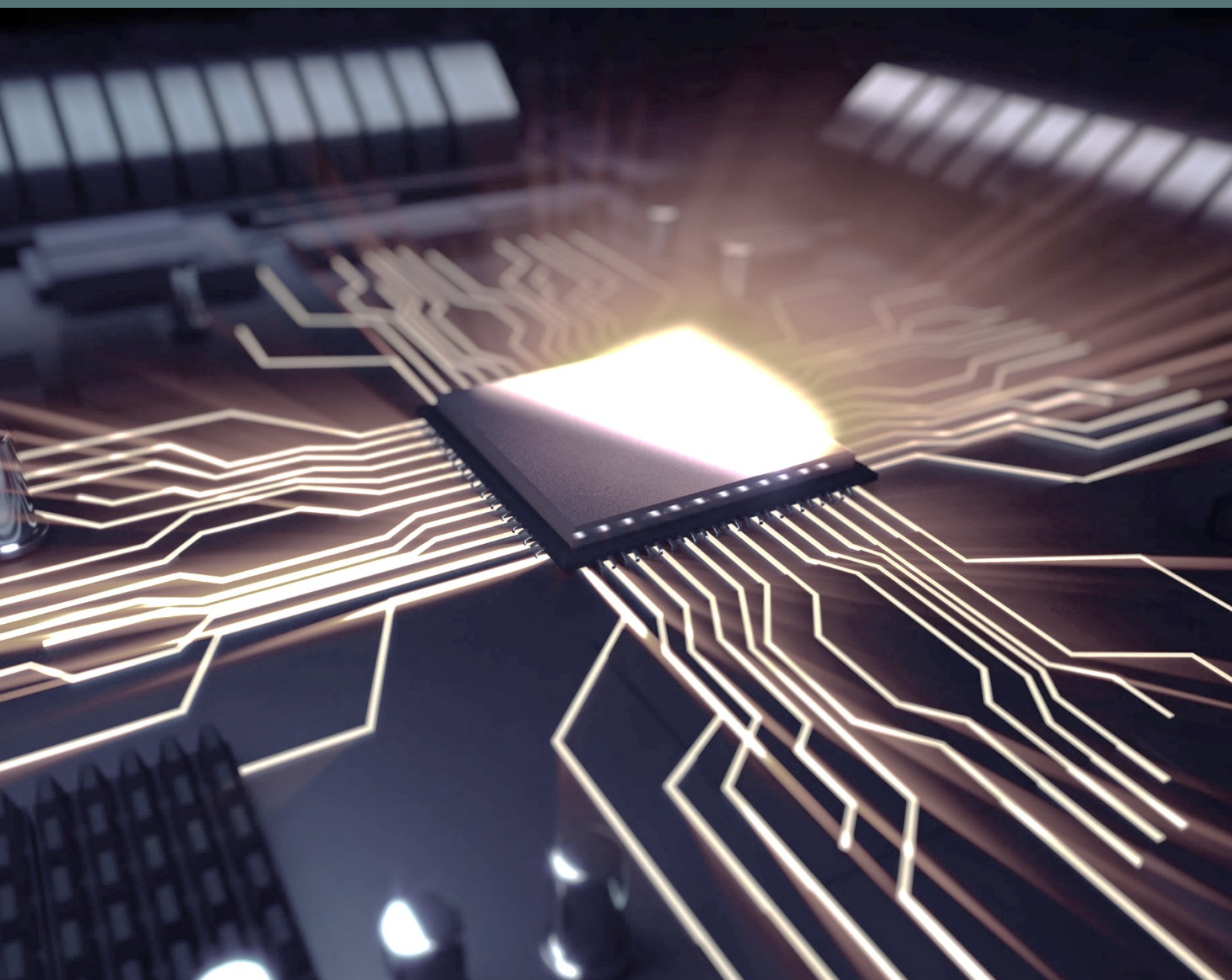




ERP vs PIM Systems

The added value a Product Information Management solution offers over ERP





We are often asked what a Product Information Management (PIM) System provides, over and above the average core business systems (ERP). An ERP holds product details doesn't it? Some even enable you attach images and data sheets. So why do you need to invest in a PIM system?

A PIM system is better designed to deliver this information to all your online and offline sales channels. As a central repository, it not only holds and distributes the information, but everyone can access and add to it. Including your suppliers! This means you can reduce the time it takes to manually update separate spreadsheets, websites and systems, whilst ensuring product information is correct and consistent.

To illustrate the added value a PIM system provides, we have compared the capability of a typical ERP solution with Oporteo PIM:

	ERP	Oporteo PIM
Basic Product Data Hold product codes, descriptions, unit of measure, analysis groups etc.	✓	✓
Rich Product Data Hold special characters, images, videos, categories etc.		✓
Product Ownership Assign product owners and/or individuals responsible for data during the product's lifecycle (Purchasing, Marketing etc).		✓
Workflow Processes Formalise processes to manage and expedite tasks to shorten time-to-market and focus attention through dashboards and personalised task lists.		✓
Supplier Collaboration Provide self-service product maintenance facility for suppliers and other partners.		✓
Product Release Maintain draft product information and make products 'live' when ready.		✓
Data Channels Add channel specific information so you can publish data exactly where you need it.		✓
Management Oversight Monitor data completeness and a full change audit.		✓

Find out more

For an in-depth analysis of how Oporteo PIM could make your business life simpler, contact Andy Pratt on **0161 355 3000** or email andy.pratt@oporteo.co.uk