

Business Scenario	PIM Only	ERP Only	Both
You face frequent data governance issues—duplicate SKUs, conflicting specs, outdated info	✓	✗	✓
You're selling through a single DTC website with a small product range (<100 SKUs)	✓	✗	✗
You need to manage product descriptions, images, specs, and translations across channels	✓	✗	✗
You require control over stock, pricing, procurement, and invoicing	✗	✓	✗
You operate in multiple regions and need role-based pricing and catalog permissions	✗	✗	✓
You're expanding to new marketplaces and must syndicate product data consistently	✓	✗	✓
Your sales and marketing teams need autonomy to manage product content without IT support	✓	✗	✗
You're struggling with inventory visibility, order processing, and supplier management	✗	✓	✗
You want to build a headless or composable commerce stack	✓	✗	✓
You plan frequent product launches and need fast enrichment + rollout	✓	✗	✓
You need real-time syncing between product data and stock levels across systems	✗	✗	✓
Your current ERP is overloaded with product content updates it wasn't built for	✓	✗	✓
You only sell offline and don't require enriched product content for digital channels	✗	✓	✗
You manage thousands of SKUs across multiple supplier sources	✓	✗	✓
Your distributors or resellers need access to localized or tailored product catalogs	✓	✗	✓
You're onboarding new suppliers or products weekly and need to streamline data intake	✓	✗	✓

Product data lives in siloed spreadsheets across teams			
You're undergoing digital transformation but want to avoid replatforming ERP			
You need to enrich product data for SEO, search filters, and merchandising logic			
You manage seasonal catalogs or frequent spec changes			
Your current product content workflow requires manual re-entry across systems			
You sell configurable or complex technical products (e.g. components, kits, bundles)			
You're looking to reduce time-to-market for new product launches across multiple channels			
You've invested in a headless CMS or commerce platform but lack structured product content			
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