

PIM - Product Information Management

Welcome to the Product Information Management (PIM) is your place to learn, find best practices and get to know this application.

WHAT IS THE PIM?

Product information management (PIM) means managing the information required to market and sell products through distribution channels. A central set of product data can be used to share/receive information with media such as web sites, print catalogs, ERP systems, PLM systems and electronic data feeds to trading partners. PIM systems generally need to support multiple geographic locations, multi-lingual data, and maintenance and modification of product information within a centralized catalog. Information kept by a business can be scattered throughout departments and held by employees or systems, instead of being available centrally; data may be saved in various formats, or only be available in hard copy form. Information may be needed for detailed product descriptions with prices, or calculating freight costs. PIM represents a solution for centralized, media-independent data maintenance, as well as efficient data collection, management, refinement and output. [More info](#)

ABOUT

- [Contentserv](#) is the software editor we have selected for the PIM

TOPICS

- [User Guide](#)
- [Change Request](#)
- [Data Management](#)

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- [Contact List](#)