



E-Paper

AI in Product Content Management

AI in product content management: Harnessing potential, overcoming obstacles

Artificial intelligence (AI) is on everyone's lips and it promises new efficiency and scalability potential in product content management. However, AI is not an end in itself and comes with requirements that should not be underestimated. This article outlines the value AI services can deliver in product content management today—and the prerequisites that must be in place.

The Evolution of Artificial Intelligence

From the perspective of the software industry, AI is by no means a new phenomenon. Machine learning techniques have been used for years in areas such as pattern recognition, classification, forecasting, and process automation. Artificial intelligence gained widespread public attention with the breakthrough of generative AI, in particular, large language models (LLMs) such as ChatGPT, which can independently generate content such as text, metadata, or code based on training data.

So-called Agentic AI represents the next stage in the evolution of artificial intelligence. These systems further reduce human workload by planning multi-step processes and using tools to complete tasks autonomously. In Microsoft Copilot, for example, meeting notes can already be summarized, to-dos derived, and follow-ups created across multiple systems. In security operation centers, AI agents triage phishing emails, prioritize security incidents, and make preliminary decisions for further handling. Looking ahead, Agentic AI could independently manage increasingly large and complex process chains — provided that agents have access to the necessary systems, tools, and high-quality data.

New Requirements for Product Content Management

In brand and product communication, companies today face the challenge of serving numerous channels with content. Driven by global markets, digital touchpoints, social media, and the presence of major brands, requirements for speed and personalization continue to rise. While systems such as product information management (PIM) and digital asset management (DAM) are already widely used to support product content management, the focus is now on further accelerating processes and tailoring communication more precisely to target audiences. This is where AI comes into play. When used effectively, AI in product content management helps shorten time-to-market, maintain content quality across the customer journey, and enable authentic product experiences across all channels.





“AI services have long since arrived in Product Content Management. How much value they deliver depends on many factors, which is why implementation should ideally be supported by experts.”



Stefan Gander

Head of PIM/MDM
at Advellence

AI Services in Product Information Management

Product information management forms a central pillar of product content management. While modern PIM systems increasingly offer AI-supported syndication and analytics functions for distributing and optimizing product content, PIM primarily focuses on managing product information, from granular technical attributes and master data to rich product content such as marketing texts and product images. The objective is to centrally manage product-related information and make it accessible across all relevant business areas and channels.

Artificial intelligence can support PIM processes particularly where data volumes and manual effort grow significantly. Typical use cases include automated data creation, data enrichment and maintenance, as well as quality assurance through validation rules and anomaly detection. In addition, AI can assist in developing and refining data models by suggesting structures, attributes, and value ranges based on existing data and business requirements.

Generative AI functions primarily support creative teams and are especially relevant for producing marketing copy and product descriptions, including translation and localization for different markets, target groups, and touchpoints.

AI Services in Digital Asset Management

Digital asset management systems represent another key component of product content management. These systems are used to centrally manage, organise, and distribute digital assets such as images and videos. Broadly speaking, they ensure that required content is easy to find and can be reused and distributed with minimal effort. In organizations with high content demand and large asset volumes, they function as highly capable asset archives.

As with PIM, AI can further accelerate content processes in DAM systems, for example, through the automated creation of asset variants with content-, format-, and channel-specific adaptations. Another important use case is metadata enrichment and, closely related, search functionality. Modern DAM systems enable automatic tagging through object and text recognition. In addition, users can search archives based on content, independent of manually assigned keywords, using natural language and descriptive queries.

The Role of the System Integrator

AI only delivers its intended value if it is built on a solid foundation. More advanced, agent-based approaches in particular require a coherent system architecture, stable interfaces, reliable data sources, and clear governance structures. However, even smaller AI services depend on meeting certain prerequisites.

A strong integrator can be recognized by its approach. In the context of product content management, the first step is to establish the core pillars—PIM and DAM—in a robust organizational and technical manner and to tightly integrate them. Whether deployed as standalone systems or combined within a single platform, PIM and

DAM must be deeply embedded in existing workflows, data processes, and system landscapes. The ultimate goal is an end-to-end product content life cycle, enabling insights gained at touchpoints to be fed back into the information supply.

Beyond this, system integrators should support organizations in identifying suitable AI use cases and evaluating their business value, particularly in the current AI boom. Change management also plays a key role, as the adoption of AI introduces new skills, roles, and responsibilities.

CONCLUSION

Artificial intelligence creates value in product content management when it is understood not as an end in itself, but as an enabler and is deliberately embedded into workflows and processes. Moreover, success depends heavily on data quality—only clean, reliable datasets enable efficiency gains, automation potential, and data-driven optimization.

About Advellence

As an experienced digital transformation partner for companies of all sizes and industries, Advellence supports organisations in the sustainable development of their digitalisation strategies – building on their existing IT landscape and process structures. With extensive technical and domain expertise, Advellence provides both strategic consulting and hands-on support in the implementation and integration of systems, data, and processes.

With our strong and continuously growing network of technology partnerships, we identify the ideal solution for any starting point – from data and information management to modern work solutions and advanced data and analytics scenarios that give your company the competitive edge it needs.

We connect all your data so it can tell your story. Technical precision is our craft; project execution is our passion. Consulting, technology selection, implementation, development, and integration: At Advellence, you get everything from a single source – with the Advantage of Excellence.

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