

EBOOK

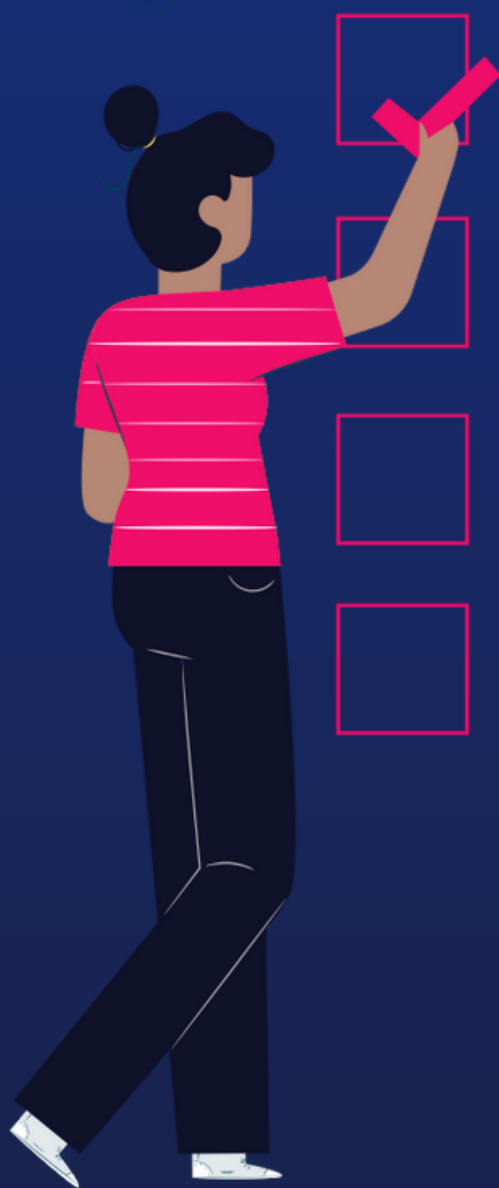
I have a PIM and then what?



- 🔍 How can I enrich my PIM?
- 🔍 How can I simply update my PIM?
- 🔍 Why combine AI with my PIM?



You must read this ebook if ...



Are you a distributor?
A retailer? An e-merchant?

Have you just implemented a PIM
solution to manage your product data?

Do you have many suppliers?
Do you have to manually correct and
categorize the data?

**If you check one of these 3 boxes, you
cannot miss this ebook!!**

Edito

The Product Information Management (PIM) has become an indispensable tool for companies wishing to manage their product catalogue effectively. However, with the rapid growth in the number of products and sales channels, PIM **need to evolve to provide smarter and more efficient data management.**

That's when artificial intelligence comes into play. AI capabilities allow PIMs to process massive amounts of data in real time, identify patterns and trends, and analyze unstructured data such as images and videos.

The use of an AI such as Unifai with a PIM enables the automation of tedious and repetitive tasks, such as product classification and regular updating of data. This will also allow teams to focus on tasks with higher added value.

During this ebook and through interviews with PIMs like Akeneo and OneBase Solutions, as well as interviews with market experts such as Digital Garden and CleverAge, understand how an AI solution such as Unifai is a valuable complement to PIMs.

Summary

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All about PIM:
importance & operation

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02

Optimize your PIM
with AI:
Why and how?

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03

Unifai x your PIM:
Why and how?

15 → 20



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01

All about PIMs

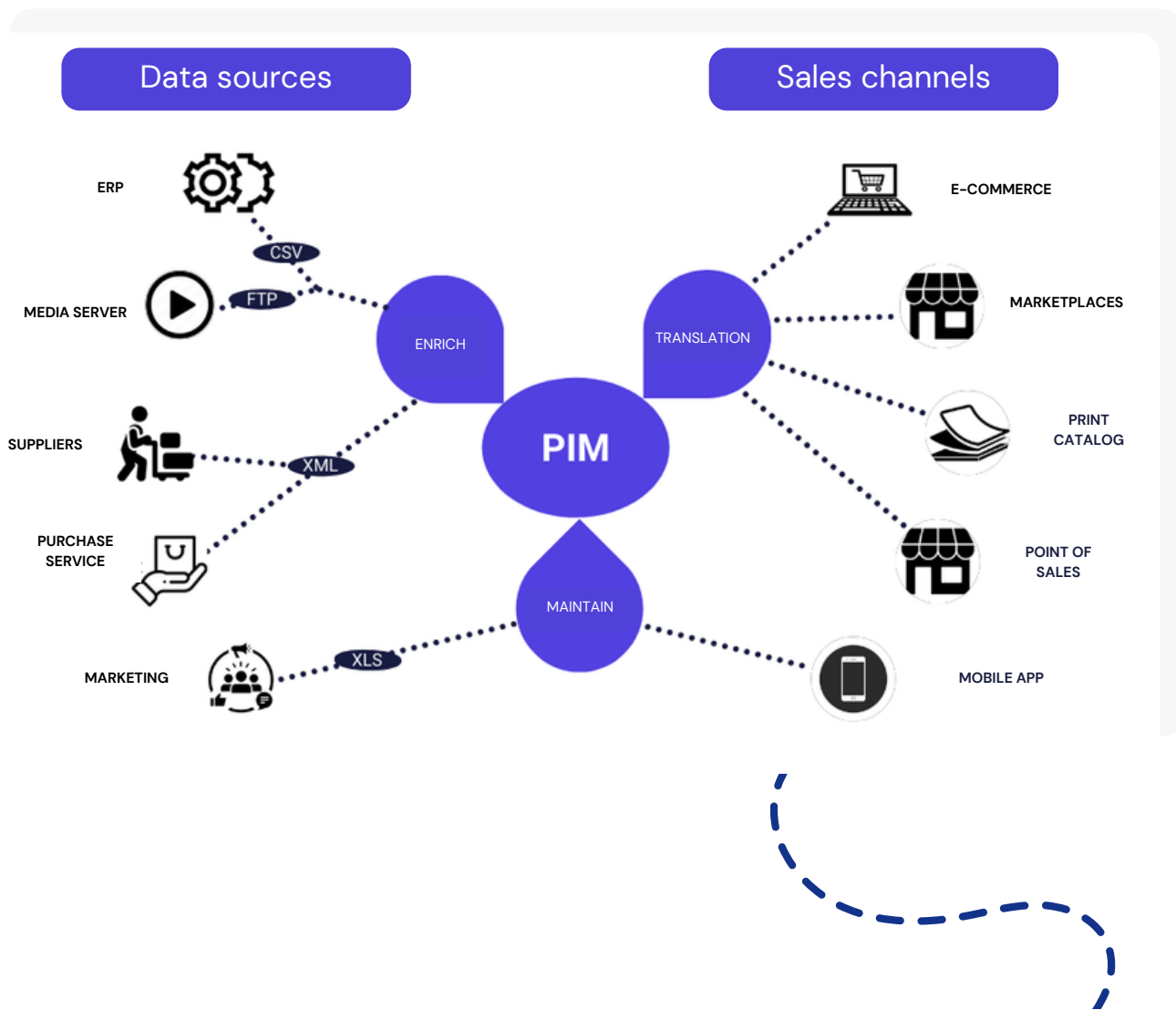
1 → 4

What is a PIM?

If you are involved in product management, you have surely heard about PIM or Product Information Management. But what exactly is it and why is it so important?

A PIM is a product information management system that **allows companies to centralize all information about their products in one place**. This includes information such as descriptions, specifications, images, prices, stocks and much more.

PIMs are used to keep data consistent across all sales channels, which is especially important for companies that sell products across multiple online and offline channels.



Why is having a PIM essential?

Managing product information is a complex task that can quickly become complex **without an appropriate management tool**. By using a PIM, companies can ensure that all information about their products is up-to-date and consistent across all sales platforms.

This reduces errors and inconsistencies, Which can lead to increased sales and improved customer experience.



To summarize a PIM allows to ...

- Save time** by automating some tedious tasks such as updating product information on different online sales channels
- Ensure consistency** of product information on all sales channels and guarantee their accuracy

How does a PIM work?

The PIM centralize all the information produced in a single database. Users can then access this database to add, edit or delete product data. They are then synchronized with all sales channels, ensuring that all information is consistent across all sales channels.

Its operation is relatively simple. It is a tool to **collect, organize, manage, validate and disseminate product information in a centralized environment**. The PIM can be connected to different company information systems (ERP, CRM, etc.) to retrieve the product data needed for the creation of product sheets. Once the information is centralized in the PIM, it can be easily modified, enriched and updated.

PIM also makes it possible to **disseminate this information on various online sales channels** such as websites, marketplaces, social networks, etc.



EBOOK

02

**Optimize your PIM with AI:
Why and how?**

6 → 13

The 5 bricks not addressed natively by a PIM:

It is important to note that while the PIM is a very useful tool, it is not always enough to meet a company's entire needs for managing product information.

The PIM cannot take certain aspects into account.

Here are some of the bricks not addressed natively by a PIM:

SEMANTIC ANALYSIS OF DATA

PIMs are not equipped to perform a thorough semantic analysis of the data. Semantic analysis provides an understanding of the meaning and context of data, which can be useful in improving data quality and product-to-product relationships.

ERROR DETECTION

PIMs are not able to detect all input errors in product descriptions. Input errors can lead to inconsistencies and inaccuracies in the data produced.

IDENTIFICATION OF SIMILAR PRODUCTS

As of today, not all PIMs can identify similar products according to their attributes and characteristics. Identifying similar products can help group products appropriately and improve the customer experience.



In view of my experiences, the first uses of a PIM tool always generate somewhat the same errors, such as the collection of data which is always tedious; or the almost impossible comparison of attributes between them to see which ones are to be enriched and improved; the ability to add images or not as well.

Xavier LESAGE

PIM Project Director at Digital Garden



MANUAL TASK AUTOMATION

Although PIMs are designed to automate certain tasks, there are still manual tasks that need to be completed. Automating these tasks can help **improve business team efficiency and productivity**. For example, normalizing and standardizing sales data, are still tasks for many retailers to perform one by one and by hand.

DATA ANALYSIS TO PROVIDE INSIGHTS

Not all PIM provide in-depth **insights into product data, such as the best-selling products, those with the most customer feedback, etc.** These insights can help improve business strategy and better understand customer needs.

To summarize

Not all PIM allow to...



Perform an analysis semantics of data provided



Detect the product errors



Automate some tasks (standardization, implementation of the supplier catalogues)



Identify similar products

Why combine a PIM with AI?

It is at this moment that artificial intelligence can bring real added value.



Artificial intelligence plays a key role in automating and adapting the content.

Thibault DE MAISON ROUGE
PXM Advisor at Akeneo



AI can help **improve PIM performance** by automating certain manual tasks, identifying relationships between products, correcting input errors and improving data quality.

AI can also help provide feedback to PIM managers in terms of system efficiency. For example, data analysis helps to identify the best-selling products, those with the most customer feedback, etc. This information can help PIM managers better understand customer needs and improve their marketing strategy.



The artificial intelligence solution is a real opportunity, with a base of 3,000,000 items, manually classifying this data was not an option. Automate this task, with low added value, is a real benefit for teams.

Dimitri Both,
Executive Director at Algorel



Artificial intelligence can be used to help automate certain tasks related to the management of product information. For example, AI algorithms can be used to automatically extract information from product descriptions. This can help speed up the process of updating product information and reduce errors.

They testify!



**Algorel x Unifai
How did they
categorize 30k
products in 1 month?**

See more

Opinions of market experts: PIM consultants

ZOOM IN ON CLEVER AGE

Clever Age is a full-service branch covering the entire digital chain.



Clever Age provides both knowledge on software products such as PIM and e-commerce, and the ability to achieve an omnichannel project from A to Z.

Olivier MARTINERIE
Senior Omnichannel Consultant
& Director of Alliances at Clever Age



It is an official integrator of many PIM solutions, and especially Akeneo. Do not hesitate to contact them for your omnichannel projects.

ZOOM IN ON DIGITAL GARDEN



The objective of an integrator is to support the publisher on the deployment of the solution at the customer.

Xavier LESAGE
PIM Project Director
at Digital Garden



Digital Garden, an agency of digital ideas and expertise, is a unique structure from the Great West that brings together all the skills and expertise of the digital value chain, from consulting to development, through digital identity, UX, functional, webmarketing, DATA, social web, hosting and maintenance.

IN THEIR VIEW, WHERE CAN AI INTERVENE WITH A PIM?

Data collection

AI can be used to automatically collect supplier information via dedicated platforms or through centralized solutions. They can help retailers centralize all of their supplier data in one place while delegating to these providers the formatting of their data to match their predefined taxonomy.



Product categorization is currently a real issue for many of our customers.

Franck PRADAL
Senior Data Chain Consultant/ PIM at Clever Age,



Categorization of products

Most retailers and e-merchants receive product information from their suppliers. Often in different formats, content of different levels of quality that require the purchasing teams to reformat the files to be able to properly categorize the products, to be able to also manage the notions of product models, declensions.

For the large volumes of data distributed in large quantities of different files, AI will allow to process these daunting tasks by automatically managing this categorization and by asking the human on the cases where there will be a doubt.



We must not neglect the learning of AI during which the cycles of validations and human modifications are still important at this level of progress.

Franck PRADAL
Senior Data Chain Consultant/ PIM at Clever Age



Enrichment of product information

Enrichment is also an area where AI can add value, especially for product catalogues with thousands of product references. Otherwise, it would take very large teams of contributors to go and inform all the attributes with a marketing vocation (argumentation, description, etc...). The AI could be able to go on the net and retrieve all the existing descriptions for a given product in order to ensure that the product is modelled correctly and automatically fill in certain attributes for enrichment assistance.

What if we have to meet a standard? (example: FAB-DIS)



Unifai is a solution that can be fully implemented for suppliers and distributors in FAB-DIS format. Indeed, when the format to follow is an Excel file that is well structured, well typed, it is never easy for the client. Unifai saves time.

Xavier LESAGE
PIM Project Manager at Digital Garden



WHAT CHAT GPT SAY ?

Chat GPT, this new conversational agent using artificial intelligence, is still making waves. So we asked him, "**Why combine AI with a PIM?**" and here's his answer:



"AI can play a crucial role in assisting IMPs in the collection of supplier data.

Here are some ways in which AI can be used in this context:

- **Automatic information retrieval:** *AI can be used to automatically extract relevant information from various sources, such as supplier websites, electronic catalogues, PDF documents, etc. It uses natural language processing (NLP) and entity recognition techniques to identify and extract essential data, such as product names, descriptions, prices, specifications, etc.*
- **Data standardization:** *Suppliers can present their data in different ways, making it difficult to compare and integrate them into a PIM system. AI can be used to automatically standardize and standardize supplier data using techniques such as semantic mapping, deduplication and standardization of formats. This ensures the consistency and quality of the data collected.*
- **Data Quality Check:** *AI can be used to automatically analyze and check the quality of supplier data. It can detect errors, inconsistencies, duplicates and missing values, relying on predefined rules or using machine learning techniques to identify erroneous data patterns. This improves the reliability and integrity of the data collected.*
- **Semantic analysis and automatic categorization:** *AI can also be used to semantically analyze descriptions of supplier products and automatically categorize them into a specific taxonomy. This makes it easier for end users to search and navigate the PIM system, providing structured and consistent product information.*
- **Intelligent Suggestions and Recommendations:** *Using machine learning techniques, AI can analyze collected supplier data and provide intelligent suggestions and recommendations. For example, it can identify similar products, suggest improvements in data quality, or recommend complementary products for a better customer experience."*

EBOOK

03

**Unifai x your PIM:
Why and how?**

15 → 20

Where does Unifai stand in relation to a PIM?

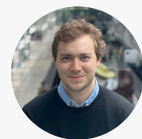
Unifai is the first artificial intelligence platform designed for e-merchants and distributors that automatically standardizes, enriches and categorizes their product catalogues to halve their time-to-market and optimize their conversion rate.

It is therefore a collaborative product flow processing tool that is used to modify bulk and as automatically as possible catalogues that will then be poured into a target repository, for example a PIM. In the case of using Unifai with a PIM, the PIM will be the master of the product data: Unifai will synchronize with the PIM to recover its taxonomy and the changes made to the products will be made in Unifai according to it, before dumping them in the PIM.



Unifai makes it easy to apply to products changes induced by taxonomic changes (change of attributes, categories etc.) without having to manually pass them and distribute to suppliers and partners

Jesse CREANGE
CEO of Unifai



Focus on Unifai modules ...



Mapping



Value Mapping



Classification



Extraction

Discover the modules

Why use Unifai with a PIM?

The user experience is the priority in an e-commerce and product flow processing project. That's why, the biggest challenge is to agree on how products are organised so that customers can easily find them; it's like arranging your shelves in stores in the most logical way! In other words, define its taxonomy.

According to the Akeneo PIM, “using Unifai with a PIM, via the available App, allows users to automate data collection, save time for business teams, reduce the number of errors, have complete data and product sheets, while reducing Time to Market.” When implementing a PIM, the definition of taxonomy is the key point. PIM tools allow you to easily modify its taxonomy to adapt it to your issues.

The Unifai platform allows you to easily categorize and enrich your product sheets with AI, but also to apply the induced changes (changes in attributes, categories, etc.) without having to manually pass them and distribute them to suppliers and partners. But in general, Unifai allows you to automatically feed and **update your PIM with clean and enriched data.**



On the very high volume data trading, Unifai is important because the PIM and MDM Onebase saves time, but there is still work to be done to adapt and classify its own data model. Unifai has a say in automating everything related to data classification. Especially at stages where it doesn't add much value for the business teams.

Martial BONNAS
Business Developer at ONEBASE SOLUTIONS



Indeed data management can be a complex task for retailers who deal with multiple vendors. Supplier catalogues, often delivered in different formats and in large numbers, can be difficult to manage and maintain. In this context, using the Unifai supplier portal can be very beneficial. With this solution, **suppliers can easily import their catalogues and the formatting step can be delegated directly to them**, reducing the time and effort required. By using this solution, retailers can **optimize their supplier onboarding process and improve their operational efficiency**.



Unifai is complementary to the Akeneo offer in the management of supplier data. Unifai x Akeneo combo facilitates data exchange between providers and users of the PIM.

Thibault DE MAISON ROUGE
PXM Advisor at Akeneo



To summarize Unifai with a PIM allows to ...



Save business teams time by automating repetitive, low value tasks



Simplify the onboarding of multiple suppliers and delegate product data exchanges (for some PIMs)

What do PIMs think of the Unifai solution?

PIMs agree that the Unifai solution has a real role to play!
Here are some examples:



"Today, the problem is that data is not always clean in Manufacturers and Industrialists exchanges and that it is necessary to adapt the information to its needs and data model. Unifai could intervene as soon as there are large volumes of data or when there are synchronizations of data updates on a regular basis."



"Unifai needs a PIM to centralize the data collected and Akeneo needs Unifai to collect and standardize the same data. It's a winning combo."



"Acquiring the Quable x Unifai partnership, it is the guarantee of obtaining data correctly and (very) quickly normalized and standardized and thus facilitate decision-making, thanks to the data collected."

Our customers' results



18h time saved
per manager
per week

58 FACETTES

Time-to-market
divided by 7



The Unifai artificial intelligence engine has categorized new products with the same precision as our teams while reducing the processing time of our catalogues by 50%.

Olivier ROBERT
Head of Organization & Repositories at Intersport



They testify!



Discover the other
types of ROI
obtained
by our customers

See more

Bonus: Unifai x Akeneo

Thanks to the Akeneo x Unifai application, our solutions can be used in complementary and synchronized ways. Together, we help businesses automate certain tasks related to managing product information, which can reduce costs and improve the efficiency of managing product information

1. Connect Unifai to your PIM

Connect directly to our platform since the Akeneo app store.

2. Centralize receipt of your supplier files

Create portals for each of your suppliers where they can deposit their catalogues and collaborate on their cleaning for publication. Delegate all or part of this phase.

3. Automate the reliability of your product sheets with AI

Automatically categorize your products in your nomenclature; enrich them automatically with your attributes. Unify your data and avoid errors with AI.

4. Feed your PIM with clean and enriched cards

Your cleaned product sheets are pushed directly into your PIM.



The association Unifai x Akeneo helps reduce time to market of our customers.

Thibault DE MAISON ROUGE
PXM Advisor
at Akeneo



[Discover Akeneo x Unifai App](#)

To remember...

An PIM is an essential tool for companies looking to maintain consistency of product information across all sales platforms. By combining a PIM with artificial intelligence, companies can automate certain tasks related to managing product information, which can reduce costs and improve the efficiency of managing product information.

By choosing the Unifai solution, automate and reliably power your PIM, do not hesitate to [ask for a demo](#).

Q&A

Is it mandatory to have a PIM to use Unifai?

No! You must nevertheless have a taxonomy of defined products. Do not hesitate to ask for our templates.

Is it mandatory to go through an integrator to implement a PIM solution?

No! Digital Garden also answered us on this subject:

"It is not necessary to go through an integrator when implementing a PIM. Some customers already have internal teams to deploy the solutions in this case the integrator is not relevant. However, when the client does not have a team in place or the area of expertise requires specialized knowledge, the integrator's role is to answer more operational questions and to follow the implementation of the project from A to Z. That is why we support the implementation of many PIM projects at our customers"

Which PIM connect easily with Unifai?

There are several ways to connect Unifai to a PIM.

If you have an Akeneo PIM, you can connect directly via the Unifai app on the Akeneo app store.

For users of other PIM, including OneBase Solutions and Quable, an integration is developed to connect.

Q&A

How much does the Unifai solution cost?

The cost of a Unifai subscription depends on several variables: the volume of the product repository, the number of attributes, the modules used and the monthly volume. Each project is unique and Unifai adapts to your needs.

Do you have others questions ?

An Unifai advisor will be able to analyse your need more precisely and answer your questions. If you wish to be contacted again, do not hesitate to ask for a demo on our website.

Automate and make reliable the feeding of **your PIM with AI**

[Book a demo](#)

The screenshot shows the Unifai dashboard interface. At the top, there is a navigation bar with the Unifai logo and the path: Tableau de bord / Projets / Classification FEDAS / SS123-CATALOGUE CAMP PE21.xls. Below this, the main content area is titled 'CATALOGUE CAMP PE21.xls'. It features several summary cards: 'Lignes' with a value of 5 140, 'Vérifiées par l'IA' at 85% (with a green progress bar and 4369 items), 'Vérifiées par vous' at 14,9% (with a blue progress bar and 717 items), and 'À compléter' at <0,0%. Below these cards is a search bar labeled 'Recherche' and a 'Filtres' button. The main part of the dashboard is a table with columns: 'Code marque', 'Code modèle', 'Libellé du modèle', 'Libellé couleur', 'Taille', and 'Univers'. The table contains several rows of data, each with a checkbox in the first column and corresponding values in the other columns.

Thanks to our speakers!

PIM solutions



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PXM Advisor at Akeneo



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Franck PRADAL
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Consultant Product / PIM
at Clever Age

They trust us!



FNAC DARTY

THEAGENT

INTERSPORT

ALGOREL
LA FORCE DES INDÉPENDANTS

58 FACETTES

Alltricks.com

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ekosport

