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Born **Digital** . Born **Agile**

Why PIM Is Your Greatest Ally in Product Catalog Management (PCM)?

Information.

Automation.

Precision.

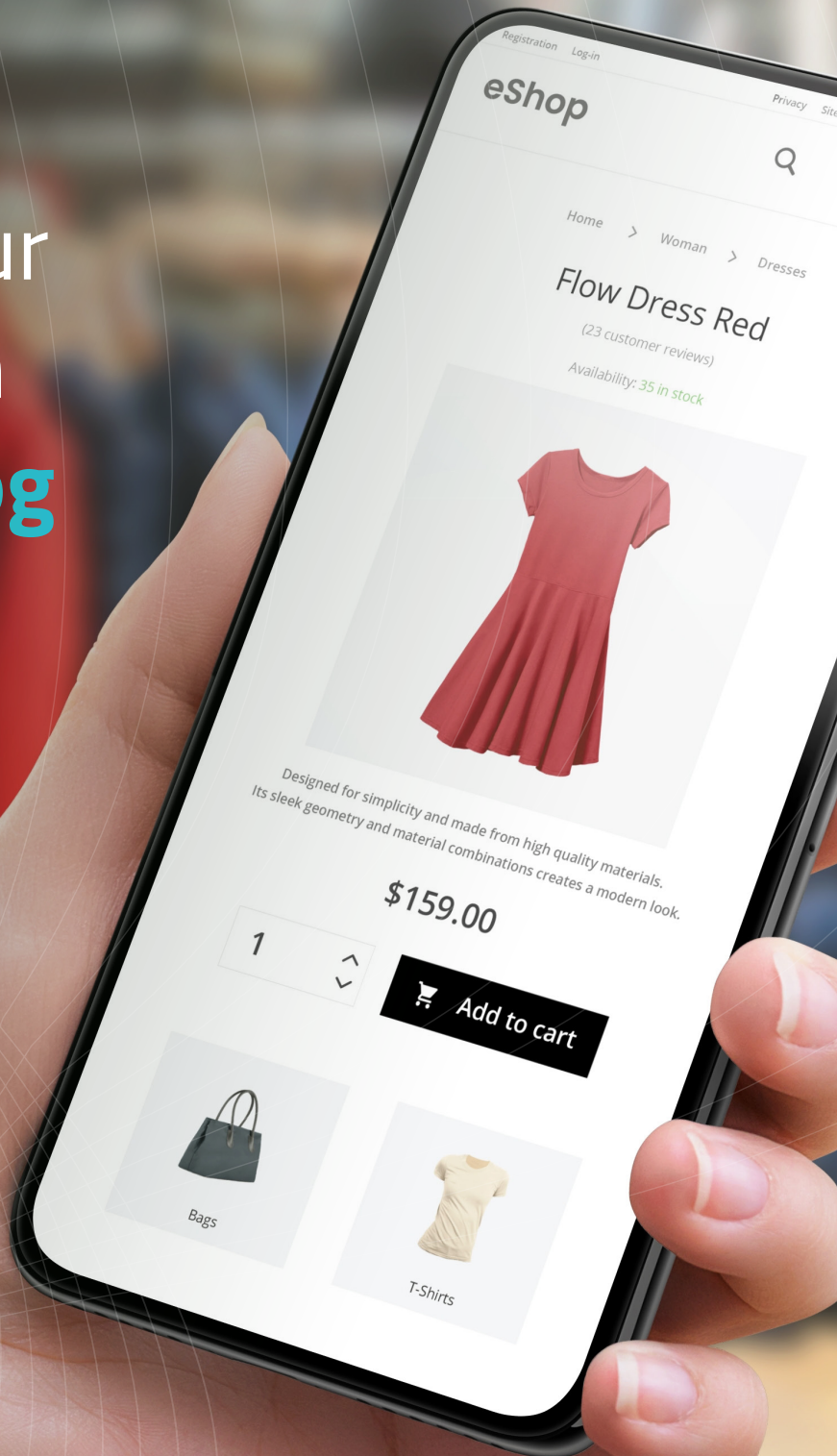


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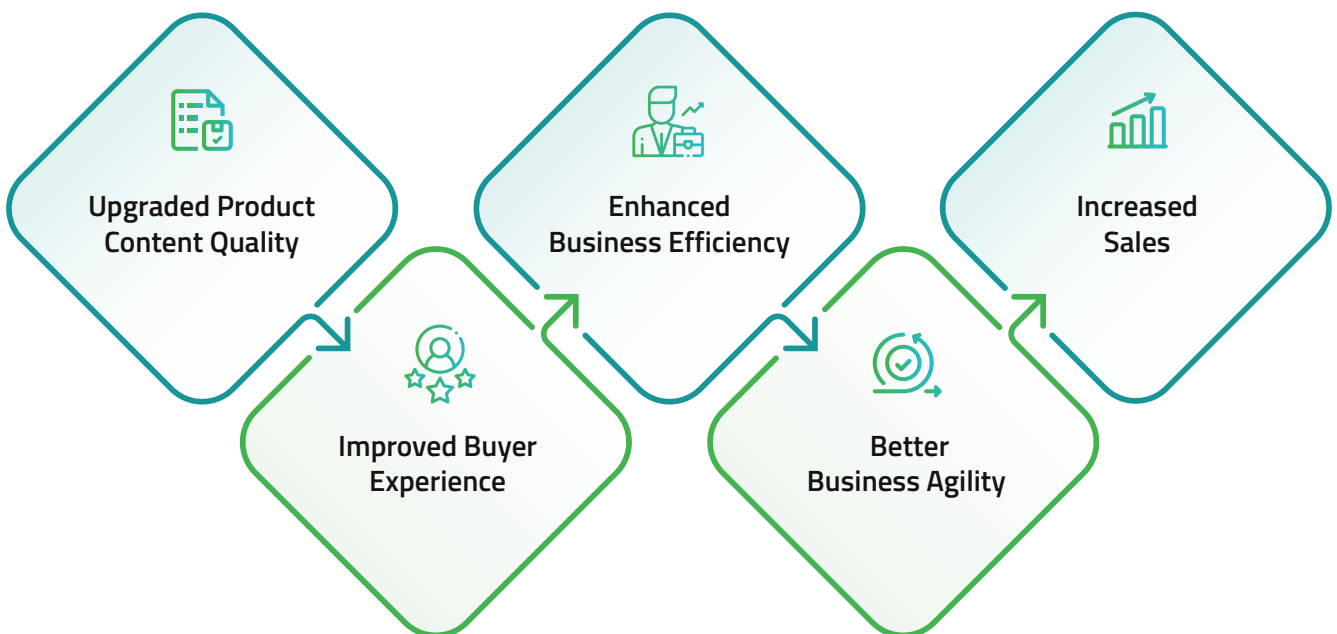
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What Retailers Need: A Living, Breathing, Dynamic Product Catalog

A product catalog is more than just a product listing; it's an emotional conduit that drives sales. While the power of physical catalogs is undeniable, the complexities of digital catalogs often baffle even seasoned brands.

Effective catalog management requires a deep understanding of product intricacies. For example, all kinds of attributes such as size, color, pattern, texture, or unique product identifiers, must be accurately represented. Manually handling this complexity can lead to discrepancies and hinder the creation of engaging, interactive catalogs that resonate with today's consumers.

The data-driven landscape has re-emphasized that sound management of product data is the critical first step for brand success. AI, Automation and NLP are already transforming how catalogs are created and consumed. Retailers must prioritize data accessibility and quality to deliver exceptional customer experiences. It has been often seen that superior quality catalogs set off a chain reaction that begins with upgraded product content quality and design, which ultimately culminates into increased sales.



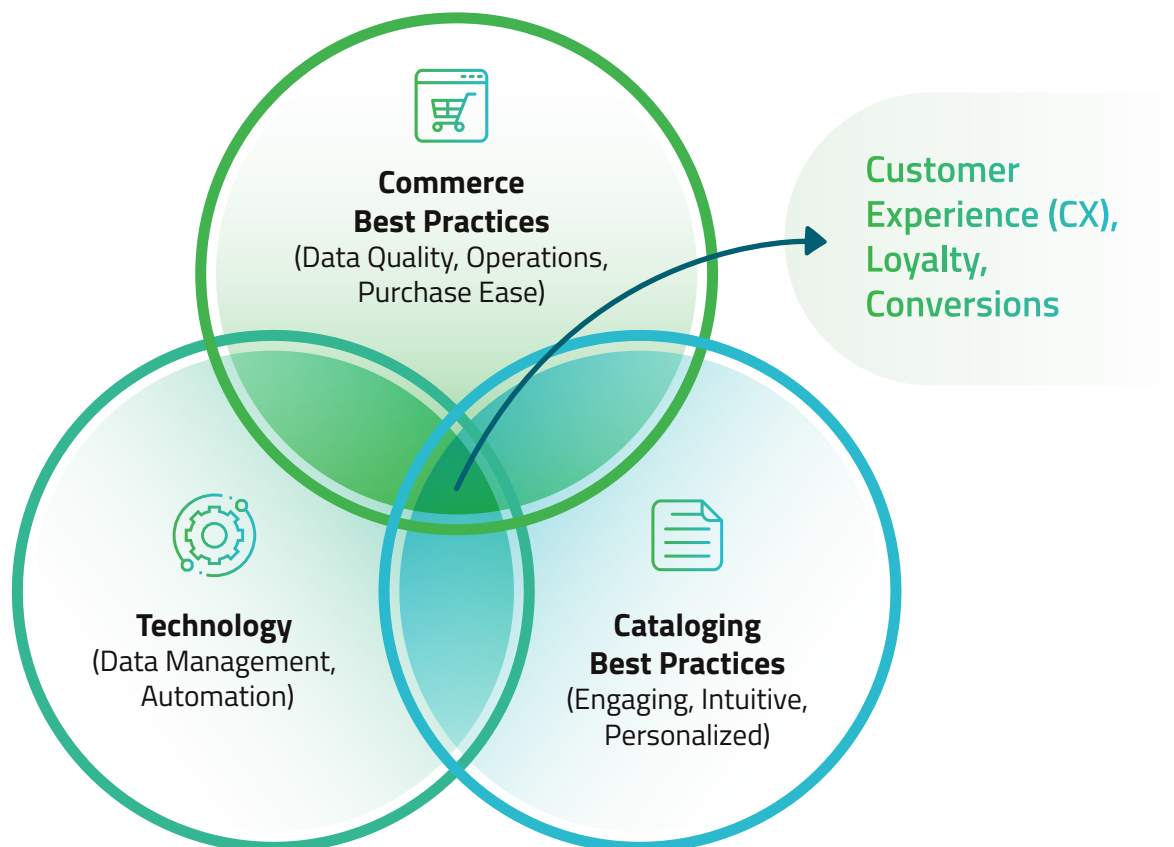
Product Catalog Management: Setting off a chain reaction

The Modern Product Catalog: A Blueprint for Success

Excellence in cataloging lies in blending high-quality product data and best practices in commerce. It requires synergy between robust product information, seamless data exchanges among systems, and the right data governance, which in turn enables flawless product catalogs that result in memorable purchase journeys.

In other words, creating a truly effective catalog involves more than just data aggregation and product information management. It's about crafting compelling and comprehensive narratives that resonate with the target audience. Trustworthiness, consistency, and engagement are paramount. Though technological enablement (including automation and data management) plays a crucial role in enabling these elements, it's the human touch that brings the catalog to life.

To succeed, catalogs must also be adaptable and have an omni-channel presence as consumers expect consistent experiences on all platforms. Therefore, a comprehensive view of product information, including rich media and detailed attributes, is essential. By implementing a robust **Product Information Management (PIM) system**, remarkable product catalogs can be brought to life, driving conversions and fostering customer loyalty.



Turning PIM into Your Greatest Ally in Product Catalog Management

Functions of Product Catalog Management



Creation and Maintenance of Product Descriptions



Mapping the Catalog Management Process



Managing Product Hierarchies



Enabling Product Categorization



Using High Quality Product Information



Streamlining Ordering Process



Maintaining Consistency in Catalogs Across Channels

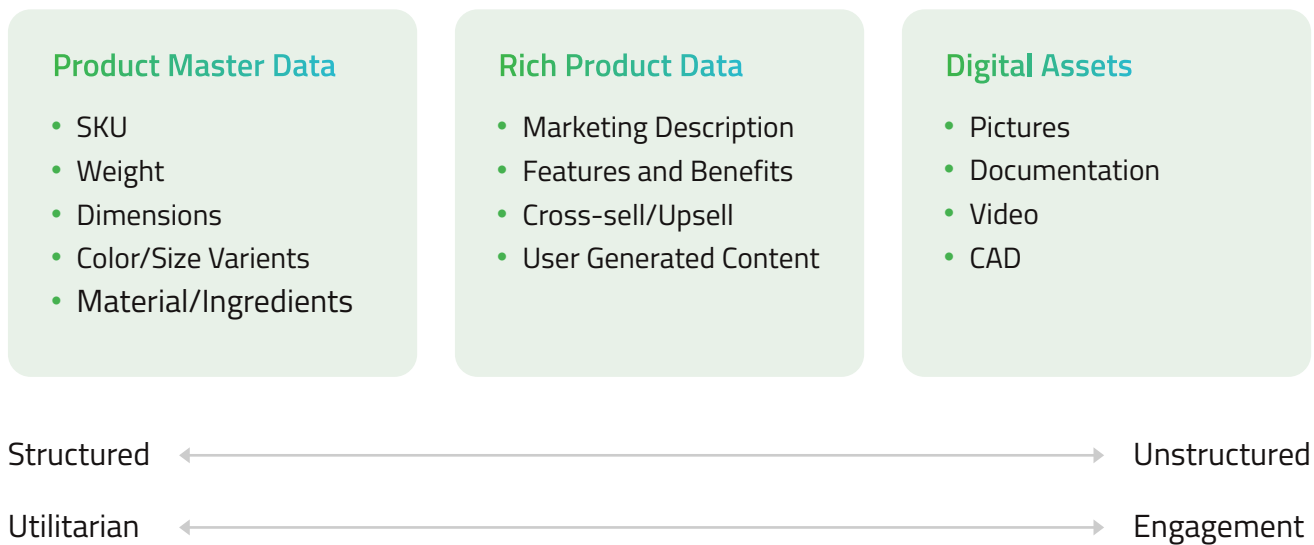


Cross-selling, Up-selling Related Products

Starting with Data and Digital Assets: Your Unique Weapon

By managing various types of product master data, rich content, and digital assets, PIM systems facilitate the creation of well-organized product catalogs that swiftly convert into sales. The system's ability to group and classify products accurately enhances the user experience and ensures the trustworthiness, significance, and timeliness of product details. This, in turn, supports the creation of personalized catalogs, delivering a tailored and engaging shopping experience across all channels.

Key Product Data Assets



Source: Gartner

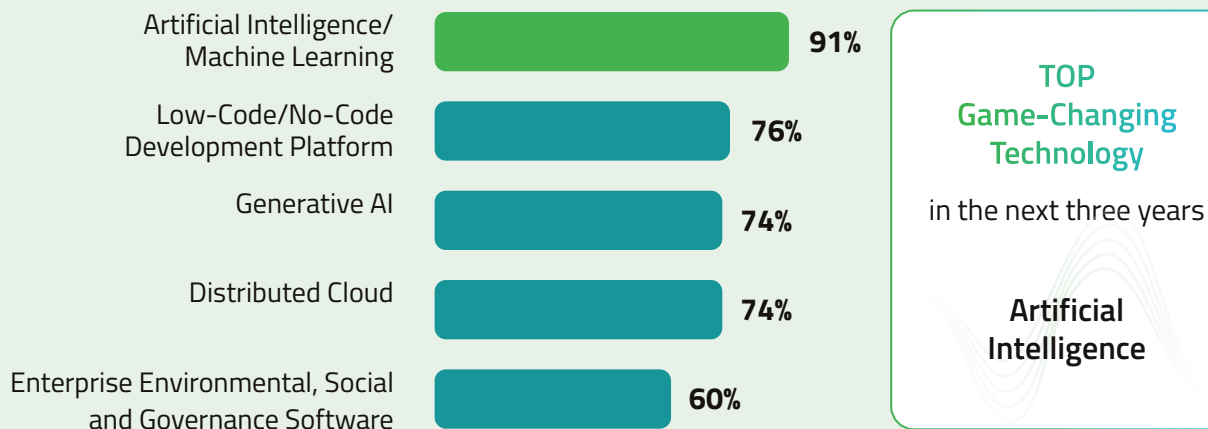
PIM streamlines catalog creation by efficiently handling extensive product information and forging enduring alliances among different teams. This leads to easier management of catalog versions tailored to several geographies across the globe. Additionally, PIM simplifies the creation and approval processes, systematizes workflows, and applies tailored business rules while entirely eliminating manual catalog creation.

Automation and AI: The Force Behind Catalog Creation

To maintain relevance, product catalogs must be continuously and seamlessly updated. For sales and service personnel who require prompt, on-the-go access to digital catalogs. Hence, requiring rapid, transparent, and efficient notifications, along with automated approvals, is a must. By implementing a centralized PIM system, data is aggregated from existing internal systems like CRMs, ORMs, ERPs, and external sources like digital agencies and data vendors to gather up-to-the-minute information, which is consistently distributed across various formats, channels, and markets.

On the other hand, AI significantly enhances the capabilities of PIM systems by powering personalized recommendations, analyzing customer behavior, predicting future trends, and providing valuable insights for tailoring product offerings. With AI, PIM systems can automatically enrich product data and digital assets, resolve discrepancies, and connect and map new information, while ensuring the data is comprehensive and accurate.

Which technologies are most likely to be implemented by 2026?



Source: Gartner

Additionally, AI-driven automation facilitates seamless integration of data from disparate systems through APIs. This automation supports the strategic listing of related products and prepares data for organized publication across multiple channels, enhancing the efficiency and effectiveness of catalog updates and distribution.

PIM and NLP: Serving Global Cataloging Needs

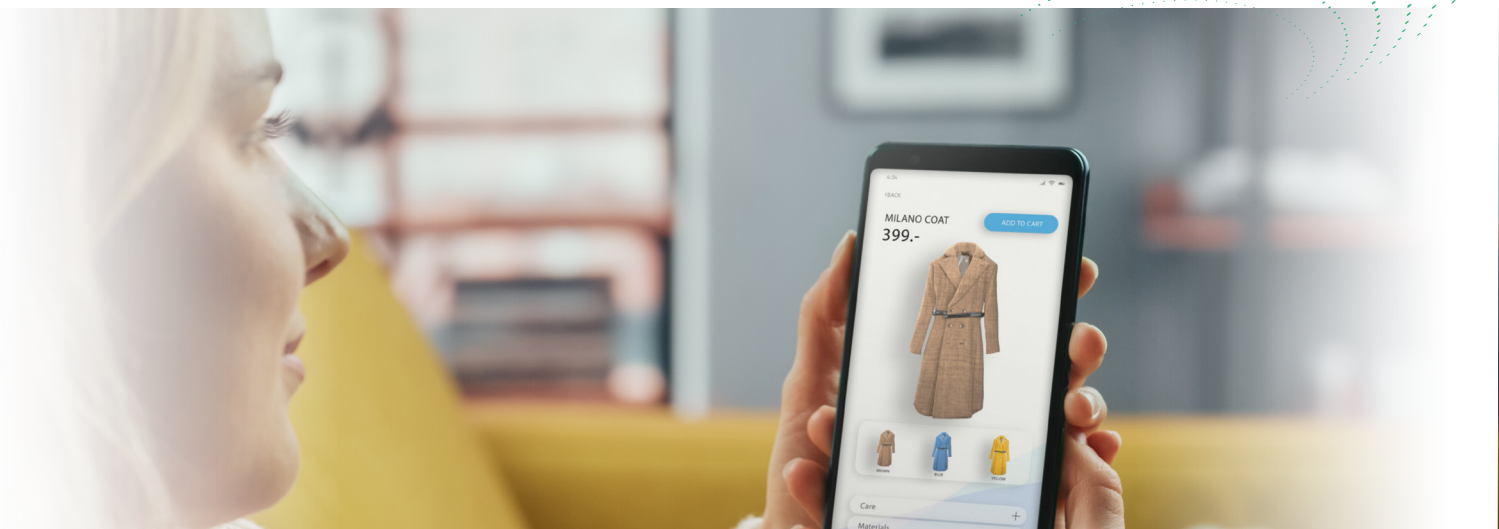
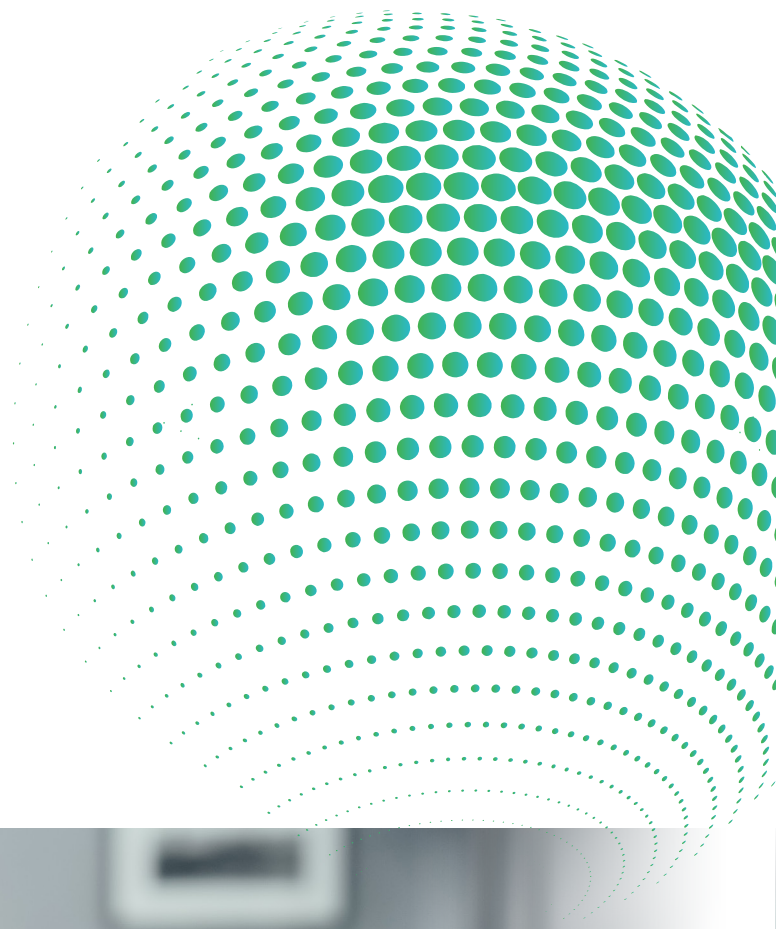
Global retailers are constantly looking for support regarding data syndication and standardization in a globalized market. PIM software centralizes all product data, providing a single source of truth that ensures consistency and accuracy across various channels such as eCommerce sites, marketplaces, and social media. It facilitates compliance with international standards, like GS1, ensuring product information meets global specifications.

It aids in syndicating data efficiently and distributing consistent and up-to-date product information across all platforms. Additionally, PIM supports localization and translation, enabling retailers to tailor product details to different regions and languages, which is crucial for engaging diverse customer bases.

Technologies like Natural Language Processing (NLP) further enhance PIM capabilities.

NLP automates the extraction and classification of product attributes from various sources, organizing data into structured formats. It optimizes content by analyzing and improving product descriptions for better searchability and readability via automated translation and localization, ensuring high-quality, culturally relevant product information.

Furthermore, it cleanses and enriches data by correcting inconsistencies and extracting additional attributes, enhancing the overall quality of the product catalog.



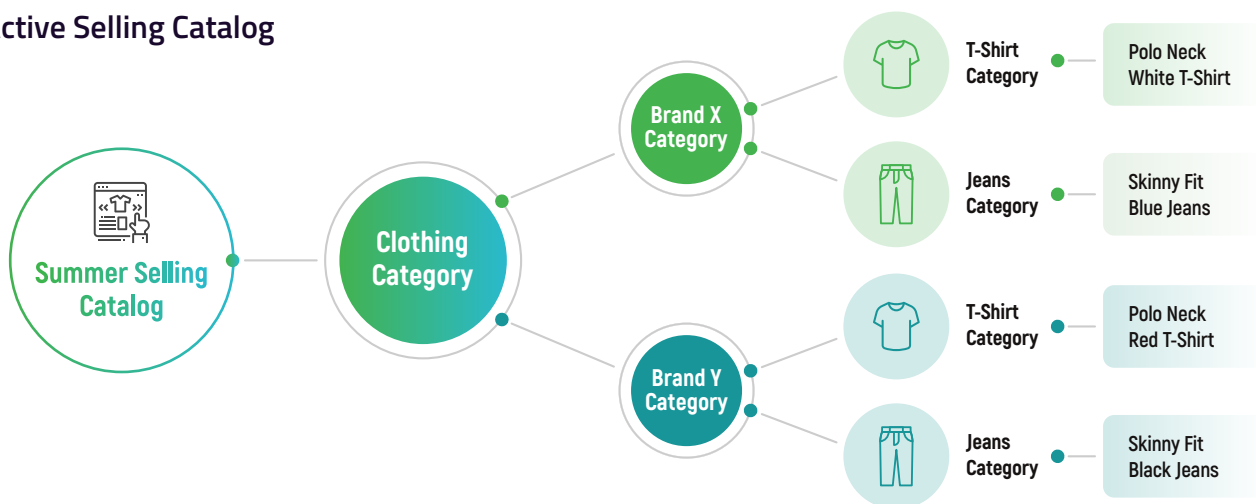
Building Intuitive Catalogs for Remarkable Customer Experience (CX)

Matching your retail objectives with impeccable UX while catering to customer preferences is the recipe to create attractive catalogs. However, CX is not a one-time pursuit. The product information that once makes an impact has the potential to stay with the customer forever. Apart from being appealing, CX must ensure:

- Zero ambiguity
- Easy searchability
- Updated products in real time
- Quick standardization of product data from suppliers

Catalogs categorize and classify items into separate hierarchical associations and groupings from various logical perspectives. A good catalog has enough flexibility to add or remove items and assign new sub-categories in the master catalog according to changing demand and seasonality.

Active Selling Catalog



High precision and foresight are a must in shaping categories. Apart from 'more the merrier', the motto should be 'clearer the better.'

Associations in catalogs are essential to guide customers. Five main types of associations are:

- Cross-Sell: Pairing the main item with a secondary item to form a more complete package.
- Up-Sell: To promote a higher value item than what customer is seeking.
- Supersession: Recommending the next best item in the chain of supersession in case the searched item is sold out or unavailable.
- Alternative: An item that can be a great alternative in case what the customer is seeking is not available. Alternatives fulfill customer selection criteria but are not their pre-conceived first preference.
- Competitive: Competitive products are similar products in the same category by competitor brands or manufacturers which offers customers a choice.

Elevate Your Product Catalog Strategy with Happiest Minds

Happiest Minds has the capability to **implement PIM** to tackle your complicated cataloging needs involving vast categories, via integrating all the scattered product data, implementing intelligent workflows, data standardizations, and building a bridge between key departments like marketing, commerce, product, and customer service.

Before PCM

In the past, when a new product was introduced, manufacturers or suppliers had to manually submit updates via emails and spreadsheets to the retailer for incorporation into an approved catalog.

This incorporation often became a lengthy process involving numerous email threads and authorizations, which was particularly challenging for sporadic updates.

After PCM

When the manufacturer or supplier provides new information, the catalog update undergoes automated validation based on business rules, emphasizing the compulsory changes.

This process allows product managers to understand what's new and assess whether the required changes align with their plans and scheme of things. This way, the latest, real-time information is updated into catalogs.

Our expertise include:

- Advanced capabilities in PIM/MDM/DAM including importing and onboarding data, digitizing and optimizing product catalogs, automating print processing, real-time syndication and distribution, enriching product catalog.
- Implementing industry standards like (ETIM, BMEcat, ACES and PIES, etc.) and GS1 Global Data Synchronisation Network (GS1 GDSN).
- Product information contextualization and personalization.
- Product information language translation and automation.
- Digital shelf analytics (DSA).

About the Author



Rajneesh Kumar

General Manager, PDES at Happiest Minds

Rajneesh Kumar leads the Pimcore Practice Marketing at Happiest Minds. His primary focus revolves around creating Go-to-Market strategies, brand messaging, product marketing, demand generation, and digital marketing. He is responsible for generating leads and acquiring customers and has a proven track record of driving revenue growth. Rajneesh is skilled at working with both internal and external teams, blending creativity with strategic thinking. His expertise in marketing strategies, brand growth, and digital marketing makes him an effective leader in delivering successful marketing programs.



About Happiest Minds Technologies

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables **digital transformation** for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: **artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/ augmented reality**, etc.

Positioned as 'Born Digital. Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry groups: Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI.

A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bengaluru, India with operations in the U.S., UK, Canada, Australia, and the Middle East.

For more information, write to us at business@happiestminds.com