

# DWS PIM

## Solutions Brief



no nonsense digital commerce

## Introduction

**When extending sales channels online, many businesses face considerable challenges with integrating offline business processes efficiently, resulting in a poor user experience, lower than expected performance and process duplication.**

The right Product Information Management (PIM) system not only ensures your online business exceeds expectations, but can make a positive improvement to offline processes, boosting sales, increasing customer retention and loyalty and keeping you open for business around the clock.

### **What is the right PIM and what should it do?**

**For B2B organisations, it needs to deliver differently to those counterparts designed and built for a consumer experience. B2B customers don't browse or impulse buy, they want to get to the products they want as quickly and easily as possible.**

As product information needs to be more detailed, speed and accuracy equals money in the till. Getting this right early on means less returns and load on customer services.

A bad user experience to B2B customers is more than just a lost order and can have considerable consequences across the business.

Performance is, therefore, the No.1 priority for B2B digital commerce as it directly impacts the ability of your customers to transact with you.

For any B2B enterprise poised for growth, investing in a PIM designed with B2B intricacies in mind isn't just a good idea—it's crucial for streamlined operations and competitive advantage.



## Here are some of the key frustrations experienced by B2B digital commerce users:

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<b>Complexity for new users</b>	When interfaces aren't intuitive there's a steeper learning curve required that impacts efficiency
<b>Performance</b>	Large catalogues or intricate operations slow systems down if not properly configured and hosted
<b>Extensions &amp; integrations</b>	Not all PIMs make adequate provision. Custom integrations are time-consuming and costly
<b>Documentation</b>	If extensive and complex it requires specific use-case examples to clarify instructions
<b>Cost</b>	Fully loaded versions are often expensive and free versions won't usually offer all the features needed
<b>Customisation</b>	This will require significant technical knowledge or additional development to fit organisations requirements
<b>Migration challenges</b>	Moving data around can be complex, requiring careful planning and adjustment predictions
<b>Updates and upgrades</b>	Updates introduced to fix issues the software wasn't designed for can introduce new problems



## About DWS PIM

**Built with B2B customers in mind and with best-in-class baked in, the DWS PIM is modelled on the highest industry standards, incorporating all the features of leading PIM's and more.**

The DWS PIM was designed to streamline and simplify the management of product information for e-commerce merchants. It allows clients to import multiple distribution feeds, assign stock and price based on custom rules, and export data in various formats, catering to the dynamic needs of online retail.

It helps to build customer trust and increase sales through faster speed to market, higher data accuracy and brand consistency.

### Who is it designed for?

The system is ideal for merchants managing a large number of SKUs, particularly those with fast-moving stock or products where manual management is time-consuming and inefficient.

### What makes it different?

The DWS PIM stands out for its simplicity, speed of onboarding, and the unique ability to handle complex data manipulations effortlessly. Its user-friendly interface is designed to be accessible to users of all skill levels.

### Handling Data

The PIM system is designed for efficient data handling, with a focus on ease of use and flexibility in managing data inputs, storage, and retrieval.

### Integration with other systems

Currently, the system supports incoming feeds from FTP, HTTP, API, and imported files, with exporting capabilities to FTP, API, Magento in various formats. Future updates will include more pre-built connections for enhanced integration.

### User Experience

The primary focus on simplicity ensures that the system is easy to use for users of any skill level, making the management of product information effortless and intuitive.

### Customisation and scalability

While customisation is currently permissions-based, each company benefits from a fully managed, separate instance of the PIM, ensuring scalability and data security.



## Security and compliance

Security is paramount, with API endpoints protected by controllable API keys. The separate management of company data ensures no risk of data crossover.

## Implementation and Support

DWS offer a hands-on approach to implementation, with comprehensive guidance through the system. Ongoing support and the development of training documents and guides are part of the commitment to customer service.

## Future Developments

The system will continually evolve to add more features as per demand, with the primary focus being to add more pre-built connections and functionalities to enhance user experience and system capabilities.

## Pricing

DWS PIM is offered on a subscription basis, with pricing dependent on the number of products and connections, ensuring that the system is cost-effective and scalable for businesses of different sizes.

## Why choose DWS PIM

### **Over the years, DWS have worked with some of the best – and worst – PIM's on the market.**

With this first-hand experience in creating high performing B2B shopping sites, they realised that even the market leading PIM's do not manage product data very efficiently.

So, they built their own and now you can have it, too!

Take advantage of their deep understanding of what's required in a high-performing B2B digital commerce shop and use the PIM they've developed especially to offer the experience buyers expect.

See for yourself. Ask for a demonstration of DWS PIM – more 'Fit for B2B Purpose' than any other on the market.



## Features & Benefits

Feature	Benefits
<b>Fast Onboarding</b>	Remarkably fast onboarding process, with feed setup achievable in approximately 10 minutes
<b>Calculated Fields</b>	Advanced features for data manipulation, including adding, median, average, lowest, highest calculations
<b>Integration with data enrichment, content syndication baked in</b>	Link any system with ease. Simplified connections set up means a reduction in manual processes
<b>Easier Pricing</b>	Pricing models that put you on control of costs. Configure what you need and control what your paying
<b>Centralised product repository</b>	Reduces discrepancies and errors
<b>Bulk Data Management</b>	Faster time to market
<b>Data Quality Tools and Data Organisation</b>	Enhanced customer experience through personalised, targeted marketing
<b>Multi-Channel Publishing</b>	Faster time to market through streamlined workflows and centralised data management
<b>Integrations Capabilities</b>	Amplifies the value of product data by streamlining processes, enhancing consistency, and driving efficiency across various business functions
<b>Advanced Search and Filtering</b>	Consistent brand experience and customer satisfaction
<b>Version Control</b>	Preservation of past data, roll-back position if needed, supports team collaboration
<b>Customisable Workflow and Approval Processes</b>	Saves time and money through automation of repetitive tasks
<b>Granular User Role Management</b>	Enhanced collaboration across departments with shared access to information
<b>Localisation and Translation Management</b>	Supports expanding product ranges and new market entry
<b>Digital Asset Management</b>	Reduced returns through provision of detailed, accurate product management
<b>Customisable Data Models</b>	Reduced overheads for data management, training and system integrations
<b>Multiple Source Import</b>	Ability to import data from various sources including FTP, HTTP, API, and imported files
<b>Data Enrichment</b>	Integration with external services for data enrichment
<b>Export Flexibility</b>	Supports exporting to FTP and API in CSV, XML, or JSON formats, and directly to Magento
<b>Customise channel output</b>	Change the values of your products based on the integration and store view. This means you can translate, amend the content based on audience, etc.



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### Get in touch

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