



The ultimate guide to PIM, DAM and CMS for retail



If the casual observer took a peek under the hood of the average retail or CPG business, they'd be shocked by what they saw. Hundreds, thousands or millions, even or of moving parts, many changing on a daily or hourly basis. From individual products to global social media channels, multi-language ecommerce sites, shelf signs, TV spots and all points in between, complex is an understatement.

And on top of all this are the customers past, present and future

- all seeking answers to a maddening array of problems,

expecting them to be delivered in real time and with an astonishing

degree of personalization and accuracy.