

PIM Implementation Readiness Checklist

1. Data Preparedness

- ☐ Product data is audited for accuracy, completeness, and consistency.
- ☐ Errors, duplicates, and redundancies have been identified and addressed.
- ☐ A clear product hierarchy and attribute definitions are in place.
- ☐ Images, descriptions, and attributes (color, size, material) are standardized.
- ☐ Primary data sources (ERP, spreadsheets, legacy systems) are identified.

2. Process Definition

- ☐ Workflows for data entry, enrichment, approval, and publishing are documented.
- ☐ Roles and responsibilities are assigned for content creation and governance.
- ☐ Data distribution methods (e-commerce, marketplaces, catalogs, etc.) are mapped.
- ☐ Opportunities for automation or trigger-based workflows are identified.

3. Team Alignment

- ☐ Stakeholders across marketing, sales, IT, and product teams are engaged.
- ☐ Benefits of PIM (faster launches, improved data quality, scalability) are communicated.
- ☐ Champions and potential resistors are identified.
- ☐ Training plans for adoption and enablement are drafted.

4. Technological Compatibility

- ☐ Existing systems (ERP, e-commerce, DAM) are assessed for PIM integration.
- ☐ Data flows and integration points are mapped.
- ☐ API or connector requirements (e.g., Fuse) are identified.
- ☐ Current IT infrastructure and tools are evaluated for gaps.

5. Strategic Vision

- ☐ Clear business goals for PIM are defined (e.g., reduce time-to-market, improve customer experience, expand to new channels).
- ☐ KPIs are set to measure success (e.g., 20% faster launches, 15% fewer support inquiries).
- ☐ A phased roadmap is outlined (MVP vs. full implementation).

6. Resource Planning

- ☐ Internal resources and budget availability are confirmed.
- ☐ External support needs (consultants, integrations, training) are identified.
- ☐ Steering committee roles and governance structure are defined.
- ☐ User stories and requirements are documented.