

The Roadmap to Profit-Driven PIM Success



Achieving PIM success requires a solid data foundation aligned with business outcomes. Akeneo's five-step process helps you move from data chaos to confidence with a profit-driven strategy.

01 Diagnose Your Product Data Maturity

Assess the state of your product data by identifying silos and launch delays, then map your data landscape to clarify ownership and flow. Evaluate organizational readiness by securing executive alignment to bridge technical and cultural gaps before beginning your transformation.

[Take the quiz to see if your data is ready for AI.](#)



02 Identify the Right Technology for Your Stack

Scale architecture to fit your needs; enterprises need robust systems, while smaller firms benefit from efficiency. Audit your ecosystem to eliminate redundancies and ensure every tool serves a purpose. Success relies on the seamless integration of the right tools, supported by high-quality data.



03 Define Business Outcomes, Not Just Technical Goals

Prioritize business impact by framing PIM goals around ROI drivers like time-to-market and conversion rates. Align these with strategic priorities, such as AI readiness, and set clear KPIs for accuracy and speed. Linking data to profit is the most effective way to secure stakeholder buy-in.



04 Build a Cross-Functional Product Data Team

PIM success requires alignment across marketing, IT, and operations through clear data ownership and governance. Establish a cross-functional steering group to lead change management and automate routine tasks, allowing teams to focus on high-value strategy.



05 Measure, Optimize, and Evolve

PIM is an ongoing process, not a one-time project. Track metrics like product completeness, enrichment speed, and conversion rates to identify trends and surface opportunities. Regularly refine your data governance to ensure your strategy stays aligned with evolving business goals and technology.



Learn how Akeneo PIM drives profit and prepares your business for the future of commerce.

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