



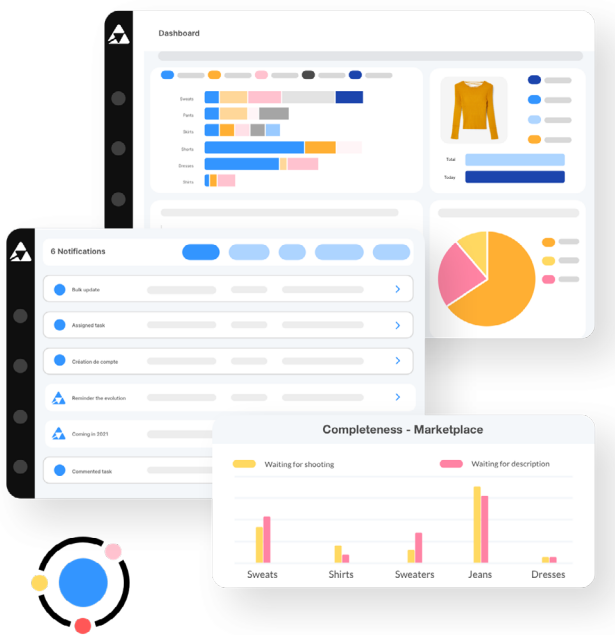
# How do you integrate your PIM project in your IS roadmap?



A PIM project is a real project, a key part of your current or future IS strategy. It should be carefully prepared so it can be carried out properly and so you can reap the full benefits.

The PIM project must thus have its own agreed on, total and legitimate position in your IS action plan. It must be given the proper consideration and be shown and seen as an integral part of your strategy.

**Why integrate the PIM in your IS roadmap ? Because this is where the PIM rightfully belongs:**

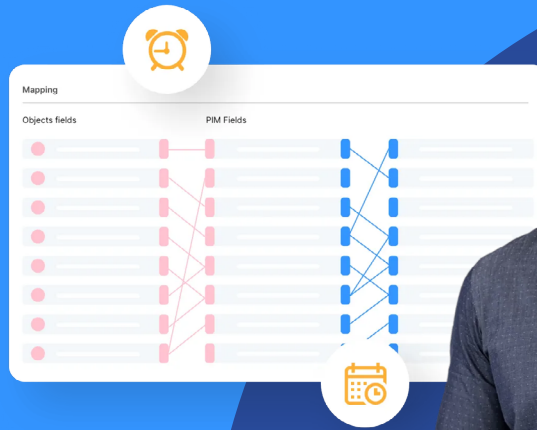


The PIM platform is in a pivotal position as it is connected to both your IS and your e-commerce ecosystem. It is the tool for omnichannel and operational performance. As well as being a simple project requiring little intervention on the part of teams, its **interoperability and flexibility** mean it can easily **be connected to the other platforms in your IS**: ERP, marketplaces, Print, CSM, DAM, translation solutions such as Textmaster... It is often at **the core of the system**, operating like a central nervous system it is impossible to bypass.

The PIM must be thought of and anticipated as a brick and cog in the works of your IS strategy, as much in terms of its integration as its deployment and its daily use. Taking this approach will allow you in time to roll out other projects not IS focussed, connected to other aspects of your brand, all while leveraging the richness, features and benefits the PIM brings.

**How can you integrate it, and what are the best practices for a successful integration?**

# Consider timing



Considering the timing will lead you to a number of questions around the integration of your PIM project in your IS roadmap, which you will need to answer: how long will it take to deploy the PIM project? When will it be operational? What is the time lapse between implementation, setup and the operational date?

Answers must be found to all of these questions to fit in with your IS roadmap and global brand strategy. **Anticipation** is the name of the game, and it is better to slightly overestimate the PIM project timing so that you can **have room to maneuver and be flexible if need be**.



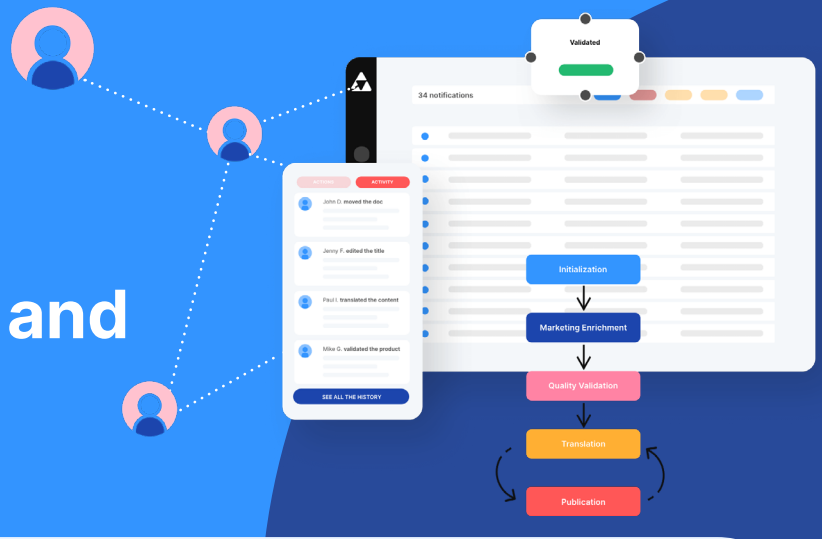
**Timing is thus crucial**, especially for example, if **your goal is to lean on the PIM in times of peak sales activity** which are perhaps specific to your industry and sector: Black Friday, Christmas, Valentine's day, Mother's day, Father's day... can you be certain your PIM will be operational in time for this critical period which generates such significant turnover for your company? **If you have other deployment projects ongoing internally** (setup or change of ERP, creation or revamping of e-commerce...) **the PIM is the ideal platform to help you save time and accelerate these projects**.



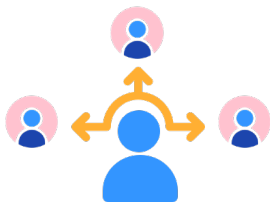
To avoid all risks, **the timing must be estimated** for the delivery of each feature of the implementation phase of the PIM. They can be **sequenced with margin days to ensure you are comfortable in terms of the delays**. At this time, the staff members who will be most in charge of the PIM project internally can also prioritise the key deployment phases of the PIM for your business activity, taking into account the most urgent needs of your business and the PIM features you most need to match your calendar or the nature of your activity.

Finally, defining a roadmap and integrating a PIM project into one both take time. You must thus be sure to allot regular slots of time to the task so that you are sure to have enough time, and stick to your programme. For example, the brand **Petit Bateau** chose to create internal PIM committees in which the project stakeholders could visualise and follow the project progress.

# Include the PIM project carriers and contributors



To be able to include the people in charge of the PIM project, you must first designate your current and future PIM referents.



**This person(s) will play a transversal role in mobilising all the internal users of the PIM** (Product, Digital, Marketing, Sales, IT...) **as well as external contributors:** service providers, distribution networks...They will also participate in workshops for each department, and be present at pertinent times during the PIM implementation phases.

**When it comes to a PIM project, those in charge may have different professional roles.** Generally speaking, referents can be IS Managers, Project Managers, Database Managers, Digital Asset Product Owners, Digital Project Managers and even Marketing or Product Managers, which is the case for example for our client [Devialet](#).

**Collaboration ahead of the PIM launch is key,** because it sets the scene for how work will be with the PIM in place: smooth exchanges between teams, but also **independence** in the way each team works. Teams can get work done on their side without requiring other teams to move at the same pace. Before Quable PIM was implemented, this was not the case for brands like [De Neuville](#). The **PIM is collaborative** by nature, so it requires collaboration between teams and **different departments** in the project setup and implementation phases.

Once the PIM is operational, users and contributors will know what each person must do at each moment. It should be the same during the setup phase and when integrating the PIM into the IS roadmap: Who is responsible for which missions? It is sometimes beneficial to make a **RACI model to identify the ideal people and the missions to allocate to each one.**



“ You’ve got to think about onboarding the different teams and getting them involved because they are the ones who will carry the project and see it through. »

**Sarah Colichet** IT Business Analyst at Petit Bateau



## Should you opt for accompaniment?

You may also opt for specialist accompaniment to integrate your PIM into your roadmap. Integrator partners can add a lot of value for brands wishing to include a PIM project in their IS roadmap. They can help you take a long-term view, implement needs that are specific to your activity and accompany you potentially on new brand projects using the PIM.

**Our integrator partners and agencies** have been carefully selected for their ability to offer accompaniment on PIM projects, and they have given all our customers who have benefitted from their accompaniment (Sisley, Petit Bateau, Club Med, Sabon...) true long term **visibility for the future**.

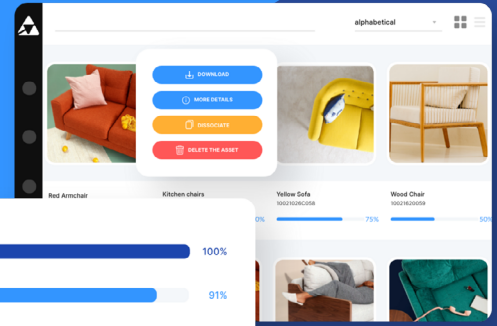
**The macro-view of our integrator partners** is also a powerful tool: from a functional and technical standpoint, they have a **global vision** of all the possible and compatible ways **to connect the PIM: e-commerce websites (Magento, Shopify, Prestashop...), marketplaces, connectors FAB-DIS / GSB / GDSN, translation, medias ...**



**The Quable Air methodology** Quable offers is also a form of accompaniment, helping you to apprehend the **onboarding, and scope out the whole PIM project**. This form of accompaniment can also help you fit the onboarding in with your **roadmap**, then the planning, setup and workflow creation. Quable Air Methodology enables you to **respect deadlines and timing, and to plan one workshop per week** so that the PIM is properly configured according to what the brand decides to put in place. Opting for accompaniment with Quable is a choice that can be **reassuring, giving you visibility** from the start of the project of what you will do during each workshop. It includes a visual to-do list each contributor can enrich with supports, presentations and minutes. **Contributors can get familiar with the preparation required ahead of time, which limits email exchanges and makes the whole process smoother, simpler and faster.**

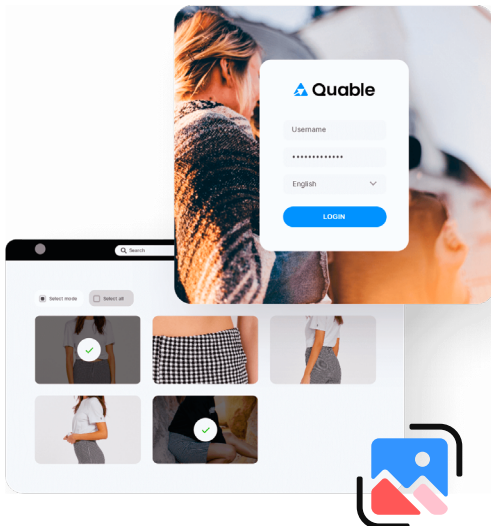
Put simply, by choosing either Quable Air or one of our integrator partners, you give yourself the opportunity to get the most benefit out of the PIM, and to secure the setup and integration within your IS roadmap.

# The PIM as a global accelerator



Integrating your PIM project in your IS roadmap is crucially important in several respects. To get the most out of your PIM so that it helps you reach your strategic objectives, you have to think long-term and prepare the integration appropriately.

For brands like Petit Bateau, the PIM was well thought out, integrated and included in the IS roadmap which created the added opportunity of launching other projects indirectly linked to the PIM and more generally integral to the IS. For example, the brand of the famous sailor-print now has other transversal projects the **PIM will serve as a real accelerator** for, like the launch of its new **second-hand** digital and in-shop offer. Other clients have also opted to be accompanied on other types of projects correlated with the PIM: marketplace launches, e-commerce deployment, internationalisation projects...



Once it has been integrated and deployed, the PIM shouldn't be forgotten about. Even though it operates and brings you benefits directly through users and contributors, **its position should be periodically reviewed and considered within your IS ecosystem and roadmap to maintain a long term vision of what it can bring.** Taking the example of Petit Bateau once more, the brand has set up committees to unite key-users and departmental teams: category managers, e-commerces, marketing, merchandising, R&D, product... so that they can constantly leverage all of the tools the PIM platform offers in their global brand strategy.



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« The PIM enabled us to make our products available everywhere and all the time, to accelerate our sales »

Loïc Malite, E-commerce Manager at Bonpoint



The message is clear: integration is capital. Fully considering the PIM, integrating it in the IS roadmap with managers and contributors, trusting specialised integrator partners and thinking long-term are the keys to your PIM success.

**01**

Consider timing

**02**

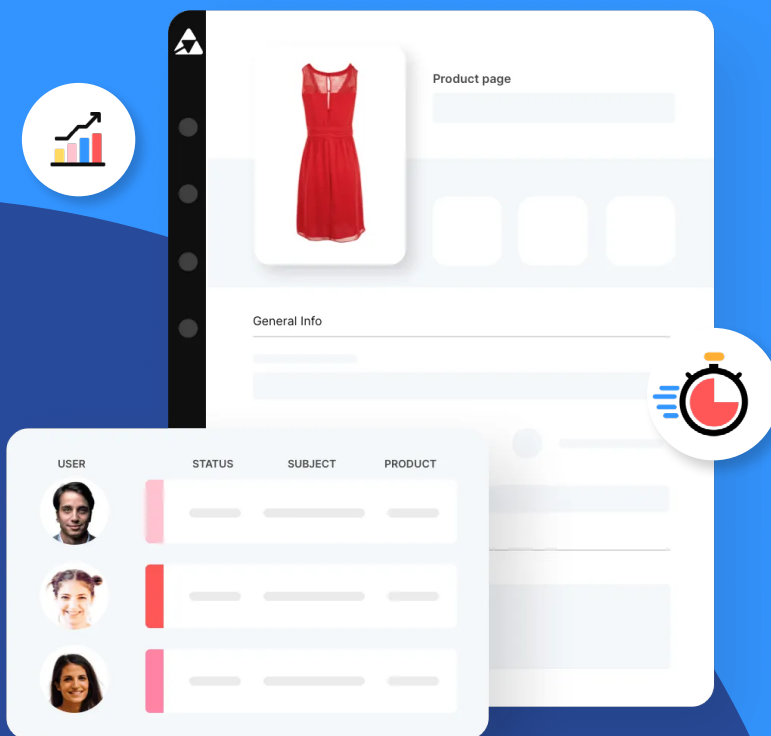
Include the PIM project carriers and contributors

**03**

Opt for accompaniment

**04**

The PIM as a global accelerator



What about you? Do you have a PIM project in your IS roadmap?

Quable is the “NoCode” Product Information Management solution for bold brands and manufacturers: Groupe Rocher, Mitsubishi, Devialet, Club Med, Advini, Berluti, Delsey, Lalique and more than 250 big brands in 85 countries have chosen Quable to accelerate on all markets. Quable was founded in 2013. Today it is home to 40 expert staff and more than 40 million products managed in the fashion, luxury, food and industrial sectors.