PCM • PIM • MDM

ALREADY CONFUSED?

Are you looking for a solution to the data challenges that cause your business initiatives to stall, or even fail, but are confused by the tools available?

PCM
Product Content Management

Product Content Management is a discipline that incorporates all elements of an effective commerce strategy, including merchandising, content strategy and digital marketing, in order to quickly consolidate, categorize, manage, stage, and publish product content to multiple channels in real-time from a central location.

PCM provides the ability for users across departmental or organizational boundaries to find and collaborate on the maintenance and editing of structured and unstructured content, like images and videos, primarily for online enrichment purposes. Business users take advantage of workflows and tasks to stage pages with different content and attribute values, such as price, to offer to segmented users in real-time for greater personalization.
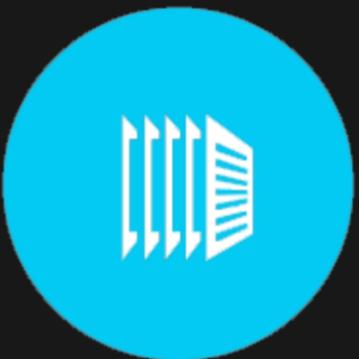
PIM
Product Information Management

Product Information Management is a subset of MDM that delivers an end-to-end set of processes and tools to acquire and centralize product data from multiple sources; manage, enrich, and categorize that data; and publish to multiple channels, or syndicate and synchronize with trading partners.

The goal of **PIM** is to create a single, trusted source of product information by breaking down departmental and organizational silos and providing collaboration tools to manage product data as an enterprise asset.

A key differentiator for **PIM** is the ability to integrate and aggregate product information from multiple sources, including suppliers, Enterprise Resource Planning (ERP) systems, data pools and more.

MDM
Master Data Management

Master Data is the core, high-value information that is central to all critical business processes and is used and re-used by applications across the enterprise. It represents information about **customers, suppliers, partners, products, materials, employees, locations, and more.**

Master Data Management is a discipline that encompasses the people, processes, and tools to ensure the accuracy, currency, and quality of the master data that an enterprise produces and relies on. It should include governance and stewardship tools and policies to hold the enterprise accountable and instill faith in the company's data assets.

Multidomain MDM refers to projects that master more than one domain, which can lead to increased intelligence. Often, **MDM** is generically used to refer to Customer MDM.

Still confused about the various flavors of information management tools, and which one (or ones) are needed to solve your business challenges?

The reality is, it depends.
Let us help make sense of it all.