DynamicWeb PIM

Presentation

Version 1, March 20th 2025

Introduction

In this session, we'll explore how a robust Product Information Management (PIM) setup can help ensure your products get to market faster and with greater consistency.

We will show how DynamicWeb's PIM can simplify and reduce time on data handling, and free you to focus on growing your business rather than dealing with scattered product information.

Whether you are dealing with thousands of SKUs or complex data models, our PIM solution empowers your teams to work efficiently, enrich data effortlessly, and accelerate time-to-market.
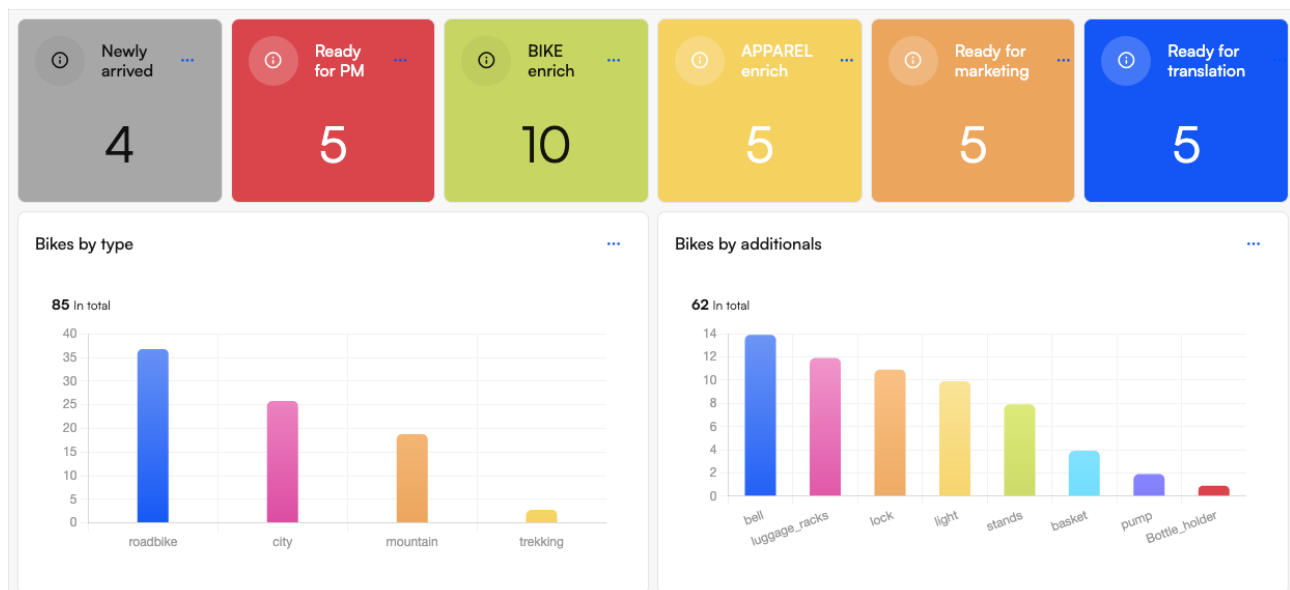
A basic product is onboarded
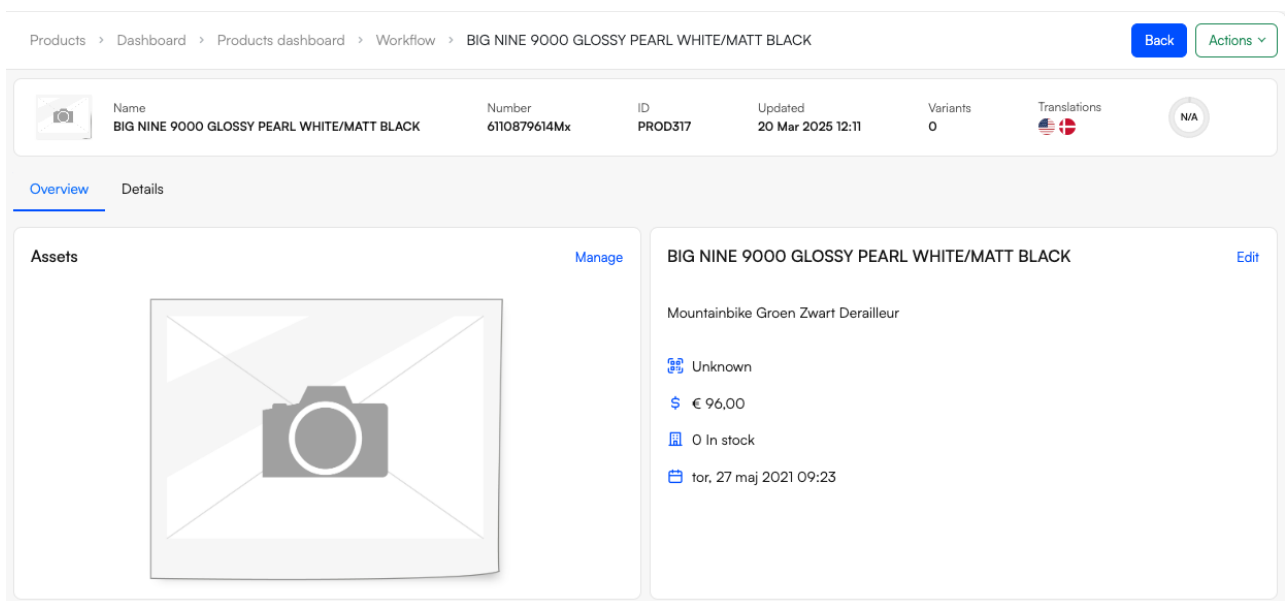
(Choose a product from the Newly arrived dashboard for above)

Here we see a newly created product pulled directly from your ERP system. Mostly empty — only containing basic data received from your ERP system.

By automating the import process via the DynamicWeb ERP integration, you minimize data entry errors and save valuable time.

It's all about ensuring the right data is available without too much manual work, so you can quickly move from raw product info to enriched, customer-ready product listings….having a single-source-of-truth for your products.

What products needs work?

Newly arrived	Ready for PM	BIKE enrich	APPAREL enrich	Ready for marketing	Ready for translation
4	5	10	5	5	5

Bikes by type — 85 In total

Bikes by additionals — 62 In total

Workflow Dashboard

Newly arrived products:

		Number	Name	Completeness		Created	Updated	
		6110878903M	ONE TWENTY 7000 BLACK/DARK SILVER		N/A	27 maj 2021 09:23	03 maj 2024 11:57	...
		6110879614Mx	BIG NINE 9000 GLOSSY PEARL WHITE/MATT ...		N/A	27 maj 2021 09:23	20 mar. 2025 12:11	...
		6110879841Mx	BIG NINE XT MATT BLACK/GLOSSY PEARL WH...		N/A	27 maj 2021 09:23	03 maj 2024 11:58	...
		6110882389M	CROSSWAY 500 GLOSSY BLACK/MATT SILVER		N/A	27 maj 2021 09:23	03 maj 2024 11:59	...

Products (4) + New product English (US) ✕ Show Single/Master products ✕ Filters Search 🔍

Managing product data efficiently means knowing what needs attention. With dashboards built around your specific queries, you instantly see which products need your attention.
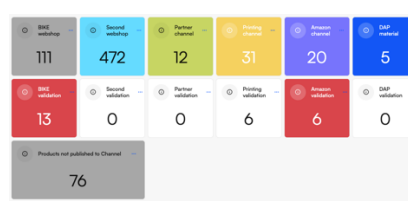
This clear overview helps you prioritize tasks, stay on top of new product arrivals, and collaborate more effectively with your team—ultimately speeding up the process of getting products market-ready.

Dashboard and the workflows can be adjusted to suit the specific role of the user logged in.
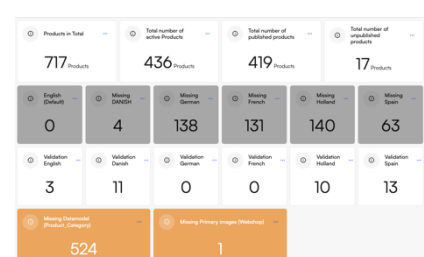
Other dashboard samples:

Products Dashboard

Channels Dashboard

Validation Dashboard

Enriching products for a consistent brand experience

By centralizing and enriching product attributes, images, and relevant content, you ensure that every channel displays consistent, compelling information.

(Choose a product from Channels / Bikes / E-Bikes / Mountain Bikes).

In this enriched view, you can see how product information is pieced together from various data models — images, attributes, and essential descriptions. Whether you're uploading assets manually or pulling them from integrated data sources, you maintain a single source of truth that keeps product details accurate and compelling for your customers.

Navigating your products

Channels

- 🏬 Bikes
  - 📁 E-bikes
    - 📁 Mountain bikes ⓘ + ⋯
    - 📁 Classic bikes
  - 📁 Bikes
  - 📁 Clothing
  - 📁 Components
  - 📁 Accessories
  - 📁 Sale

	Name	Number	Completeness		Updated	Created	
☐	🚲 E-BIG TOUR 400EQ (PROPERTY) ⊜	6110866994M		62 %	16 dec. 2024 14:16	12 jul. 2021 13:17	⋯
☐	🚲 E-BIG TOUR 600EQ ⊜	6110867155M		73 %	26 apr. 2024 14:47	06 feb. 2023 13:40	⋯
☐	🚲 E-ONE SIXTY 700 (PRICES & STOCKS) ⊜	6110868996M		69 %	26 apr. 2024 14:34	12 jul. 2021 13:17	⋯
☐	🚲 E-ONE SIXTY 8000 (RELATION) ⊜	6110869146M		59 %	29 apr. 2024 09:35	17 okt. 2023 10:13	⋯
☐	🚲 E-ONE SIXTY 9000 ⊜	6110869243M		60 %	29 apr. 2024 09:35	22 aug. 2022 08:09	⋯
☐	🚲 E-ONE SIXTY 10K (STOCK) ⊜	6110869298M		57 %	26 apr. 2024 14:47	12 jul. 2021 13:17	⋯
☐	🚲 eONE-SIXTY 9000 ⊜	96587477		81 %	17 mar. 2025 16:25	26 jun. 2023 10:59	⋯

Products (7) — + New product — English (US) ✕ — Show Single/Master products ✕ — Filters — Search 🔍

Dynamic workspaces + ⋯

- ≣ All products by Season & Type
- ≣ Bikes - sorted by Brand & Type
  - 🖥 Cube (2)
  - 🖥 E-totem (2)
  - 🖥 GT bicycles (10)
  - 🖥 K2 bikes (7)
  - 🖥 Merida (28)
  - 🖥 Mongoose (12)
  - 🖥 Nirve (5)
  - 🖥 Scattante (9)
  - 🖥 Schwinn (8)
- ≣ Bikes - sorted by Type & Additionals
- ≣ Clothing - sorted by Brand & Type

Products (2) — + New product — English (US) ✕ — Show Single/Master products ✕ — Filters — Search 🔍

	Name	Number	Completeness		Updated	Created	
☐	Cube-1	c11		24 %	01 nov. 2023 10:41	01 nov. 2023 10:41	⋯
☐	Cube-bikes	c22		24 %	01 nov. 2023 10:42	01 nov. 2023 10:42	⋯

Using your publication Channels or the Dynamic Workspaces as distinct perspectives makes it easier to view and manage your product catalog.

By tailoring these perspectives to specific sales channels, product groups, or other criteria, you can quickly locate relevant products and maintain consistent data.

Adding information to your products

Adding data to your products is what transforms them from simple inventory listings into meaningful offerings that speak to your customers.

The configurable edit screen makes it easy to combine inherited data from multiple models into a single, convenient view.

It keeps product information consistent across your catalog, offers the flexibility to customize and enrich each product as needed and saves you time by only having to enter the same data once.

(If needed, talk about adding product assets as well)
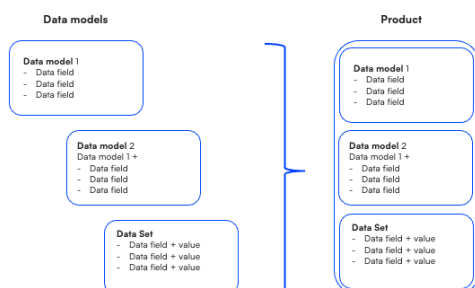
A **data model** is like a blueprint that defines how different attributes for a product are structured, ensuring consistency and organization.

A **data set** is the actual collection of product information that fits into this model, containing specific details for each product.

Publishing products to your sales _channels

Field completions (11)

Completeness	🇺🇸 40%	🇩🇰 N/A	🇩🇪 N/A	🇳🇱 N/A	🇫🇷 N/A
Master					
Description	🔴	🔴	🔴	🔴	🔴
Name	🟢	🔴	🔴	🔴	🔴
Number	🟢	⚪	⚪	⚪	⚪
Price	🔴	🔴	🔴	🔴	🔴
Short description	🔴	🔴	🔴	🔴	🔴
Brand information - B...	🔴	🔴	🔴	🔴	🔴
Brand information - B...	🟢	⚪	⚪	⚪	⚪
Brand information - B...	🔴	🔴	🔴	🔴	🔴
Brand information - B...	🟢	🔴	🔴	🔴	🔴
Brand information - B...	🔴	⚪	⚪	⚪	⚪

Fast overview of where data is missing (red dots)

Easily assign products to multiple channels.

Finally, before sending products live, you can quickly assess if they meet internal quality standards by ensuring that the completeness level meets criteria.

Once that is approved, the product data can easily flows to your chosen sales channels — websites, marketplaces, or print catalogs—giving your customers consistent, accurate information wherever they encounter your brand.