PIMCORE®

Own the Digital World

How to build a Data Quality Roadmap for Your PIM system.

A Step-By-Step Planning Checklist

TABLE OF CONTENTS

INTRODUCTION

When technology evolves, data unleashes enormous power to do more. But along the way, it also brings its share of challenges for organizations— one being the quality management of the data. That's why product information management (PIM) and master data management (MDM) tools are becoming a preferred instrument for data quality management processes. PIM/MDM tools help not only manage 'the incredible mountain of data that we collect within the company' but also meet the 'ever-increasing demand for data dissemination'.

In practice, PIM tools are often implemented without even getting the complete idea of how they will actually help the organization. This could lead to undesirable results and slower growth. This whitepaper provides 6 simple steps for planning greater effectiveness of the PIM tools.

A Step-By-Step Planning Checklist

01 — Make clear what data is there

02 — Set goals and targets for data

03 — Design a data quality model

04 — Integrate 'data quality rules'

05 — Discover exceptions and create rules and processes

06 — Monitor data quality in relation to the targets

ASK THESE QUESTIONS DURING THE PLANNING PHASE

One of the reasons why organizations struggle in product information management is due to lack of clear vision and roadmap. It is always crucial to first evaluate the strategic objectives before implementing a PIM solution. Here are the key questions you must ask during the planning phase:

- How to find new revenue opportunities, meet compliance measures, or increase productivity?

- What factors can improve data accessibility for better business intelligence (BI) and analytics while protecting the privacy?

- How to address cost and scalability aspects for future needs?

Therefore, we recommend organizations to clearly define the objectives of a PIM or MDM tool and the role it has or, more accurately, 'could have' within their enterprise, across partners, and supplier ecosystems. This step-by-step plan could be a good starting point.

"What do you want to achieve as an organization and how does data support you in this?"

ORGANIZING YOUR DATA QUALITY IN 6 STEPS

Organizations manage to make accurate, rich data available only when they streamline their data processes well. Right? In practice, it generally turns out to be a bit complex to manage data efficiently and distribute seamlessly across all desired channels.

Organizing and optimizing data quality starts with a clear step-by-step plan. A plan that helps you set data quality targets, initiate data improvement strategies, monitor data quality, manage exceptions, capture data quality, and match & release data.

This is where an efficient PIM/MDM tool can help in delivering clean and trusted data, having enterprise-class quality and governance, that can help you scale.

DATA QUALITY

STEP 1
Insight into current data
(Meet Project Team)

STEP 2
Set goals, targets and plan
(Management)

STEP 3
Design data quality model
(Project Team)

STEP 4
Quality rules and processes
(Project Team)

STEP 5
Discover and manage exceptions
(Data Analyst)

STEP 6
Monitor the quality VS targets
(Project Team)
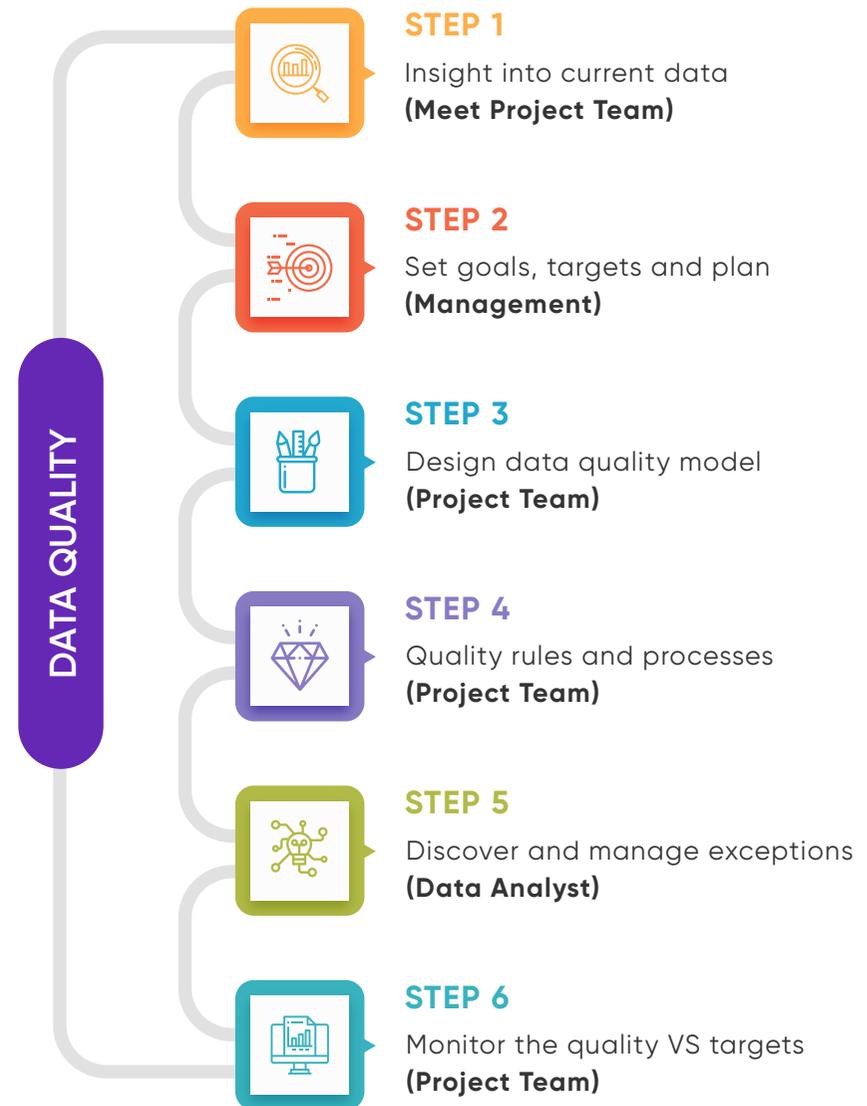
A clear roadmap from an organizational perspective.

STEP 1
MAKE CLEAR WHAT DATA IS THERE

These six questions can help you organize your data effectively:

1 **COMPLETE**
Which data is missing or cannot be used?

2 **CONFORM**
Which data is stored, but not yet in the standard format?

3 **CONSISTENT**
Which data conflicts with each other and is not consistent?

4 **ACCURATE**
Which data is incorrect or outdated?

5 **DUPLICITY**
Which data is redundant or double stored?

6 **INTEGRITY/LEGAL**
Which data has not been checked for 'legal compliance'?

STEP 2
SET GOALS AND TARGETS FOR DATA

In step 1 we analyzed what type of data is currently available in the company. In order to determine which data you want, you will have to map out your customer journey. This helps in understanding: "Which data would the customer like to see and receive?".

Step 2 is thus about determining the data requirement from the mapped out 'customer journey'. And of course, when should this data be made available? Set a deadline and make a schedule. The planning must be executed as per the data category. To develop a realistic planning, it is advised to perform a test for a day. And, get the idea how much data the team can manage in one day? Based on the results, a schedule can be drawn up using 'extrapolation.' After step 5 the planning has to be revised again. Perhaps the data rules have ensured that 'activities' can be carried out more quickly.

STEP 3
DESIGN A DATA QUALITY MODEL:
A MODEL YOUR DATA HAS TO MEET

Which requirements must data meet? Think of the customer target group (customer journey) for which data is developed, to parts, fields and characteristics which data must meet and the appearance of images and videos. What's more important is: in which numbers should the data be presented. For example, you always want to ensure that you get one YouTube video format and four product images. You also want to determine in which languages the data should be presented and which measurable quality issues should be used, such as length and data type per data type (PNG for image – xx pixel large). It is also essential to know in advance against which legislation the data fields should be tested.

STEP 4
INTEGRATE 'DATA QUALITY RULES' TO MONITOR THE DATA QUALITY AND MAKE IT TRANSPARENT THROUGH PIM-MDM TOOLING

Design clear processes so that the integration of other data does not lead to data pollution. To ensure data quality, data lines or data quality rules can be created automatically, as well as rules that actuate workflows. **Some Examples :**

01

AUTOMATIC DATA RULES (DQ RULES)

DQ rules ensure that relationships between products are automatically established on the basis of data and/or its characteristics. For example, a red racing bike for the target group of fanatical cyclists can automatically generate red sports glasses as an upsell product based on the product data characteristics of both products or on the basis of artificial intelligence logics/sources.

02

DATA QUALITY RULES

These rules check the values in the data fields based on quality characteristics. If it has been determined that there must be three images of format A and size X, then the application detects this and can use it to trigger dashboards or workflows. Fields checking can also be done on the basis of logic from other fields, queries or artificial intelligence.

03

RULES THAT ACTIVATE WORKFLOWS

Automating workflow processes based on data quality ensures that a certain set of data is checked by the legal staff on the basis of regularity. After this, another set of data is checked by product specialists on the basis of technical specifications, sizes, weights, and materials used. This process, and the data that each department gets for control, can be set up via notifications, dashboards, and task lists.

04

DATA INTEGRATION RULES

It is, of course, very interesting to (automatically) enrich data via external data sources, various employees, and third parties. As a result, this data is brought to a higher level in a cost-efficient manner.

This also applies to the linking of data to third parties such as GS1 and ETIM. In this process, make sure that the correct data is retained! The integration of external data sources from suppliers, rich data pools or GS1 and ETIM-like parties also raises other questions:

- How do I ensure that I keep the correct data?

- Which existing data and the date from third parties do have to overwrite?

To organize this process, it is recommended to use automatic rules on import files!

STEP 5
DISCOVER EXCEPTIONS AND
CREATE RULES AND PROCESSES

Quality rules in the MDM-PIM tooling can indicate that products must always meet at least two related products and one upsell product, as well as three product images. Products that do not comply with the set rules come in clear overviews. These products must be supplemented until they meet the quality standard.

In order to continuously improve the data quality process, it must be periodically checked whether "SMART criteria" can be applied.

STEP 6
MONITOR DATA QUALITY IN RELATION TO THE TARGETS

Good monitoring provides insight into the status of the products and the quality level of products.

The monitoring will also have to provide insight into the relationship with regard to planning, so management can use the right resources to achieve the desired data quality at the desired moment.

LEARN MORE

To find out how Pimcore can help you in enterprise data quality management, click here.

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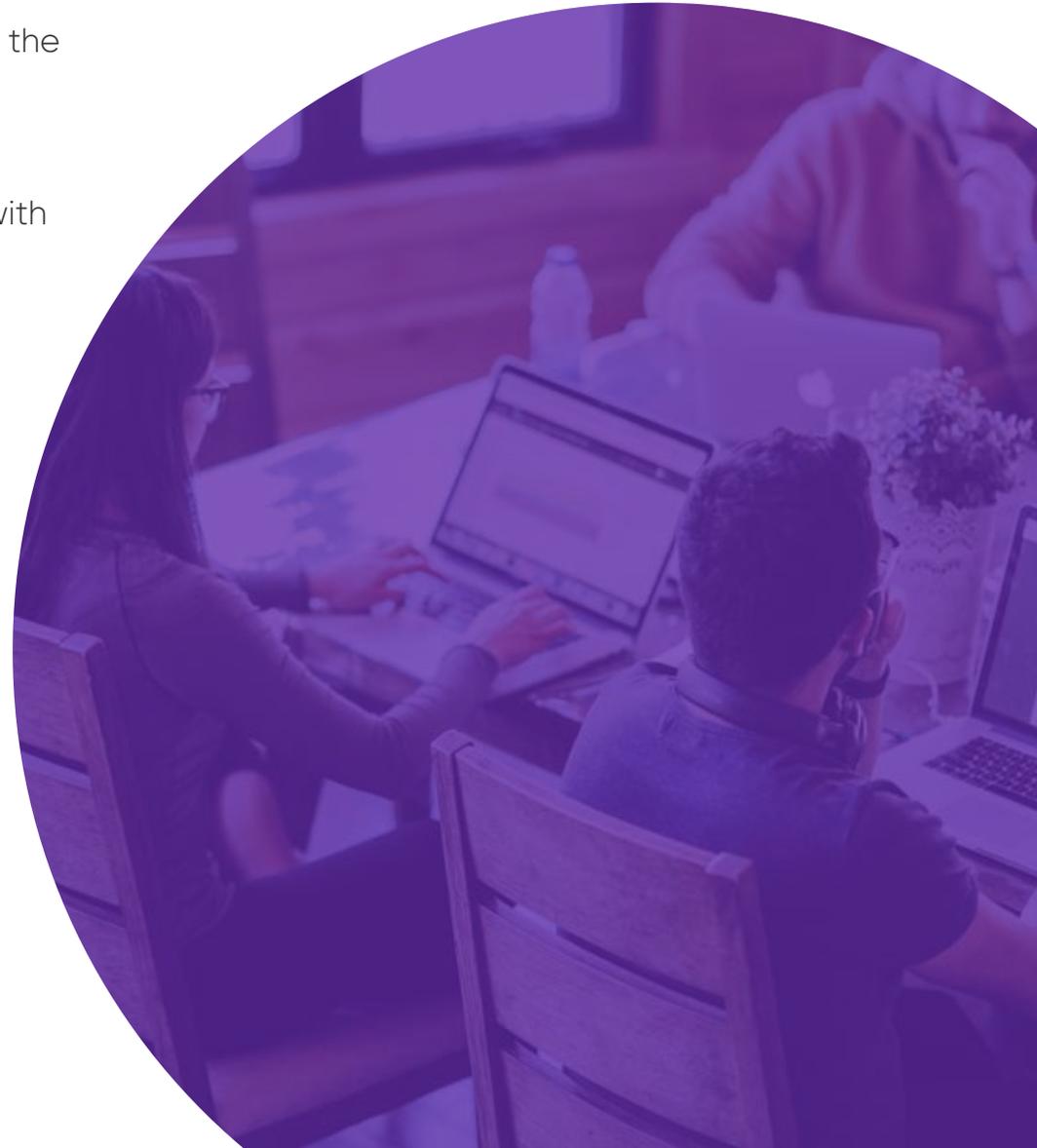
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