PRODUCT INFORMATION MANAGEMENT FOR MODERN MANUFACTURING

UTOMO

UTOMOpim.com

"Modern" is tricky, isn't it? It's a constantly moving target – defined more in terms of continual improvement than standards.

Modern manufacturing, specifically, sets a high bar for improvement according to three principles: reduce waste, sustain quality, and accelerate production. From R&D and fabrication to marketing and sales, moving ahead in these areas is more important than ever in a post-pandemic market.

Yet, one key to these principles – product information management – has lagged behind modern manufacturing.

Product information workflows are still anchored in much the same processes they were back in the days before Steve Jobs ever asked us to "think different." Emails, spreadsheets, siloed databases, file transfers, drop boxes, manual input …

It's time to cut the anchor.

Manufacturers make significant progress with modern tools like PIM – a software solution to help you control, enrich, and distribute the information to develop, produce, market, and sell your products.

Reduce wasted time and resources by using lean processes and automation to streamline product information flow.

Boost quality by enriching information as well as reducing errors and missing product information.

Move faster to market and sales with real-time product information, as well as support more flexible and pull-based demand.

3 workflows manufacturers can streamline with PIM

On the next page, you'll find examples of traditional product information workflows – aggregated from a wide variety of manufacturers. Plus, you can see how the flows changed after implementing a more modern PIM solution.

Whatever your workflows are today, the idea is to continually rethink them in light of modern tools that boost business while making your inbox emptier, your calendar breezier, and your budget stretchier.

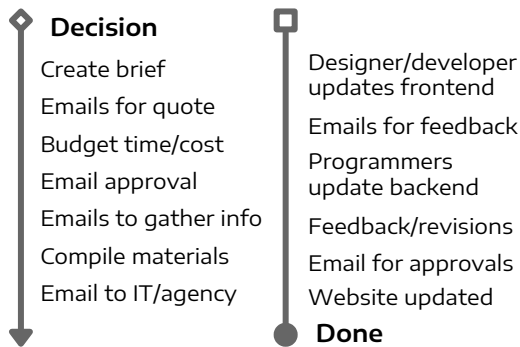# 3 WORKFLOWS MANUFACTURERS CAN STREAMLINE WITH PIM

IMAGINE MOVING FASTER FROM DECISION TO DONE

Use the modern workflow examples below to kick-start discussions in your team about how you can streamline product information management processes this year.
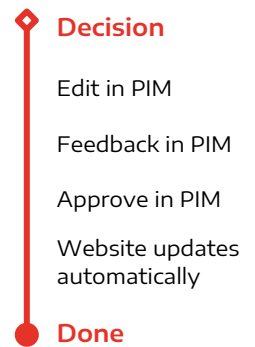
---

01 Website content

With headless CMS, today's websites can pull content directly from a PIM – sizing, colors, headlines, body copy, videos and more. This approach makes it possible to skip the bulk of traditional steps (including a lot of IT or agency work), cutting down on time and costs while creating a much more agile, accurate site.
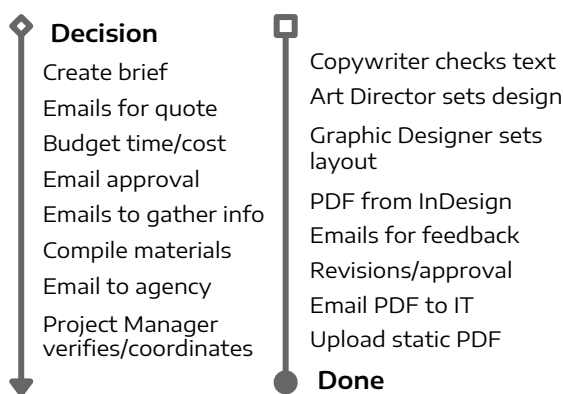
Traditional

Decision
Create brief
Emails for quote
Budget time/cost
Email approval
Emails to gather info
Compile materials
Email to IT/agency

Designer/developer updates frontend
Emails for feedback
Programmers update backend
Feedback/revisions
Email for approvals
Website updated
Done

Modern

Decision
Edit in PIM
Feedback in PIM
Approve in PIM
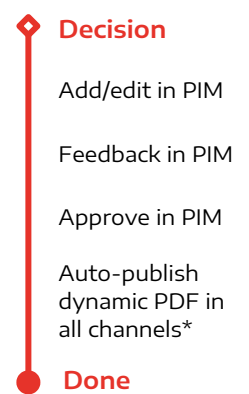Website updates automatically
Done

---

02 Product collateral

Though people aren't printing as much (environmental win!), many workflows to produce digital collateral, like product datasheets and user guides, still follow traditional print routes. Even if you have a standard layout for leaflets and just need edits, at agencies your draft will still cross several desks, including Project Manager, Copywriter, and Art Director. PIM offers a quicker, virtually zero-cost way.
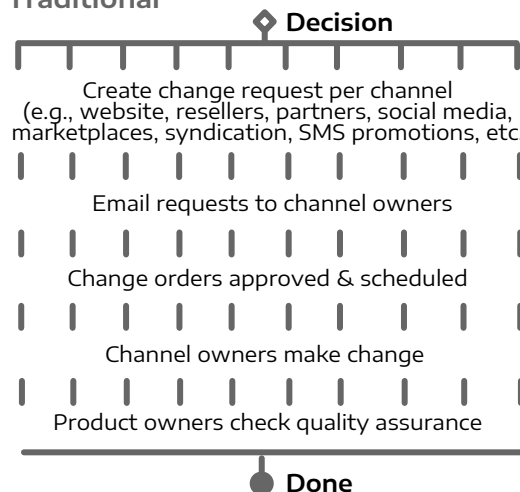
Traditional

Decision
Create brief
Emails for quote
Budget time/cost
Email approval
Emails to gather info
Compile materials
Email to agency
Project Manager verifies/coordinates

Copywriter checks text
Art Director sets design
Graphic Designer sets layout
PDF from InDesign
Emails for feedback
Revisions/approval
Email PDF to IT
Upload static PDF
Done

Modern

Decision
Add/edit in PIM
Feedback in PIM
Approve in PIM
Auto-publish dynamic PDF in all channels*
Done

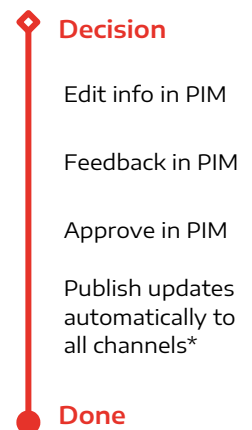* pre-designed template

---

03 Omnichannel management

The challenge of managing product information across channels is growing as fast as the touchpoints. Each has its own information system for your staff to learn. Plus, you may need variances in what info goes where – e.g., different pricing per reseller or localized specifications. With pre-set rules and automation, you get it done in a fraction of the time while reducing manual errors.

Traditional

Decision
Create change request per channel
(e.g., website, resellers, partners, social media, marketplaces, syndication, SMS promotions, etc.
Email requests to channel owners
Change orders approved & scheduled
Channel owners make change
Product owners check quality assurance
Done

Modern

Decision
Edit info in PIM
Feedback in PIM
Approve in PIM
Publish updates automatically to all channels*
Done

* pre-defined, custom rules

UTOMOpim.com

UTOMO

BONUS FLOWS

Want a targeted evaluation of your organization's unique product information workflows? Email us for a free assessment or book a PIM demo via our web.

04 New product line launches

Populate whole new webpage content, generate PDFs, and update product catalogs automatically in minutes, and let resellers self-serve personalized info via Portals.

05 Quality assurance tracking

Data trust is a huge issue today. Using automatic approval tollgates and time-stamped verifications, you can track exactly who changes what.

We believe
information
is powerless;
it's informed
people who
are powerful.

UTOMO PIM

In everything we do, we ask one simple question: "How can we make information work for people and not the other way around?" With a SaaS suite for Product Information Management (PIM), we empower the people within organizations by making product information work for them – smoother and smarter.

UTOMOpim.com   hello@UTOMOpim.com

UTOMO