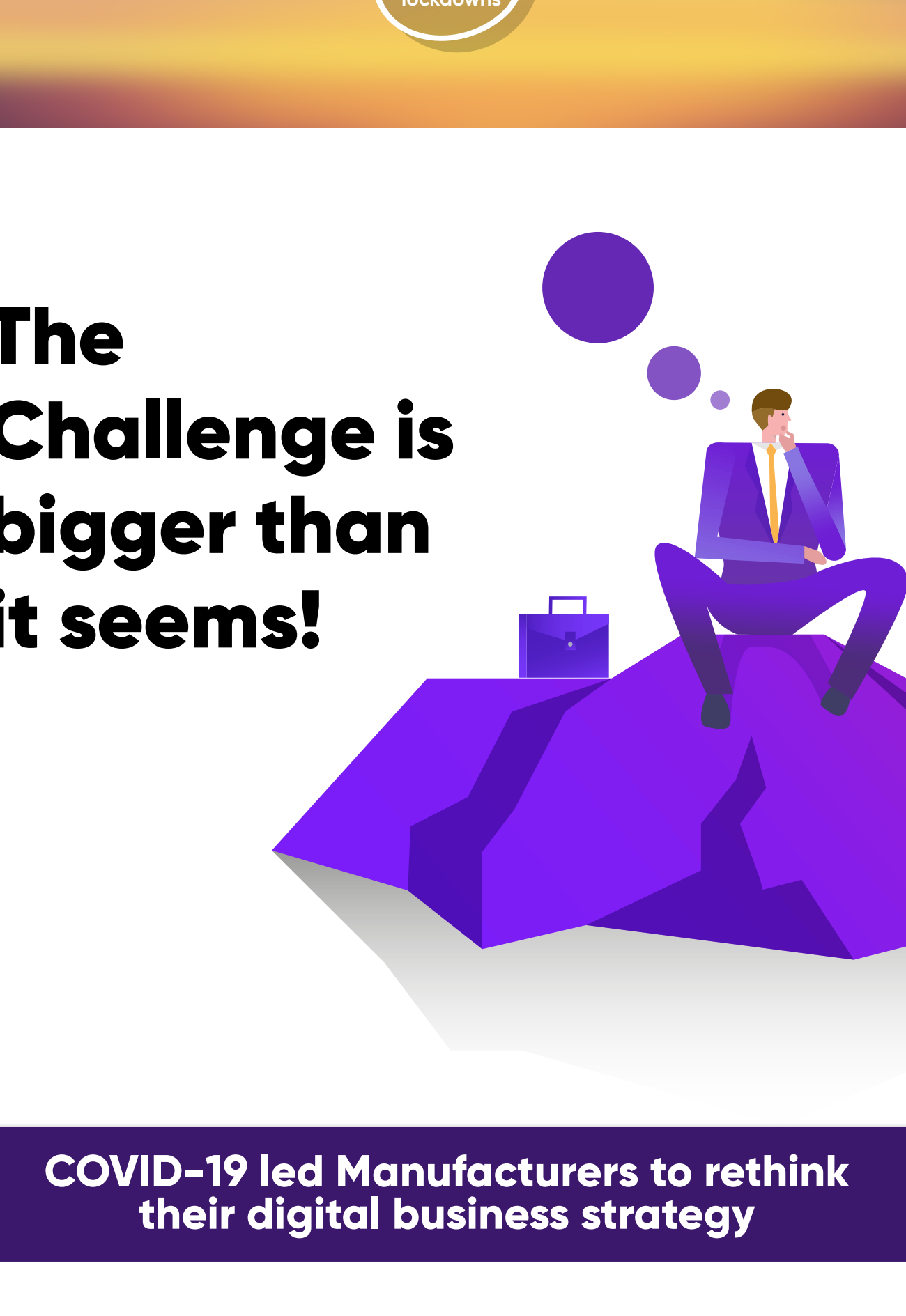


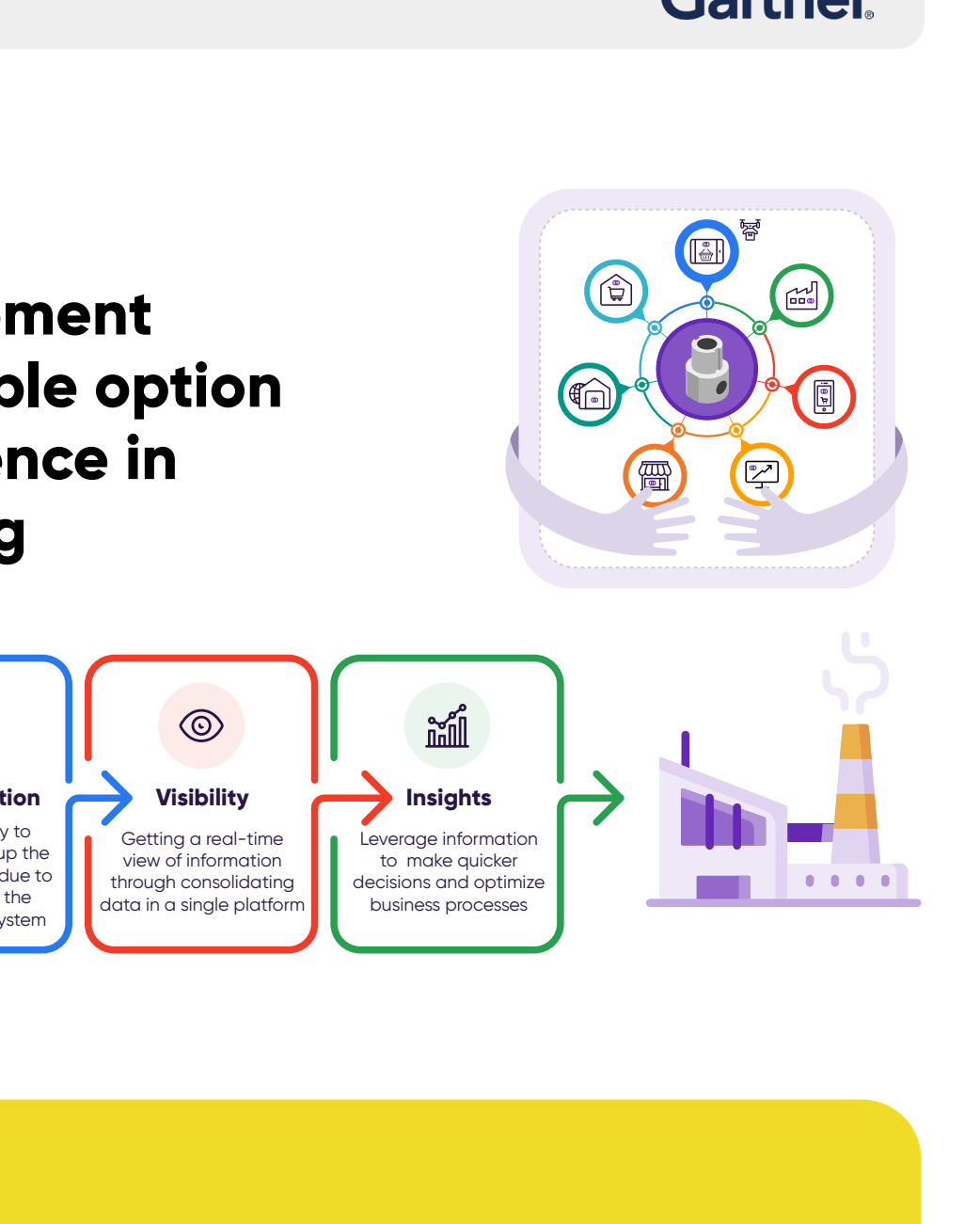


5 WAYS PIM CAN COUNTER UNCERTAINTY FOR MANUFACTURERS

Struggling to navigate through the turbulence created by a one-of-a-kind pandemic?



The Challenge is bigger than it seems!



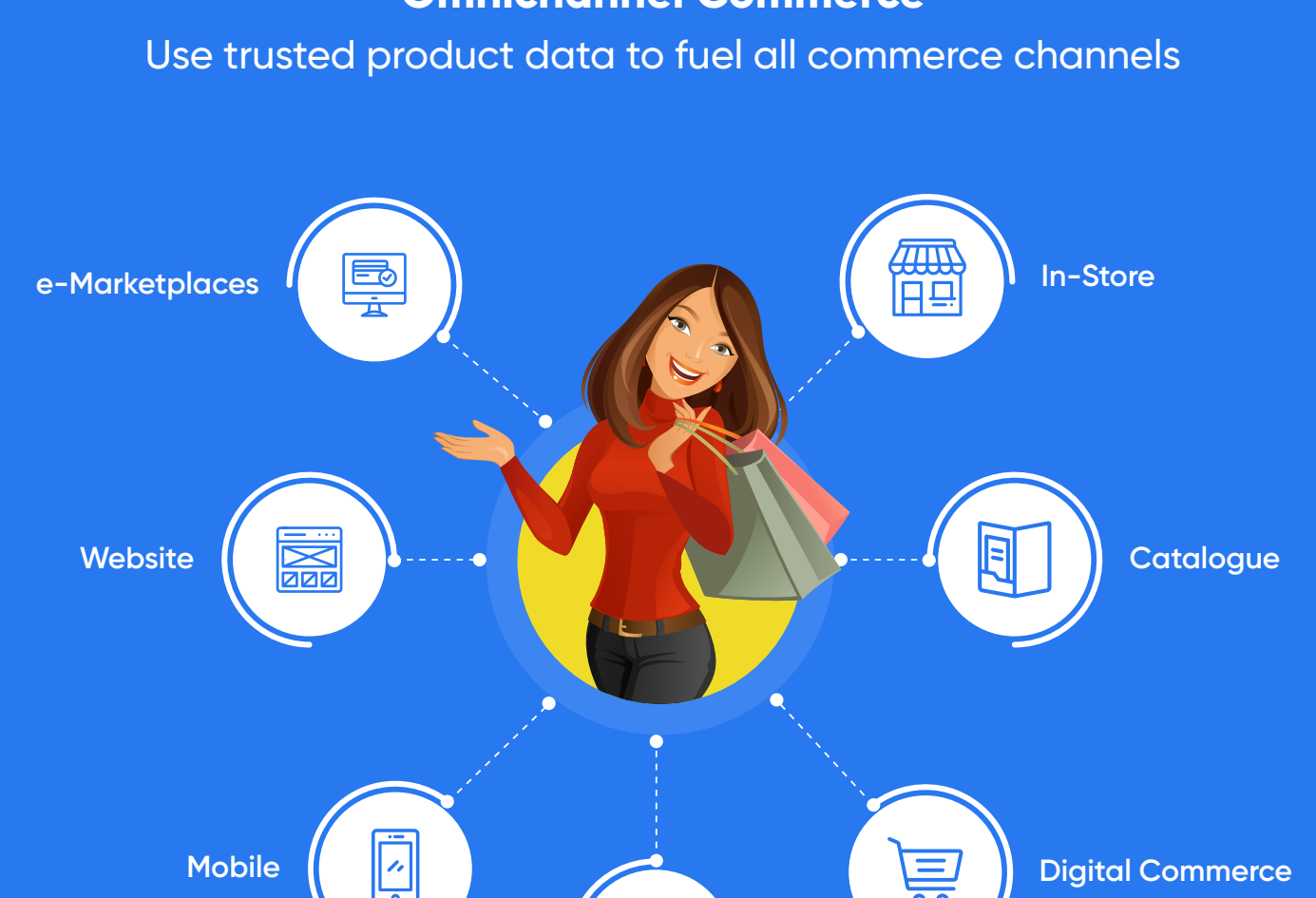
COVID-19 led Manufacturers to rethink their digital business strategy



Source: GARTNER (May 2020)

Gartner

Embracing digital enablement remains a viable option to build resilience in manufacturing



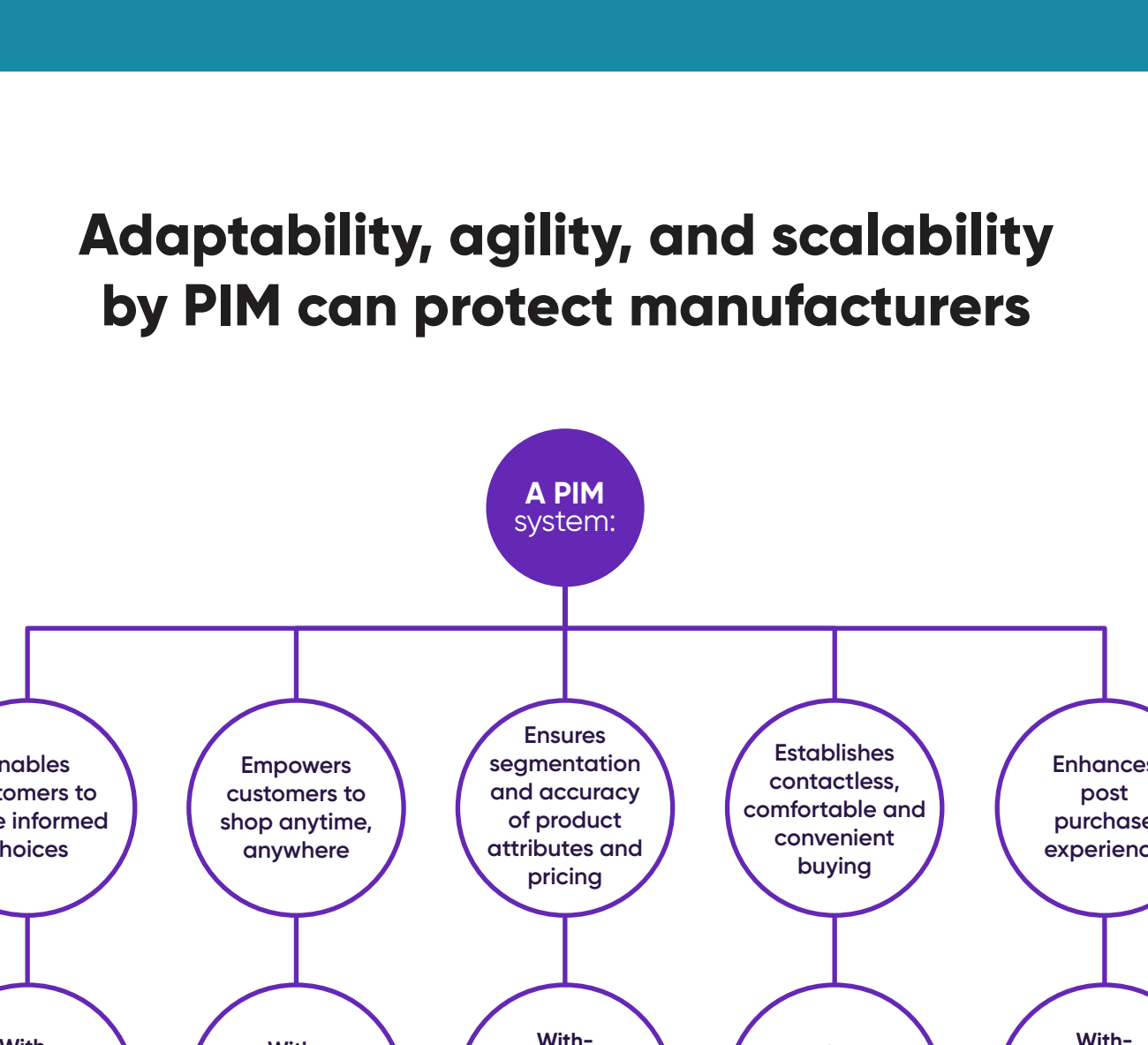
5 WAYS PIM-led Digitalization Helps MANUFACTURERS



1 Product data centralization to eliminate inconsistencies throughout the ecosystem



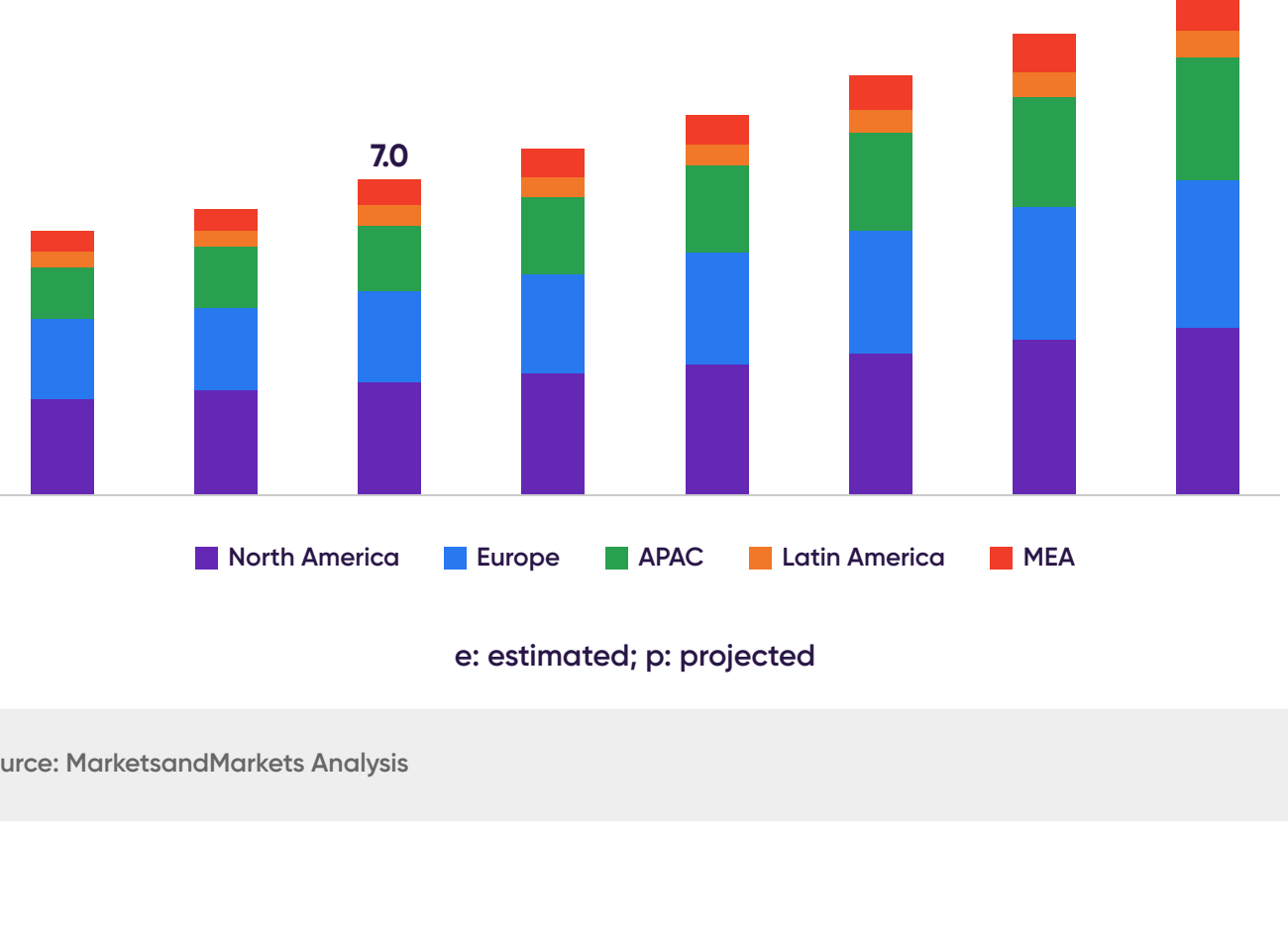
2 Omnichannel engagement on any channel, any device, and at any moment in time



3 Operational efficiency that maximizes automation, compliance, and synchronization

- Brings down data management and publishing time
- Automates key workflows and processes
- Decreases supply chain complexity
- Gives greater flexibility to internal teams
- Enables marketing and sales automation
- Improves compliance and introduces data governance
- Accelerates new product introduction

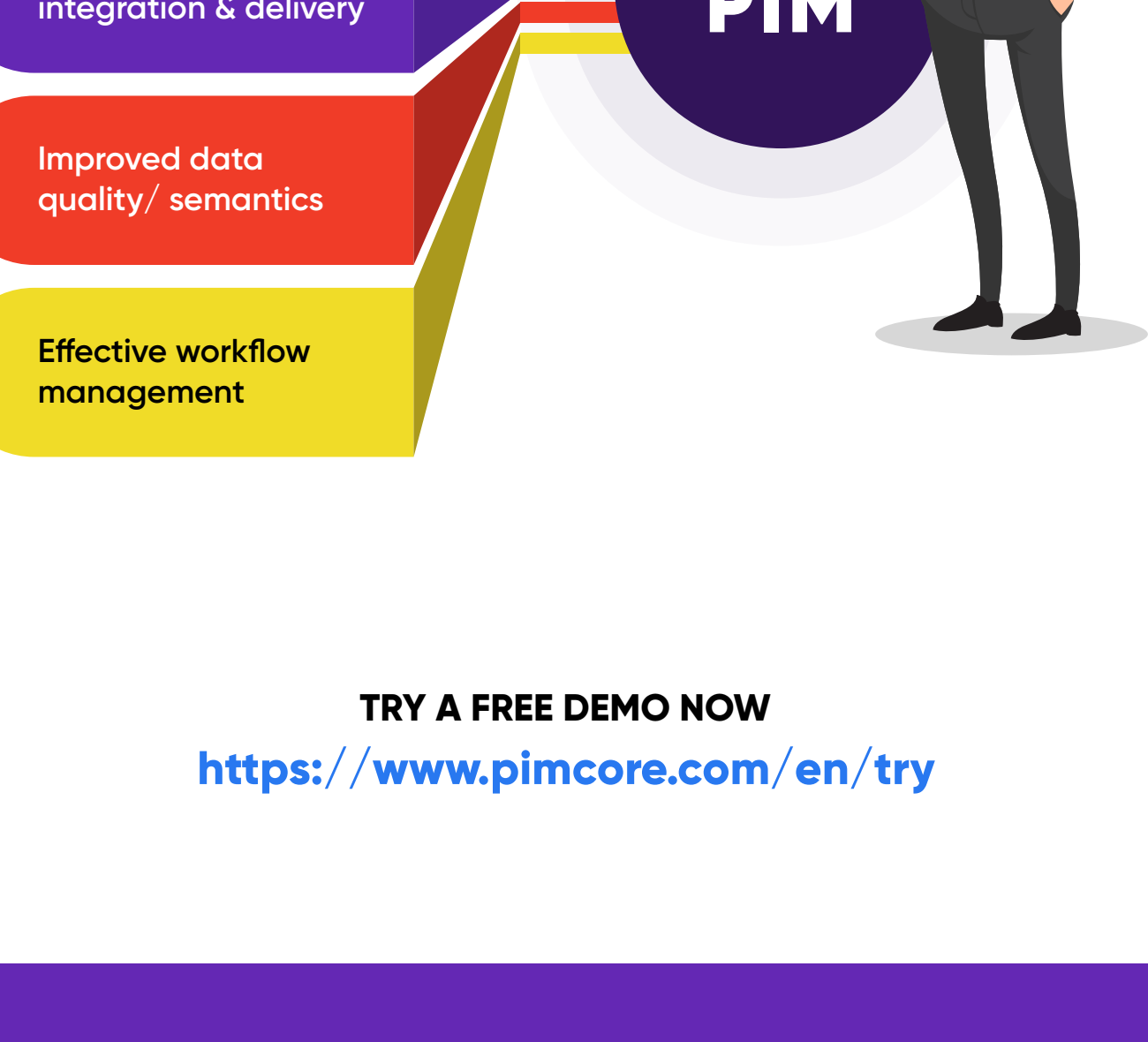
4 Customer Experience (CX) that inspires trust and loyalty



5 Reduced time-to-market with adaptability to multiple geographies, languages, channels for better ROI



Adaptability, agility, and scalability by PIM can protect manufacturers



It is no surprise that global PIM market size is expected to grow from USD 7.0 billion in 2019 to USD 11.4 billion by 2024
 – Marketandmarkets

PRODUCT INFORMATION MANAGEMENT MARKET BY REGION (USD BILLION)

Source: MarketsandMarkets Analysis

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