

# MagentoLive

UK | 2015

# PIM

(Product Information Management)

Why care about another 3  
letter acronym

**Quickly about me**



**The dirty secret**



**Why is this so difficult**



**What's in it for me now**



**Where can it go from here**



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Part of the first wave of **CRM** for SME in the 90's

Part of the first wave of **E-commerce** for SME in the 00's

Part of the first wave of **PIM** for SME now!

# The dirty secret about PIM

**We all do it already, we just don't call it PIM.  
We just call it "work".**

**We don't take it to seriously – because it is  
mostly a tedious and labor intensive effort.  
(do the math!)**

**But we know it is necessary, so we do it!**



***BUT THE BIG  
GUYS KNOWS  
WE DON'T DO IT  
WELL  
THAT IS (also)  
WHY THEY WIN***

# This is not just a nice design!

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### ERDEM

Shirley guipure lace and broderie anglaise dress  
£2,130

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#### EDITORS' NOTES & DETAILS

Erdem's black dress has a botanical-inspired guipure lace bodice and flared broderie anglaise skirt. This English-made piece is finished with a sand silk-voile underlay to show off the intricate embroidery. Complement the knee-length silhouette with heeled sandals.

- Black guipure lace and broderie anglaise
- Zip fastening along back
- 100% cotton lining; 100% silk
- Dry clean

[How to wear it](#)

#### SIZE & FIT

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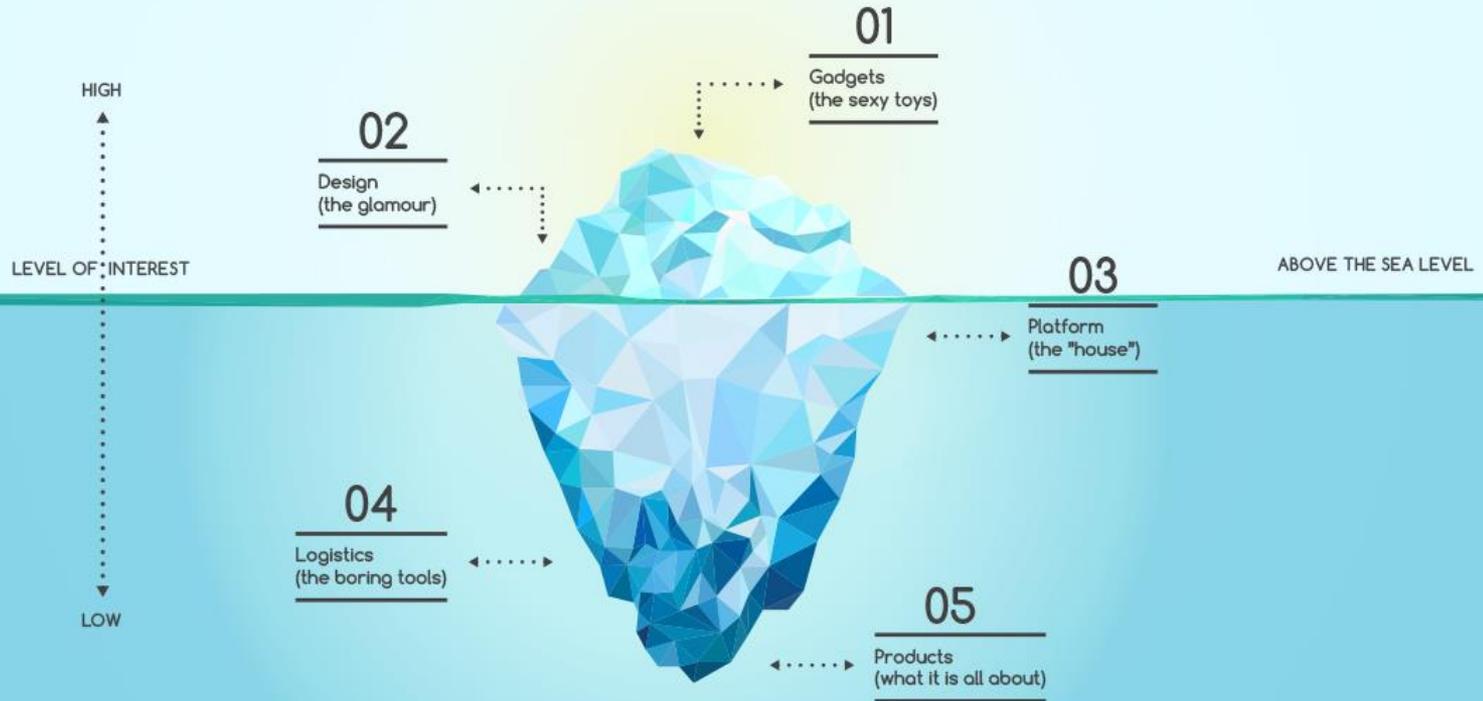
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HOW TO WEAR IT

# Why is PIM so difficult



# The similarities and differences

**ERP** was all about zero tolerance and creating a static universe

(this was easy, it was either right or wrong and the starting point was pretty good already)



# The similarities and differences

**CRM** was all about relationships and factual info that is dynamic in nature

(this was manageable, because it was about ourselves and the starting point was sort of okay)



# The similarities and differences

**PIM** is all about individualism and perception in a super volatile universe

(this is silly difficult because nothing is wrong, just less right and the starting point is sheer chaos)



# What's in it for me?

*It is just a tool  
but*

**It will give/save you time**

(how you then spend that is up to you)

Quicker on boarding of products, faster  
update of mistakes and shortcomings



# What's in it for me?

*It is just a tool  
but*

**It will give you a better insight**

(although knowing what needs to be done is  
not all the time a positive)

Which products don't have a image or  
images, what products have not gotten  
attention in a while



# What's in it for me?

*It is just a tool  
but*

**It will enable you to do things  
today that you did not know  
could/should be done**

**Pay attention to image names (new  
google focus)**

**Shuffle upsell, cross sell and related  
based on gaps, new inventory...**



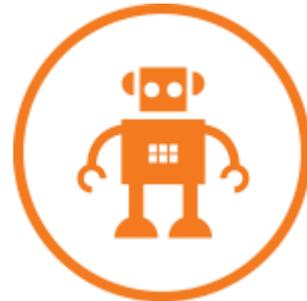
# Where can it go from here?

*The sky is the limit.  
But here is some qualified guesses.*

- **Machine Learning**

(big brother/HAL is actually going to be a nice guy)

Write product stories automatically, with reference to trends, chosen style and what is already been written out there on the big wide web (the 1000 monkey idea)



# Where can it go from here?

*The sky is the limit.  
But here is some qualified guesses.*

**Dynamic/real time price adjustments  
based on availability, competitive analysis  
and just timings**

**(do what the airlines and hotels does today)**



# Where can it go from here?

*The sky is the limit.  
But here is some qualified guesses.*

**Image analysis and subsequent  
automatic generation of relevant  
attributes, matching's and CRU's**

**(the 1000 words in the image idea)**



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