

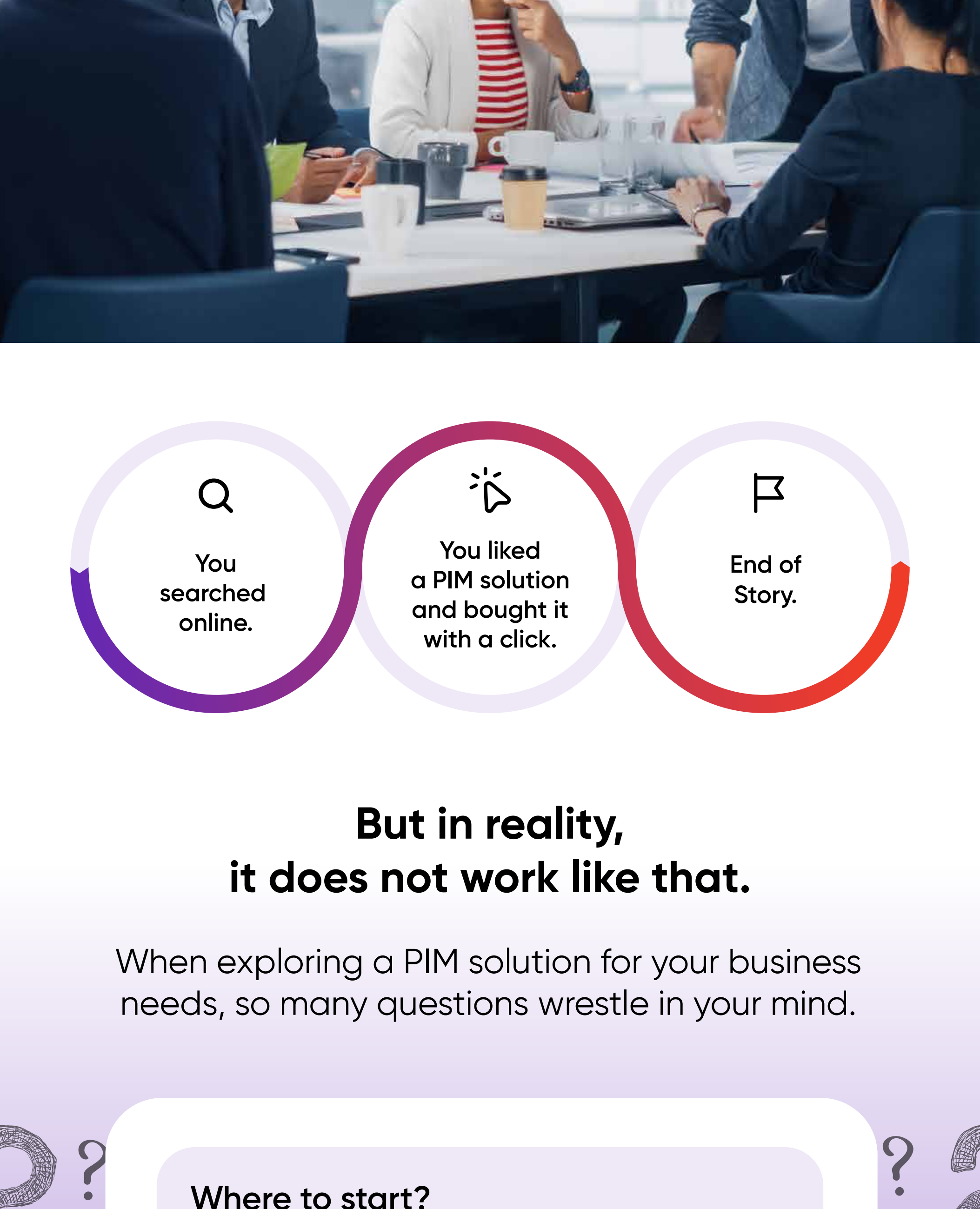
5 KEY STEPS TO EVALUATE A PIM SOLUTION

In a team meeting, your team members discuss concerns about existing product information management. You ask for potential solutions to resolve the problem.

A suggestion comes...

We should implement a PIM system.

Okay. Let's explore it.



You searched online.



You liked a PIM solution and bought it with a click.



End of Story.

But in reality, it does not work like that.

When exploring a PIM solution for your business needs, so many questions wrestle in your mind.

Where to start?

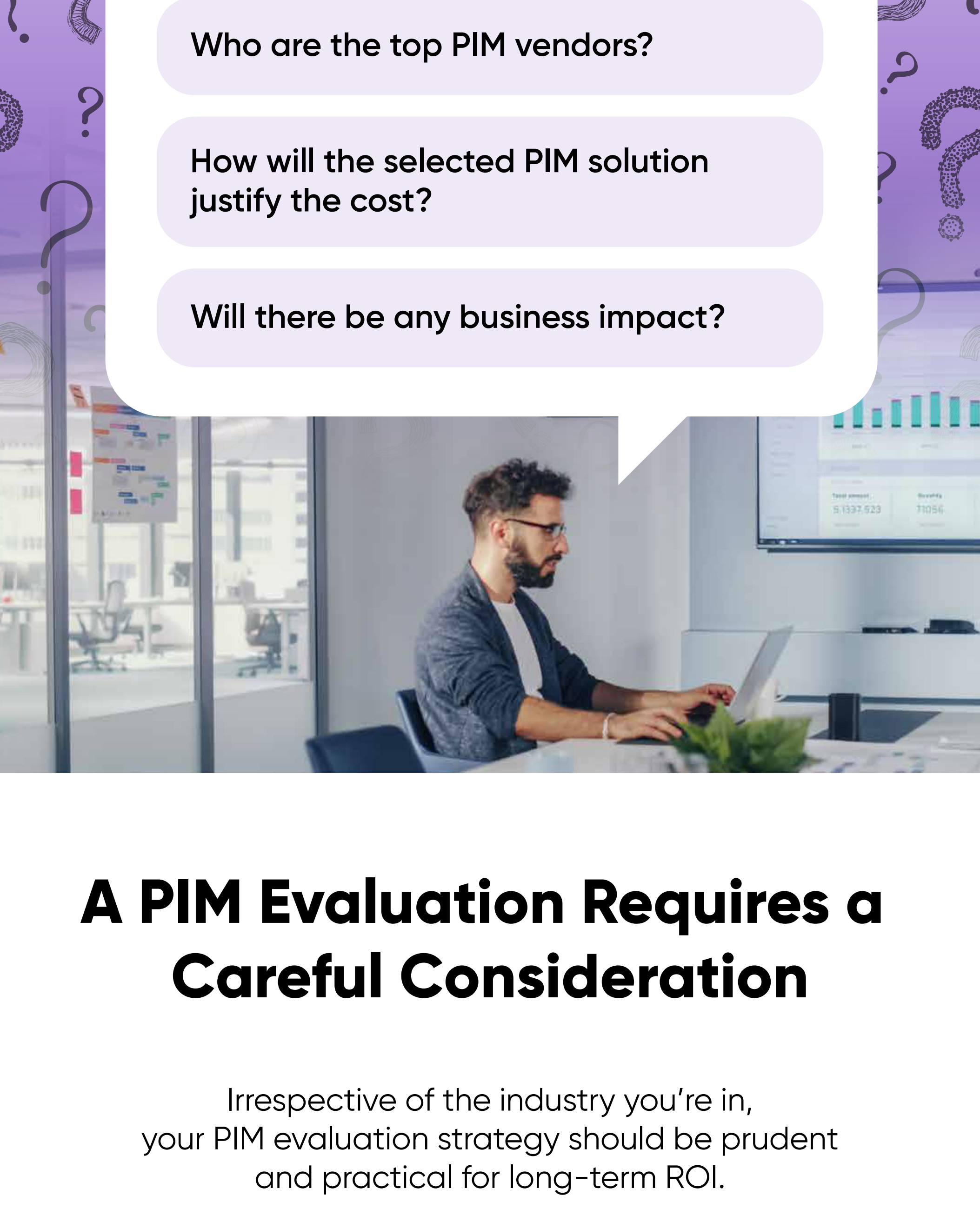
How will a PIM solution help my teams?

What are the alternatives?

Who are the top PIM vendors?

How will the selected PIM solution justify the cost?

Will there be any business impact?



A PIM Evaluation Requires a Careful Consideration

Irrespective of the industry you're in, your PIM evaluation strategy should be prudent and practical for long-term ROI.

If you agree with it? Here is a five-step approach for evaluating PIM systems.

STEP 1

Conduct a thorough Analysis

- **Why** Why is PIM software needed to solve your business problems?
- **Who** Who are the team members or departments to be using the software?
- **What** What is required to run the software, such as additional resources, infrastructure, and other tools?
- **How** How will the PIM software be implemented?
- **When** What is the implementation period of the PIM system?
- **Where** Will there be any impact on business continuity during PIM implementation?

STEP 2

Identify 'must-have' Features

Beyond the core capability of the PIM system, define additional features that are a must for your business.

For example:

- Multilingual Capability
 - Product Data Syndication
 - Web2Print
 - Omnichannel Publishing
 - Integrated DAM
 - Product Experience Portal
- ... and more

STEP 3

Select the right Vendor

Choosing the right vendor helps ensure on-time and on-budget delivery, crucial factors in the success of your PIM project.

- Research different vendors and compare
- Ask for use cases similar to your industry
- Get RFP from different vendors
- Evaluate responses and create a "short list" of vendors
- Get a personalized demo related to your business case
- Enquire about implementation partners in your geography

STEP 4

Calculate PIM TCO

Understanding the total cost of ownership is critical to minimizing vulnerability to operational and strategic risk in terms of budget.

Get complete clarity on the below cost factors:

- Per User License Cost
- PIM Implementation Cost
- Solution Replacement Cost
- Ongoing Maintenance Cost
- Assess potential cost liabilities and risks

STEP 5

Negotiate and Decide

From here, prioritize your PIM vendor selection process after getting input/feedback from all stakeholders.

- Do a preliminary review of shortlisted PIM vendor proposals
- Select the vendor considering both short-term and long-term goals
- Negotiate terms and conditions addressing any time constraints, benchmarks, confidentiality, dispute resolution, and more
- Make the final call aligned with your key stakeholders
- Start the implementation process

Have More Questions on PIM Evaluation?

To know more about Pimcore PIM capabilities or to get a deeper Pimcore PIM assessment for your business, contact our sales consultants at info@pimcore.com or call +1 832-886-6730.

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