



# UNIFIED ECOMMERCE OPERATIONS: INTEGRATED PIM, OMS & ECOMMERCE

The Critical Role of PIM and OMS  
Integration in Boosting eCommerce  
Efficiency



## BETTERCOMMERCE

**Better for Customers. Better for Team. Better for You.**

BetterCommerce is a unified & modular commerce platform for B2B & B2C Commerce. Its API-first approach helps faster go-to-market with reduced operational cost.

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# Executive Summary

In the competitive world of eCommerce, midmarket retailers must optimize their operations to stay ahead. Two critical components in achieving this are Product Information Management (PIM) and Order Management Systems (OMS). This white paper explores how integrating PIM and OMS can enhance eCommerce operations, improve customer experience, and drive growth.

Product Information Management (PIM) centralizes and manages product information, ensuring consistency, efficiency, and scalability across all sales channels. Order Management Systems (OMS) automate the order fulfillment process, providing accurate order processing, real time inventory management, and improved customer satisfaction.

By integrating PIM and OMS, retailers can achieve unified product data and order management, enhanced customer experiences, scalable growth, multichannel integration, and improved decision-making capabilities.

This synergy between PIM and OMS addresses common challenges faced by midmarket retailers:

1. Product Data Inconsistencies
2. Inefficient Order Processing
3. The need for streamlined multichannel operations

Through detailed use cases and comparative analysis with popular eCommerce platforms like Shopify, WooCommerce, and Magento, this white paper demonstrates the transformative impact of PIM and OMS can have on your eCommerce operations.

# PRODUCT INFORMATION MANAGEMENT (PIM)



PIM is a system that centralizes and manages product information. It ensures that all product data, such as descriptions, images, specifications, and pricing, are accurate, consistent, and up to date across all sales channels.

## Key Benefits

- **Data Consistency & Accuracy:** PIM ensures that all product information is consistent and accurate across all sales channels. This uniformity eliminates discrepancies, reduces errors, and enhances the overall quality of product data.
- **Improved time to market:** By centralizing and streamlining the management of product information, PIM enables faster updates and launches of new products.
- **Improved Customer Experience:** Accurate and comprehensive product information leads to better customer satisfaction, higher conversions and reduced return rate.
- **Product Scalability & Flexibility:** As businesses grow and expand their product lines, PIM provides the scalability needed to manage an increasing number of SKUs and complex product attributes. It allows for easy adjustments and updates, ensuring that product information remains organized and manageable.
- **Enhanced Multichannel Management:** PIM supports the distribution of product information across multiple channels, including eCommerce websites, marketplaces, social media, and physical stores.

# ORDER MANAGEMENT SYSTEM (OMS)



Order Management System (OMS) is a platform that manages and automates the order fulfilment process. It tracks orders from inception to delivery, ensuring efficient processing, and inventory management.

## Key Benefits

- **Centralised Order Processing:** Provides unified platform to manage orders from multiple sales channels, thus reducing errors, and improving operational efficiency.
- **Real Time Inventory Management:** An OMS offers real-time updates on inventory levels across all warehouses and sales channels. This helps prevent stockouts and overstock situations.
- **Automated Workflow:** OMS automates various order fulfilment processes such as order routing, picking, packing, and shipping.
- **Enhanced Return Management:** OMS simplifies the returns process by providing a clear and efficient framework for handling returns and exchanges. This system ensures that returns are processed quickly, refunds are issued promptly, and inventory is updated accordingly.

# COST OF IMPLEMENTING PIM AND OMS

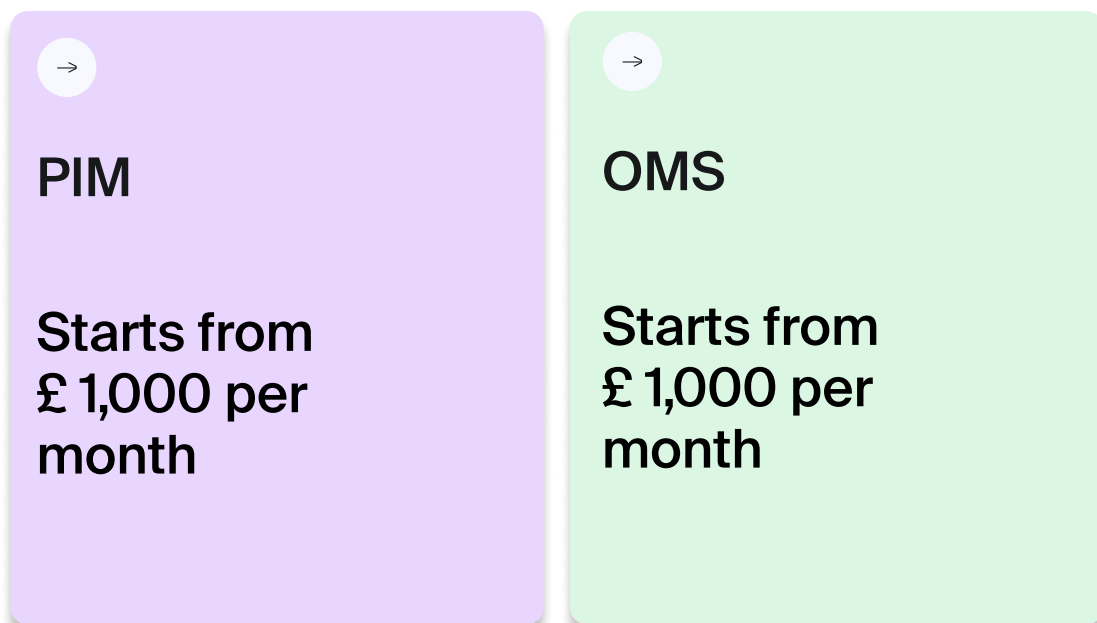
The cost of implementing PIM and OMS varies depending on the scale and complexity of the business. Generally, the costs include:

**Initial Setup:** Software licensing, implementation, and integration fees.

**Ongoing Maintenance:** Subscription fees, updates, and technical support.

**Training:** Costs associated with training staff to use the new systems.

## Estimated Costs:



BetterCommerce offers competitive pricing for its PIM and OMS modules, ensuring affordability for midmarket retailers while providing robust functionality.

# KEY FUNCTIONALITIES OF UNIFIED OPERATIONS



Here's a breakdown of the key functionalities of a unified PIM and OMS for eCommerce:

## 1. Real-Time Inventory Management

- ✓ **Inventory Synchronization Across Channels:** Ensures that inventory levels are updated in real-time across all sales channels to prevent discrepancies and improve accuracy.
- ✓ **Preventing Stockouts and Overselling:** Helps maintain optimal inventory levels to avoid stockouts and manage overselling, ensuring a better customer experience.

## 2. Efficient Order Fulfilment

- ✓ **Optimized Order Routing:** Automatically determines the best fulfilment locations based on factors like proximity to the customer and inventory availability.
- ✓ **Real-Time Order Tracking and Updates:** Provides customers and businesses with up-to-date information on order status, enhancing transparency and communication.

## 3. Centralized Product Information

- ✓ **Consistent and Accurate Product Data:** Centralizes product information management to ensure that all product details across channels are consistent and error-free.
- ✓ **Automated Product Information Syndication:** Distributes updated product information automatically to all sales channels and partners, reducing manual workload and enhancing efficiency.

## 2. Personalized Customer Experience

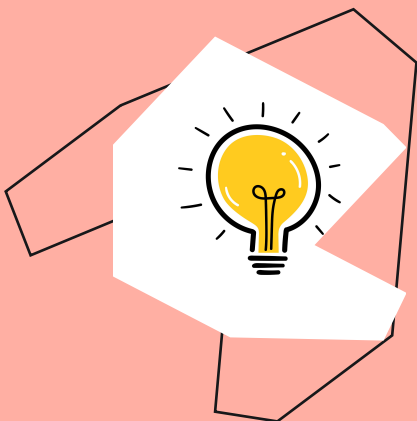
- ✓ **Personalized Product Recommendations:** Leverages customer data to suggest relevant products, enhancing the shopping experience and increasing sales.
- ✓ **Customer-Specific Pricing and Catalogs:** Allows for the customization of pricing and catalogs based on customer profiles or segments, which can drive loyalty and repeat business.

## 3. Returns and Refunds Management

- ✓ **Streamlined Returns Processing:** Simplifies the returns process for both customers and staff, ensuring quick resolution and customer satisfaction.
- ✓ **Accurate Inventory Updates Post>Returns:** Automatically updates inventory levels when returns are processed, keeping inventory data accurate and reliable.

## 3. Dynamic Pricing

- ✓ **Real-Time Pricing Updates:** Allows businesses to adjust prices dynamically based on market conditions, demand, and other factors.



“According to a report by **Research And Markets**, 86% of all spending on retail software is focused on the concept of unified commerce.”



# USE CASES

## Combining PIM, OMS, and eCommerce

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### 1. Enhanced Customer Experience and Reduced Cart Abandonment

Reducing Cart Abandonment through real-time Inventory and Personalised Offers.

#### How They Work Together:

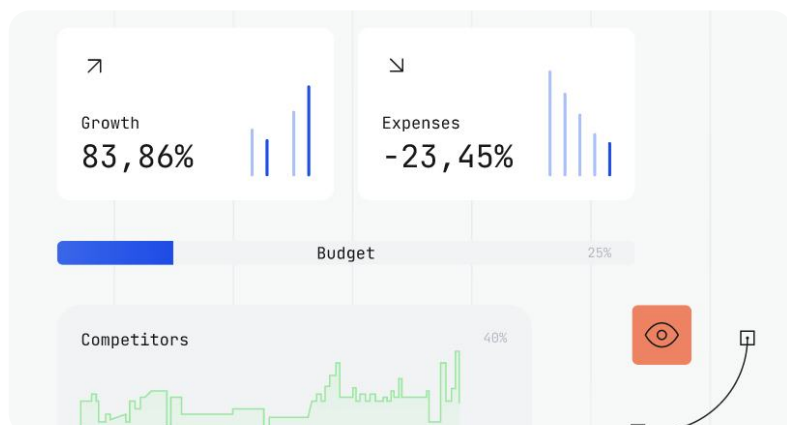
**PIM:** Provides detailed and accurate product information, including real-time stock availability, ensuring customers have all necessary information to make a purchase decision.

**OMS:** Ensures real-time synchronization of inventory levels across all sales channels, preventing issues like cart abandonment due to out of stock items.

**eCommerce Platform:** Uses data from PIM and OMS to personalize offers and recommendations, such as showing alternative products if an item is out of stock or offering discounts on items in the cart.

#### Advantages:

- Accurate product availability display.
- Personalized product recommendations and offers.
- Realtime inventory updates preventing stockouts during the shopping process.



## 2. Efficient Multichannel Marketing and Sales Strategy

Implementing a Multichannel Marketing Campaign with Consistent Product Information and Inventory Management

### How They Work Together:

**PIM:** Centralizes and distributes consistent product information across all marketing channels, ensuring uniformity in product descriptions, images, and specifications.

**OMS:** Manages inventory across all channels to support marketing campaigns, ensuring that promoted products are in stock and available for purchase.

**eCommerce Platform:** Executes the marketing campaign by displaying accurate and engaging product information and managing customer interactions and transactions.

### Advantages:

- Consistent product information across all marketing channels.
- Realtime inventory tracking to support marketing promotions.
- Seamless customer experience from marketing interaction to purchase.

## 3. Improved Omnichannel Customer Service and Support

Providing Seamless Customer Support for Orders Placed Across Multiple Channels

### How They Work Together:

**PIM:** Ensures that customer support teams have access to comprehensive and accurate product information to answer customer queries effectively.

**OMS:** Provides real-time order status and history, enabling customer support to handle order related inquiries, returns, and exchanges efficiently.

**eCommerce Platform:** Integrates with PIM and OMS to offer customers self-service options like order tracking, returns initiation, and access to product FAQs.

### Advantages:

- Comprehensive product information for support teams.
- Realtime access to order statuses and history.
- Enhanced customer self-service capabilities.

## 4. Optimized Inventory Management and Reduced Operational Costs

Optimizing Inventory Levels and Reducing Costs through Integrated Systems

### How They Work Together:

**PIM:** Optimizing Inventory Levels and Reducing Costs through Integrated Systems

**OMS:** Uses real-time inventory data from PIM to optimize stock levels, prevent overstock and stockouts, and manage warehouse operations efficiently.

**eCommerce Platform:** Reflects accurate inventory levels to customers, enabling features like back-in-stock notifications and preorders, which help in managing inventory turnover.

### Advantages:

- Accurate demand forecasting and inventory planning.
- Realtime inventory management across warehouses and sales channels.
- Enhanced customer features for managing product availability.

## 5. Seamless Product Launch and Market Entry

Launching a New Product Simultaneously Across Multiple Regions and Channels

### How They Work Together:

**PIM:** Manages and localizes product information, ensuring that all product details, descriptions, and media are tailored for different regions and languages.

**OMS:** Coordinates inventory distribution to different regions, ensuring that stock levels are adequate to support the launch.

**eCommerce Platform:** Executes the product launch by updating product listings, managing promotional campaigns, and handling customer transactions across all targeted regions.

### Advantages:

- Localized and accurate product information.
- Coordinated inventory distribution for launch readiness.
- Synchronized product listings and promotions across regions.

## 6. Holistic Customer Journey and Engagement

Enhancing the Customer Journey from Discovery to Post Purchase Engagement

### How They Work Together:

**PIM:** Provides detailed product information that aids in customer discovery and decision making during the prepurchase phase.

**OMS:** Ensures smooth order processing and fulfilment, enhancing the purchase experience and enabling timely delivery.

**eCommerce Platform:** Manages customer interactions, from initial product search to post purchase engagement through reviews, feedback, and loyalty programs.

### Advantages:

- Rich product information for informed purchasing decisions.
- Efficient order processing and fulfilment.
- Continuous customer engagement through feedback and loyalty programs.

## 7. Connected Commerce

Seamless Integration of Online and Physical Retail Operations

### How They Work Together:

**PIM:** Ensures that product details are consistent across online and offline channels, providing a unified shopping experience. This includes managing product descriptions, specifications, images, and pricing, which are critical for omnichannel consistency.

**OMS:** Facilitates the integration of online orders with physical store operations. For example, it supports features like 'buy online, pick up in store' (BOPIS) and 'buy online, return in store' (BORIS), enhancing the flexibility and convenience of the customer experience.

**eCommerce Platform:** Acts as the digital touchpoint for customers, offering them the convenience of shopping from their devices while ensuring that their experience is reflective of what they would expect in-store. This platform also supports digital marketing initiatives that drive both online and offline traffic.

### Advantages:

- Unified Customer Experience Across Channels
- Increased Sales Opportunities
- Enhanced Operational Efficiency
- Data-Driven Insights for Better Decision Making
- Continuous Engagement and Customer Loyalty

# BENEFITS OF UNIFIED PIM & OMS WITH ECOMMERCE OPERATIONS

Unifying OMS, PIM, and eCommerce operations brings several strategic advantages, streamlining processes and enhancing both operational efficiency and customer experience. Here are the key benefits:



## Enhanced Data Accuracy and Consistency

- Centralized Data Management



## Improved Operational Efficiency

- Streamlined Processes
- Automation of Routine Tasks



## Enhanced Customer Experience

- Real-Time Inventory and Availability Information
- Personalized Interactions



## Faster Time to Market

- Quick Product Updates
- Agile Response to Market Changes



## Cost Reduction

- Lower Operational Costs
- Efficient Resource Allocation



## Improved Analytics and Reporting

- Comprehensive Insights
- Better Decision Making



## Increased Sales and Customer Retention

- Enhanced Shopping Experience
- Cross-Sell and Upsell Opportunities

The integration of PIM, OMS, and eCommerce operations not only optimizes internal business processes but also significantly enhances the customer interface, potentially leading to increased revenue and market competitiveness.

## **CONCLUSIONS**

For midmarket retailers, integrating PIM and OMS with eCommerce platforms is a gamechanger. These systems streamline operations, improve customer satisfaction, and support scalable growth.

BetterCommerce PIM and OMS modules offer the perfect solution, providing robust functionality at a competitive cost. BetterCommerce has a complete tech stack with most of the capabilities out-of-the-box, making it seamless to integrate. Hence being the most appropriate option when looking for unified PIM, OMS and eCommerce.

Invest in BetterCommerce to boost your eCommerce operations and stay ahead in the competitive retail landscape.

**UNIFIED ECOMMERCE OPERATIONS: BOOSTING  
EFFICIENCY WITH PIM, OMS & ECOMMERCE**

