

DynamicWeb PIM

Presentation

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Version 1, March 20th 2025

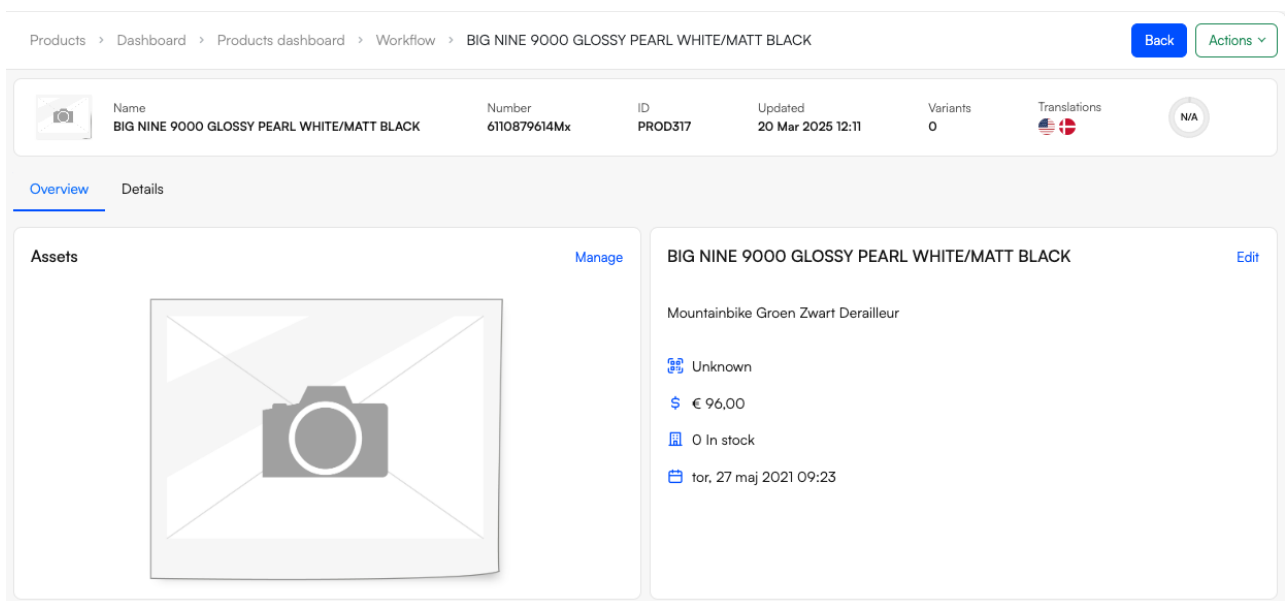
Introduction

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



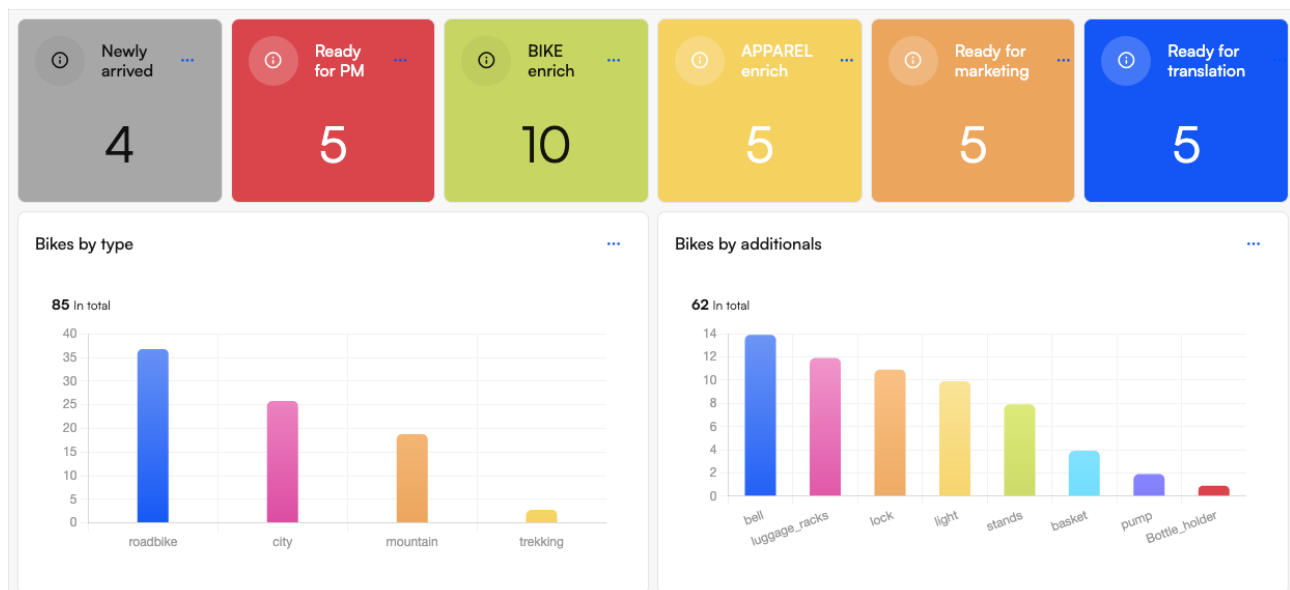
(Choose a product from the Newly arrived dashboard for above)

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?



Workflow Dashboard

Newly arrived products:

Products (4)							+ New product English (US) x Show Single/Master products x Filters <input type="text" value="Search"/>	
<input type="checkbox"/>	Number	Name	Completeness	Created	Updated			
<input type="checkbox"/>	6110878903M	ONE TWENTY 7000 BLACK/DARK SILVER	<div></div> N/A	27 maj 2021 09:23	03 maj 2024 11:57	...		
<input type="checkbox"/>	6110879614Mx	BIG NINE 9000 GLOSSY PEARL WHITE/MATT ...	<div></div> N/A	27 maj 2021 09:23	20 mar. 2025 12:11	...		
<input type="checkbox"/>	6110879841Mx	BIG NINE XT MATT BLACK/GLOSSY PEARL WH...	<div></div> N/A	27 maj 2021 09:23	03 maj 2024 11:58	...		
<input type="checkbox"/>	6110882389M	CROSSWAY 500 GLOSSY BLACK/MATT SILVER	<div></div> N/A	27 maj 2021 09:23	03 maj 2024 11:59	...		

Managing product data efficiently means knowing what needs attention. With dashboards built around your specific queries, you instantly see which products need your attention.

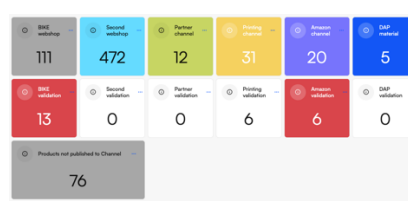
This clear overview helps you prioritize tasks, stay on top of new product arrivals, and collaborate more effectively with your team—ultimately speeding up the process of getting products market-ready.

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

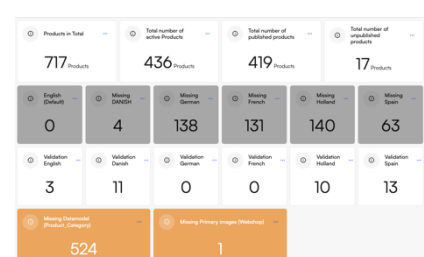
Other dashboard samples:



Products Dashboard




Channels Dashboard



Validation Dashboard

Enriching products for a consistent brand experience




Name
eONE-SIXTY 9000


Number
96587477

ID
PROD97

Updated
17 Mar 2025 16:25

Variants
3

Translations
 + 5




Overview

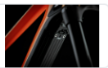



Details

Variants

Assets



<



>


Manage


eONE-SIXTY 9000


Edit


These models are available in two different frame options. A carbon front end combined with a 6061 aluminium rear end, or a more budget-friendly all-aluminium chassis. These models are available in two different frame options. A carbon front end combined with a 6061 aluminium rear end, or a more budget-friendly all-aluminium chassis. These models are available in two different frame options. A carbon front end combined with a 6061 aluminium rear end, or a more budget-friendly all-aluminium chassis.

Introducing MANU9's Groundbreaking Product!

 558877446699






 € 7.599,00

 8 In stock

 Mon, 26 Jun. 2023 10:59

Completeness

Manage

Language	Completeness
 English (US)	<div><div></div></div> 96 %
 Danish	<div><div></div></div> 96 %
 Dutch	<div><div></div></div> 74 %
 Icelandic	<div><div></div></div> 96 %
 Norwegian	<div><div></div></div> 96 %

Channels

Manage

Channel name	Path	Completeness
Bikes	/Bikes/All bikes	<div><div></div></div> 100 %
Bikes	/Bikes/Mountain bikes	<div><div></div></div> 100 %
Bikes	/E-bikes/Mountain bik...	<div><div></div></div> 81 %
Partner - data distribu...	/Bikes	<div><div></div></div> 100 %
Printing catalogs	/Master catalog/Secti...	<div><div></div></div> N/A

Data models

Manage

Related products

Manage

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.

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Navigating your products

Channels

▼ Bikes

▼ E-bikes

Mountain bikes ⓘ + ...

Classic bikes

> Bikes

> Clothing

> Components

> Accessories

Sale

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 & Additional

> Clothing - sorted by Brand & Type

Products (7)

+ New product








English (US) ×

Show Single/Master products ×

Filters

Search

Q

<input type="checkbox"/>	Name	Number	Completeness	Updated	Created	
<input type="checkbox"/>	 E-BIG TOUR 400EQ (PROPERTY) ⓘ	6110866994M	<div><div></div></div> 62 %	16 dec. 2024 14:36	12 jul. 2021 13:17	...
<input type="checkbox"/>	 E-BIG TOUR 600EQ ⓘ	6110867155M	<div><div></div></div> 73 %	26 apr. 2024 14:47	06 feb. 2023 13:40	...
<input type="checkbox"/>	 E-ONE SIXTY 700 (PRICES & STOCKS) ⓘ	6110868996M	<div><div></div></div> 69 %	26 apr. 2024 14:34	12 jul. 2021 13:17	...
<input type="checkbox"/>	 E-ONE SIXTY 8000 (RELATION) ⓘ	6110869146M	<div><div></div></div> 69 %	29 apr. 2024 09:35	17 okt. 2023 10:13	...
<input type="checkbox"/>	 E-ONE SIXTY 9000 ⓘ	6110869243M	<div><div></div></div> 60 %	29 apr. 2024 09:35	22 aug. 2022 08:09	...
<input type="checkbox"/>	 E-ONE SIXTY 10K (STOCK) ⓘ	6110869298M	<div><div></div></div> 67 %	26 apr. 2024 14:47	12 jul. 2021 13:17	...
<input type="checkbox"/>	 eONE-SIXTY 9000 ⓘ	96587477	<div><div></div></div> 81 %	17 mar. 2025 16:25	26 jun. 2023 10:59	...

Products (2)

+ New product



English (US) ×

Show Single/Master products ×

Filters

Search

Q

<input type="checkbox"/>	Name	Number	Completeness	Updated	Created	
<input type="checkbox"/>	 Cube-1	c11	<div><div></div></div> 24 %	01 nov. 2023 10:41	01 nov. 2023 10:41	...
<input type="checkbox"/>	 Cube-bikes	c22	<div><div></div></div> 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

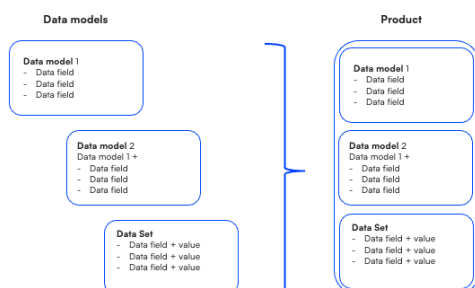
The screenshot shows the 'Categories' tab of a product configuration interface. At the top, a header bar displays product details: Name (eONE-SIXTY 9000), Number (96587477), ID (PROD97), Updated (17 Mar 2025 16:25), Variants (3), and Translations (5). Below this, the 'Categories' tab is active, showing fields for 'Battery effect (Wh)' (632), 'Battery model' (Shimano E8036 630Wh), 'Battery type' (Lithium-ion selected), 'Battery voltage (V)' (38), and 'Range' (85). The 'Specification (Bike)' section includes 'Recommended use' (Mountain bike, Living selected), 'Gender' (Unisex selected), 'Color' (Available list: Blue, Brown, Green, Grey, Orange, Pink, Purple, Violet, White, Yellow, Cyan US; Selected list: Black, Red), and 'Material usage' (Aluminum selected).

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...					

Select group

Channels

Bikes

E-bikes

Mountain bikes

Classic bikes

Bikes

Clothing

Components

Accessories

Sale

Second SHOP

Channel - Amazon

Digital Assets Portal

Partner - data distribution

Printing catalogs

Easily assign products to multiple channels.

Fast overview of where data is missing (red dots)

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.