Unique data model
for maximum flexibility

RESTful API
for simple integration

On-Premise Hosting
on your own servers

Own firewalls & DMC
for maximum security

Connect your own apps
for individual expansion



04

GENERAL FEATURES

These features should be part of the „standard equipment“.

IMPORTANT FUNCTIONS



GENERAL PIM - CHECKLIST



IMPORT & UPLOAD

- ✓ Automatic import from ERP
- ✓ File upload via drag & drop
- ✓ Automatic tagging (AI)
- ✓ Use of own attributes
- ✓ Simple CSV import



TAXONOMY

- ✓ Own metadata taxonomy
- ✓ Grouping of metadata
- ✓ Customizable search templates
- ✓ Individual classification
- ✓ Savable search filters



ORGANISATION

- ✓ Integration of own folders
- ✓ Localization & Translations
- ✓ Find & delete duplicates
- ✓ Management of product families
- ✓ Linking product accessories



RIGHTS & ROLES

- ✓ Complete access control
- ✓ Individual user groups
- ✓ Intelligent usage rights
- ✓ Read access for retailers
- ✓ Prevent unauthorized access



INTEGRATION

- ✓ Universal RESTful API
- ✓ Native ERP integration
- ✓ Bidirectional data transfer
- ✓ Connection to store, CMS, etc.
- ✓ CDN connection



OMNICHANNEL

- ✓ Enrichment of external channels
- ✓ Automatic synchronization
- ✓ File-specific conversion
- ✓ Translation management
- ✓ Omnichannel tool linking



05

MUST-HAVE FEATURES

Your new PIM should have these functions.

MUST-HAVE FEATURES

Your new PIM should have these functions.



28 Objects 100 1 of 1 Created on		
Name	Description	Article
 Caramel Crunchys	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84
 Cold Coffee Cups	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84
 Sunny Honey	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84
 Detox Juice Pack	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84
 Extra Juicy Strawberry Jam	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84
 Fresh Farmers Vegan Milk	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84

01

Individual taxonomy & own metadata structure

The basic requirement for a scalable PIM should always be a freely configurable metadata structure. This is the only way to maintain important master and transaction data and individual product information that is important for use in the web store or on external marketplaces, for example.

- ✓ User-defined metadata
- ✓ Flexibly assignable write permissions
- ✓ Show/hide for certain users

28 Objects 100		
Name	Description	Article
 Caramel Crunchys	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84
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 Fresh Farmers Vegan Milk	Discover our new vegan product that not only tastes delicious, but also enriches your diet in a sustainable way. Made from purely plant-based ingredients, it offers a healthy alternative for conscious connoisseurs.	BM-84

02

Permanently available Self-service portal (24/7)

A self-service portal is essential to ensure that your own resources can be used profitably in every branch. This is the only way to avoid the manual distribution of data and information and to enable employees and dealers to procure the right materials immediately and independently.

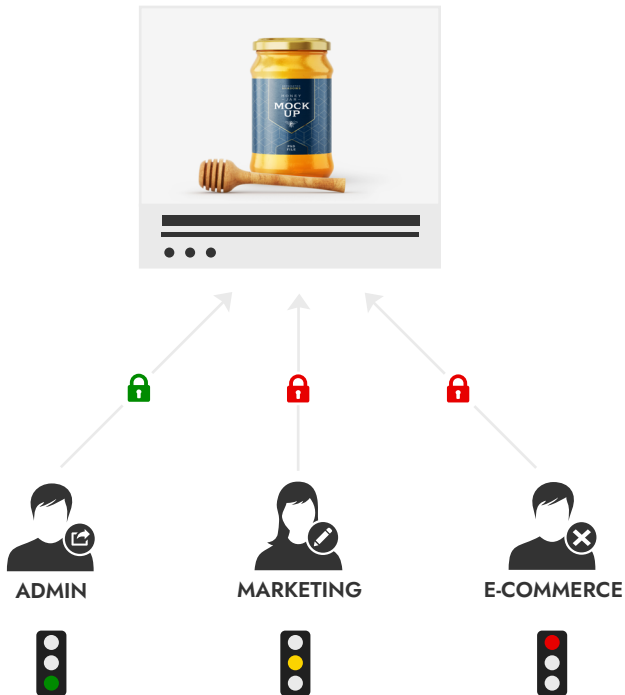
- ✓ Safe access via user account
- ✓ Login via Active Directory & SSO
- ✓ Secure access with 2FA

MUST-HAVE FEATURES

Your new PIM should have these functions.



Example for the distribution of access rights.

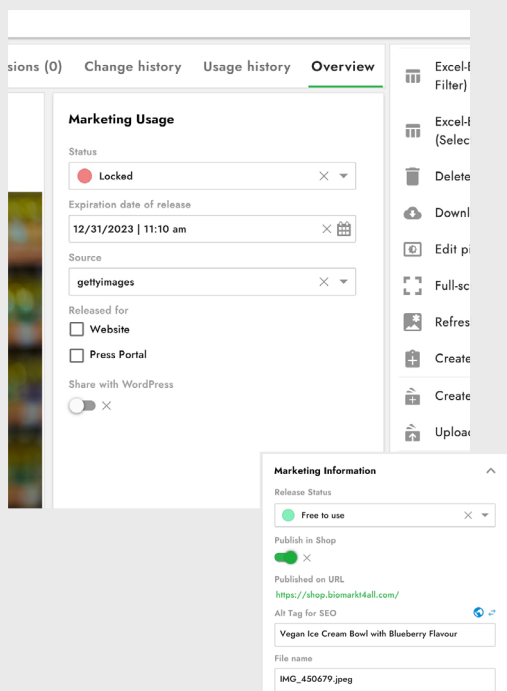


03

Simple assignment of access rights & roles

For secure and compliant PIM use, it is essential that all access rights are highly customizable. This is the only way to ensure that each user can only access data for which they have been authorized.

- ✓ Manage access rights centrally
- ✓ Rights distribution via user groups
- ✓ Individual restrictions possible



04

Control usage rights via metadata

What would good rights management be without integrated workflows? Nothing! It is therefore essential that the usage rights of your products can be flexibly controlled for individual user groups (who can see, edit, share, download, etc. which products).

- ✓ Set automatic expiration date
- ✓ Prohibit the use of locked assets
- ✓ Built-in approval workflows

MUST-HAVE FEATURES

Your new PIM should have these functions.

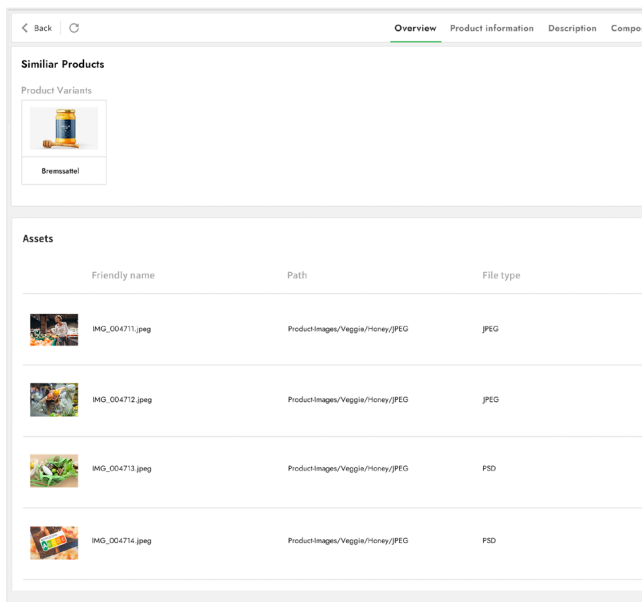


05

Change history and versions

The goal in PIM should always be the „Golden Record“. In other words, the complete, correct data record for a product. With the help of a change history and the possibility of different versions of a product, you always have the most up-to-date data to hand and can differentiate precisely between different variants.

- ✓ Document changes automatically
- ✓ Compare products with each other
- ✓ Avoid using old data

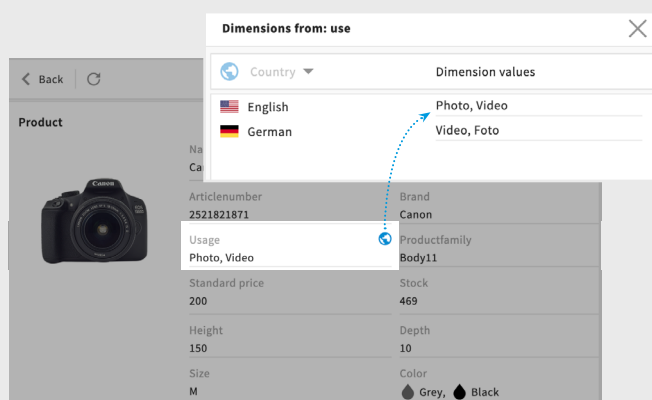


06

Integrated translation management

For international omnichannel marketing on various marketplaces, it is essential that you can save translations directly on the product and change them for specific channels. This allows you to adjust the length of your product description for individual channels directly in the PIM, for example.

- ✓ Without the creation of duplicates
- ✓ No more separate Excel files
- ✓ Channel-specific translations



MUST-HAVE FEATURES

Your new PIM should have these functions.



Gender Unisex	Country of Manufacture China
Package Size 35x25x15 cm	Available Sizes US 6-11 / EU 36-45
Product Weight 687 g	Other Colors White, Beige, Black/Blue, Light Blue

07

Localization & country specifications

Another criterion for successful omnichannel marketing is localization. In addition to translations, you should also be able to maintain country-specific features such as foreign currencies or the conversion to foreign units of measurement on your products without having to duplicate a product.

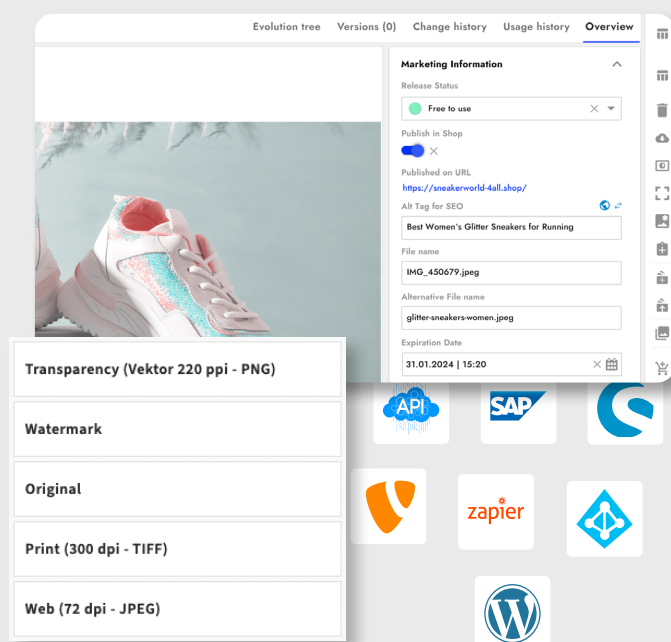
- ✓ Country-specific units of measurement
- ✓ Conversion into foreign currencies
- ✓ Dimensions for more product depth

08

Native integration in over 100+ third-party apps

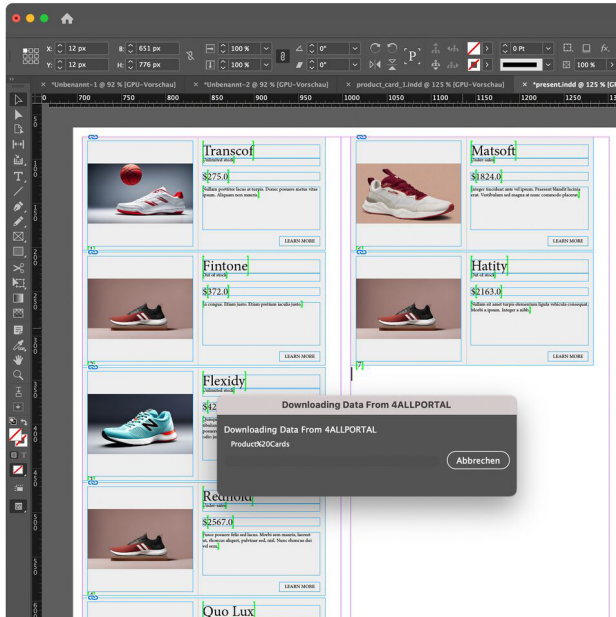
As a central hub, your new PIM should integrate seamlessly into the tech stack of software tools and supply all important platforms and channels with content. Regardless of the purpose: social media, paid ads, SEO or content for web stores, marketplaces or catalog productions.

- ✓ Publish content at the touch of a button
- ✓ Use metadata for SEO & store
- ✓ Universal Integration via REST-API



MUST-HAVE FEATURES

Your new PIM should have these functions.



09

Print automation for catalogs and product data sheets

To minimize the effort involved in print production to a minimum, special attention should be paid to functions for scalable print output, such as data sheet creation using your own templates or the automatic filling of InDesign documents.

- ✓ On-Demand Creation in your PIM
- ✓ Integration with external Design Tools
- ✓ Filling your own design template

10

Flexible Hosting: Cloud or On-Premise

You should always have the freedom to store your data where it is best for your company and your IT. While for many only hosting on own servers is an option, other companies outsource other companies outsource this task, to save time and resources.



- ✓ Data center with ISO certification
- ✓ Server location in Germany
- ✓ Compliance with applicable GDPR



Would you like to find out more?
**Check your individual
requirements with us now!**

You're in good company with us:



CITIZEN



bofrost*



Free Requirements Call

If you have any questions about functions, integrations or prices,
we can find out together in an initial 15-minute phone call
whether we are a good match.

You will then have the opportunity to receive a
comprehensive PIM demo with one of our experts.

To make an appointment, simply click on the button:

Continue to date selection