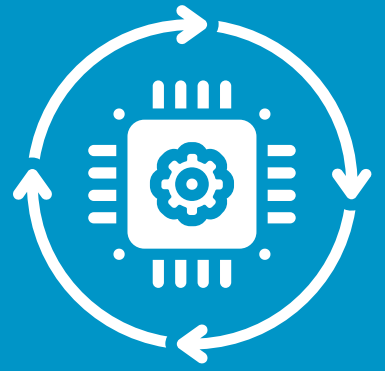


# PIM & Digital Transformation



Product Information Management (PIM) and digital transformation are closely linked as they both have the objective of streamlining processes, which in turn enables businesses to scale and grow by achieving:



Operational Efficiency



Reduced Costs



Faster Time to Market



Improved CX

## Things you need to know

**50%**

of IT spend will be allocated to digital transformation initiatives by 2024.

Digital transformation is expected to add **\$100TR** to the world economy by 2025

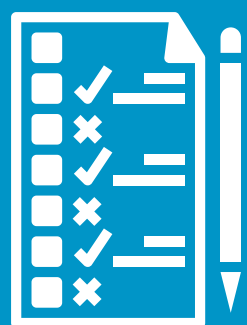
**70%**

of businesses already have or intend to develop a digital transformation strategy.

## The benefits of PIM & digital transformation

### Boost revenues

An effective digital transformation strategy can enable you to boost revenues by as much as **15%**. This can be achieved by improving the customer experience with **hyper-personalization** and adopting an **omnichannel** experience to reach a wider pool of customers.



### Reduce manual tasks

Deploying PIM as part of your digital transformation strategy can enable you to reduce manual tasks relating to product data management processes by up to **80%**. This is achieved through totally **streamlined processes**, powerful **automation**, and by **unifying disparate systems**.

### Scale & grow

PIM is a future-proof solution with unlimited storage capabilities that grows as your business grows. Improve decision-making by gaining easy access to real-time data that enables you to perfect the online experience you deliver, and reach a wider audience by entering new markets which will ultimately lead to increased revenues.



## Why Pimberly PIM?

★ THE WORLD'S MOST POWERFUL PIM/DAM PLATFORM ★



### With you every step of the way

We're a SaaS business, so we'll work with you through the implementation and make sure you have continued support once Pimberly is live.



### Be at the top of your eCommerce game

Pimberly is a dedicated, cloud-based solution designed to supercharge your eCommerce performance. Access everything, anytime, anywhere.



### Pimberly is feature rich and constantly growing

Our team of in-house developers devote their time to improving the Pimberly platform, giving users the best possible experience.