



## Manufacturing PIM, DAM and CMS: Your must have guide



Without control over their product information and content production, they risk losing track of everything from inventory to customer relationships and their all-important brand. Today, it's not enough to know a product is manufactured correctly and comes with the right information. Partners and consumers want to know every detail about where items come from, and particularly if they were sourced ethically and sustainably. Manufacturing businesses can only provide that information if their omnichannel content strategy is on point. Even if they operate in a wholly business-to-business \*B2B+environment, managing their content through the omnichannel matters.