

Product Information Management (PIM)

ENGAGE CUSTOMERS AND FUEL GROWTH WITH ENRICHED PRODUCT EXPERIENCES

Closing the gap between making products and generating sales isn't easy. Commercial teams must transform product data into rich content, partner it with digital assets, and synchronize it across every channel to successfully engage with customers where and when they want.

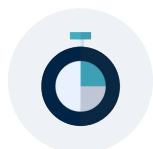
Propel streamlines go-to-market processes by uniting marketing and manufacturing teams with dynamic collaboration, synchronized workflows, and data continuity throughout the whole product lifecycle. With a continuous, trusted source for product information, teams deliver the seamless experiences that drive omnichannel growth.



Fuel revenue growth with flexibility to quickly adapt product info for omnichannel sales and scalability to capture new market opportunities.



Optimize customer experience with consistent, trusted product content tailored by channel to boost win rates and maximize loyalty.



Accelerate time to market with less manual data entry, orchestrated workflows, and in-context collaboration to keep global teams in sync.

SIMPLIFY YOUR IT STACK

Product Value Management (PVM) includes all the capabilities of product lifecycle management (PLM), quality management (QMS) and product information management (PIM), all on a single platform.

KEY CAPABILITIES

Aggregate Product Data

- Accurate, efficient batch import onboarding to centralize data
- Governance and role-based permission ensure data integrity

Manage Product Assortments

- Flexible, scalable hierarchies to adapt catalogs with product and channel changes
- Variant auto-inheritance to reduce manual entry and errors

Enrich Product Information

- Tailor content by product, category, and channel with configurable attributes
- Connect digital assets with product records to maintain consistency in every channel
- Cross-functional collaboration streamlines launches, updates and approvals

Activate Product Content

- Export categories and products for omnichannel distribution
- Save channel-specific profiles to automate content mapping

Drive Business Transformation with Propel

To learn more about Propel's flexible, scalable Product Value Management platform that drives revenue growth and accelerates time to market, visit propelsoftware.com and follow us on [LinkedIn](#)