

Key considerations for success in your digital product management



This checklist will help you see the key areas where your business is thriving, and the areas that need some TLC. Tick as many options as are relevant to your company.

1. What is the main objective of your business operations?

- We aim to introduce new products in a desirable time**
Do you need to onboard product information in a timely manner?
- We manage a large volume of SKUs**
Do you need product information management platforms that manage the related high volume of product information and image assessment?
- We need to stay relevant with consumer trends**
Do you aim to offer customers an exceptional ecommerce shopping experience by implementing dynamic and relevant product attributes?

2. What are you challenged with daily in your business operations?

- Inconsistency**
Product information is not aligned across the organization.
- Duplicate work**
Recreation of the same product information across the company leading to inefficiency.
- Struggle to introduce new products in a timely manner**
Product information is not distributed correctly leading to delays in product launches.
- Scattered product data**
Product information is dispersed, isolated or unavailable when needed.
- Upgrading systems**
Struggle to integrate product information management software for data to manage all production information at once.
- Customer-facing inconsistencies**
Burdening your clients with the need to review multiple sources to understand your products.
- Customer service complaints**
Product information management services are not used correctly, leading to incorrect or inconsistent information across internal and external sites, or not available to internal operations teams that support customers.

3. Which of the following factors do you use to measure your success?

- Data governance**
Ensure data is relevant and that identified changes to the status quo, such as internal processes, system changes, and market disruptions, are judiciously reviewed to ensure they do not negatively impact the relevance, timeliness, or quality of the data.
- Data architecture and modeling**
Data architecture teams should think about the enterprise's immediate requirements and its evolving needs over the next five years.
- Structured operations**
Data maintenance, handling, and stewardship services including measurement, reporting, and training.

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Results time!

Thank you for answering these questions. The aim of this survey is to see where you can maximize your company's product information management.

Questions 1 and 3 provide context on where your company's focus is.

But question 2 is where the real value comes in. How well is your company currently performing and how can you make it even better?

Tally up your ticks from question 2 and see your score below.

1-3: You clearly pride yourself on efficiency in your method. Have you ever considered how much PIM software can take your business operations to the next level?

3-5: You are almost there, so now is the time to build on your existing process. Finding an efficient product management software service will make all the difference in growing your company.

5+: Everyone has to start somewhere. You clearly have the passion, but you haven't quite figured out the system to make your company thrive. It is time to start defining and building a PIM system that pushes your team to success.

What is a PIM system?

A PIM (Product Information Management) system manages information quality and automates the management, importing, and exporting of content to and from various online sources and channels to market and sell products.

Benefits of product management systems include

- Improved communication internally between teams
- Better chances for product success
- Better SKU monitoring
- Improved project time management
- Increased consistency across teams
- Improved customer relationships

Are you ready to elevate your business with a Product Information Management system?

At Cognizant, we've helped businesses just like yours take their sales and growth to the next level to boost revenue and increase their reputation in their market. Reach out today to take the next step.