

Azure Cloud-Data Hub for Product Information Management (PIM)

Immeo

PIM accelerator

The Immeo Azure cloud-data hub for Product Information Management (PIM) delivers an effective solution to onboard multiple partners, resellers and dealers of your products with limited spend on integrations and maintenance.

Solution description

Onboard partners and dealers effectively on PIM in 3 months.

Spending too much time and effort on setting up individual channels in PIM to support partners, resellers, and dealers?

The Immeo *Azure cloud data-hub for PIM* accelerates your company to overcome the challenge of onboarding multiple partners, resellers, and dealers of your products. Instead of maintaining and managing multiple channels and formats, we provide you with a scalable solution for distributing personalized product information to third parties.

The cloud data hub is established on top of your Product Information Management solution. The set-up includes an initial MVP implementation of PIM, including:

- Analysis and design of product marketing model to accelerate PIM within your business
- Configuration of customer-specific marketing models for sourcing, enrichment, and distribution
- Setup of role-based access control and governance model
- Set-up of *Azure cloud data-hub for PIM* and onboarding of initial customer
- Training, hypercare, and handover to operations (maintenance agreement)

The MVP empowers your business to become operational on PIM within 3 months with a scalable model to onboard your business partners.

Solution highlights

The cloud data hub features a web portal for browsing and downloading products and a rest API for system-to-system integrations. This enables you to effectively onboard new partners through a standardized API instead of individual channels and reduces costs for connectors and integrations. The information available to third parties is still managed in PIM, but is exposed and delivered through the Azure data-hub.

The solution builds on top of leading PIM standard system API's on a separate Azure instance, which ensures full scaling of the solution. It utilizes standard Azure services:

- MVP implementation of PIM
- Azure AD authenticated web portal
- Excel and zip export from portal of data, images, and documentation
- Rest API managed in Azure through API Management
- Delta events through Azure Functions
- System-supported governance for personalizing assortments
- Easy to preview and validate what is exposed to which partners.

About Immeo

[Immeo](#) is a consultancy firm specializing in digital business development. We provide consulting and implementation for digital services in fields including Digital commerce, PIM, and Intelligent cloud data applications.

Immeo is a Product Information Management (PIM) specialist with experience from a selection of profiled PIM solutions. Immeo can assist in all types of PIM solutions from PIM vendors like Inriver and Akeneo within both B2C and B2B with quick time to value and customer satisfaction.