



E-Paper

PIM, DAM or PXM?

A guide through the terminology

Today, product information, images, videos, documents and other content must be provided across an ever-growing number of channels, markets and touchpoints. As the number of products and communication channels increases, so does the complexity of the underlying data and content processes. At the latest, when information is maintained multiple times, current assets are difficult to find or the provision of new content takes too long, the question arises as to which technology can provide the right support. PIM, DAM and PXM address different tasks within this digital value chain. Which systems a company needs depends primarily on its product structure, existing data and assets, the processes involved, and its commerce and communication strategy. The decisive question is therefore not which technology is fundamentally the best, but which combination most effectively meets the company's individual requirements.

PIM: Centrally managing product information

Product information management (PIM) focuses on the management, enrichment and provision of product information. A PIM system brings together data relevant to marketing, sales and commerce from different sources and makes it centrally available to other systems and output channels.

PIM becomes particularly relevant for large or complex product ranges, numerous product variants and a wide variety of data sources. Information from ERP systems, suppliers or external data pools can be centrally consolidated, structured, validated and prepared for different purposes. This provides business departments and downstream systems with access to a consistent data foundation.

Centralised management reduces duplicate maintenance while making it easier to adapt product information to different markets, target groups and channels. While a retail partner, for example, may require specific master data, an online shop may primarily require marketing copy, technical specifications or other sales-relevant information.

A PIM is therefore particularly worthwhile when product data comes from numerous sources, is used by multiple departments or needs to be provided in different contexts. As product and channel complexity increases, centralised information management increasingly becomes a prerequisite for efficient processes and a short time-to-market.

“When do I need a PIM system and when do I need a DAM? Is PXM better than PIM, and how do the individual disciplines actually differ? With this guide, we want to shed some light on the subject.”



Otakar Tomes
CEO Advellence

DAM: Efficiently managing and using digital assets

Digital asset management (DAM) performs a comparable role for a company's digital content. Images, videos, graphics, audio files, presentations, PDFs, logos, 3D files and other media are centrally stored, structured and made available for different applications and communication channels.

Modern DAM systems go far beyond simple media storage. They support the entire content life cycle – from creation and editing to approvals, versioning and distribution. Internal teams can be integrated into these processes alongside agencies, photographers, designers and other external partners. Integrations with creative software, content and commerce systems, as well as AI services, further connect the DAM with the existing digital value chain.

Digital rights management also plays an important role. Usage rights, validity periods and approvals can be linked directly to the respective assets, reducing the risk of content being used incorrectly or after the relevant rights have expired.

The benefits of a DAM are particularly significant when companies manage extensive asset inventories, serve numerous communication channels or regularly produce new content. Instead of distributing files across local drives, folder structures or different applications, a DAM provides a central and up-to-date source for digital assets. This simplifies search, increases the reuse of existing content and accelerates production and publication processes.

PIM and DAM overlap in certain areas. Many PIM systems, for example, can manage product images or documents. For manageable asset inventories, this may be entirely sufficient. However, as the volume and variety of formats, editing processes, rights management requirements or demands on content production increase, a specialised DAM takes on tasks for which a PIM was not designed.



PXM: PIM and DAM within a shared value chain

Product experience management (PXM) does not consider product data and digital assets in isolation, but connects them with the requirements of product communication. Depending on the platform, a PXM approach may include syndication, channel-specific content preparation or digital shelf analytics alongside PIM and DAM functionality.

This approach is particularly relevant for companies with large and dynamic product ranges, extensive asset inventories and a complex international channel landscape. Product information and media must not only be provided correctly, but also placed in the appropriate context for different touchpoints, target groups and markets.

This does not necessarily require a single comprehensive platform. PIM and DAM can be combined as specialised best-of-breed systems or used as part of a broader PXM architecture. What matters is that data, assets and processes work together seamlessly throughout the product content life cycle.

The selection process should therefore always begin with an analysis of the company's current situation. Product structure, data and asset volumes, data sources, markets, channels, user groups and existing systems determine which functions are actually required. Future requirements are equally important: new markets, additional channels or growing product ranges can quickly push an architecture to its limits if scalability and integration capabilities were not considered during the selection process.

At the same time, the wide variety of available PIM, DAM and PXM solutions makes system selection increasingly challenging. An experienced system integrator can analyse requirements across the entire digital value chain, develop suitable system architectures and evaluate appropriate solutions. Following the selection, the integrator supports implementation and integration and helps continuously optimise interfaces, data flows and content processes.

Conclusion: Requirements determine the architecture

PIM, DAM and PXM address different tasks but share the same overarching objective: to efficiently manage product information and digital content and make them available for the right channels and use cases.

PIM provides the central foundation for structured product information, while DAM specialises in the management and use of digital assets. PXM connects these disciplines more closely with channel- and context-specific product communication and can integrate additional functions across the product content life cycle.

There is therefore no universal answer as to which combination is the right one. The more complex products, data, assets, markets and communication channels become, the more important the interaction between specialised systems becomes. A thorough analysis of current and future requirements provides the foundation for an architecture that not only solves today's challenges but can also grow alongside the company and its product communication.

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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