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Dynamicweb PIM

General introduction to Dynamicweb 9.12

Workshop agenda

1. Process and delivery methodology
2. PIM introduction
3. Clarifications and alignment of PIM related matters
4. Wrap up and next step

Workshop facilitator (s)

Your name

PIM consultant

Dynamicweb Software A/S

Workshop agenda

1. Process and delivery methodology

PIM Implementation Process

1

Overview

Obtain an overview of the project scope. Identify customer type & product types, integration points, distribution channel(s), & key people.

- Solution description/quote
- PIM time estimation

2

Analysis

Collect data & analyze it. Get an understanding of the company structure (workflow/processes) product portfolio (product attributes, product structure, digital assets)

- PIM notes & questions

3

PIM-Workshop

Introduce and demo basic PIM functionalities. Present found challenges, provide recommendations, and decide on the direction to go.

- PIM notes & questions
- PIM power point

4

Implement

Configure the PIM solution. Present configuration to stakeholders. Offer a PIM training empowering the customer to finalize the PIM implementation.

- PIM configuration
- PIM configuration workflow
- PIM guide

5

Go-live

Acceptance test to ensure solution meets predefined requirements. Go-live assistance & transition to support.

PIM Implementation Process

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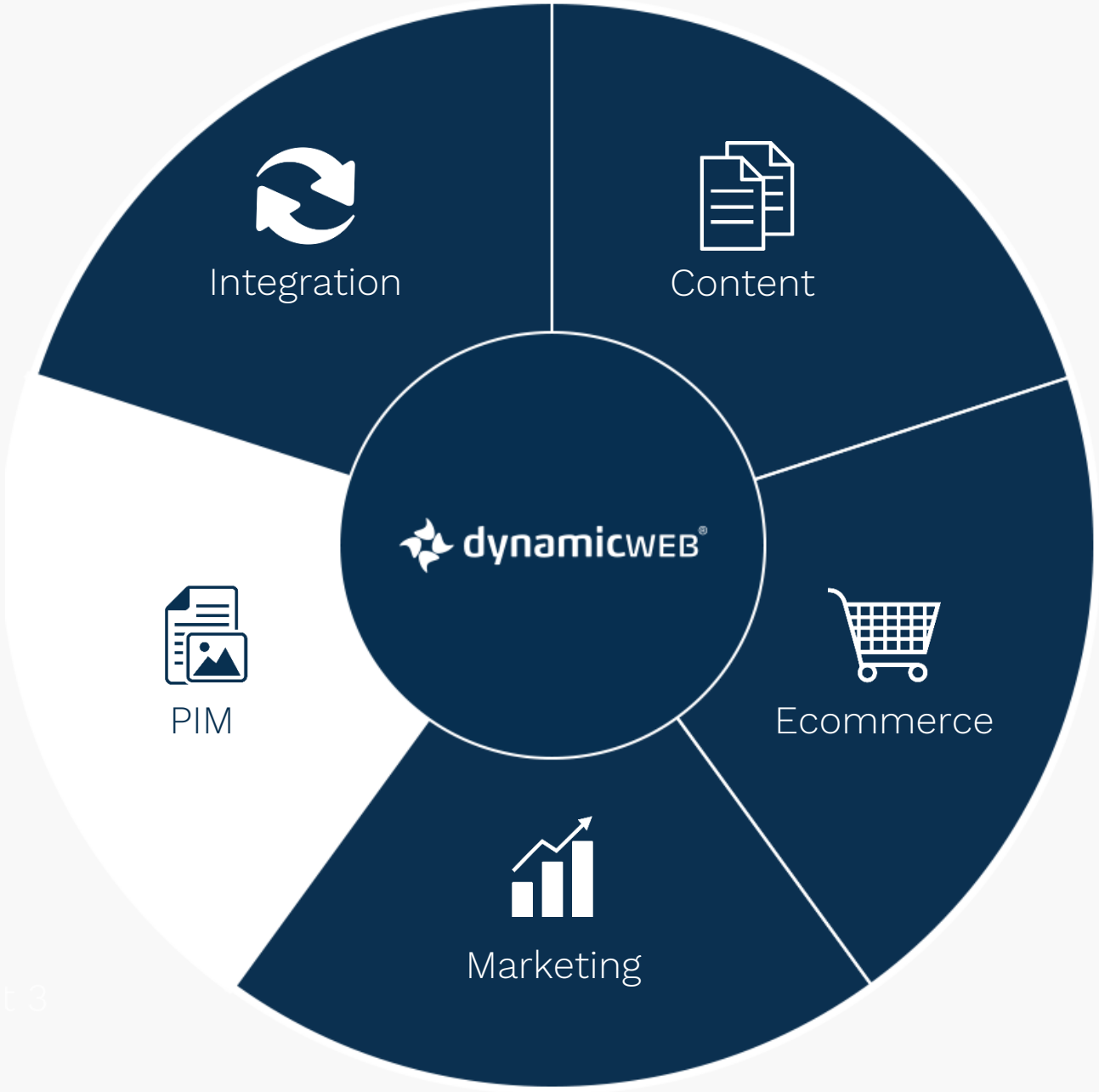
Workshop agenda

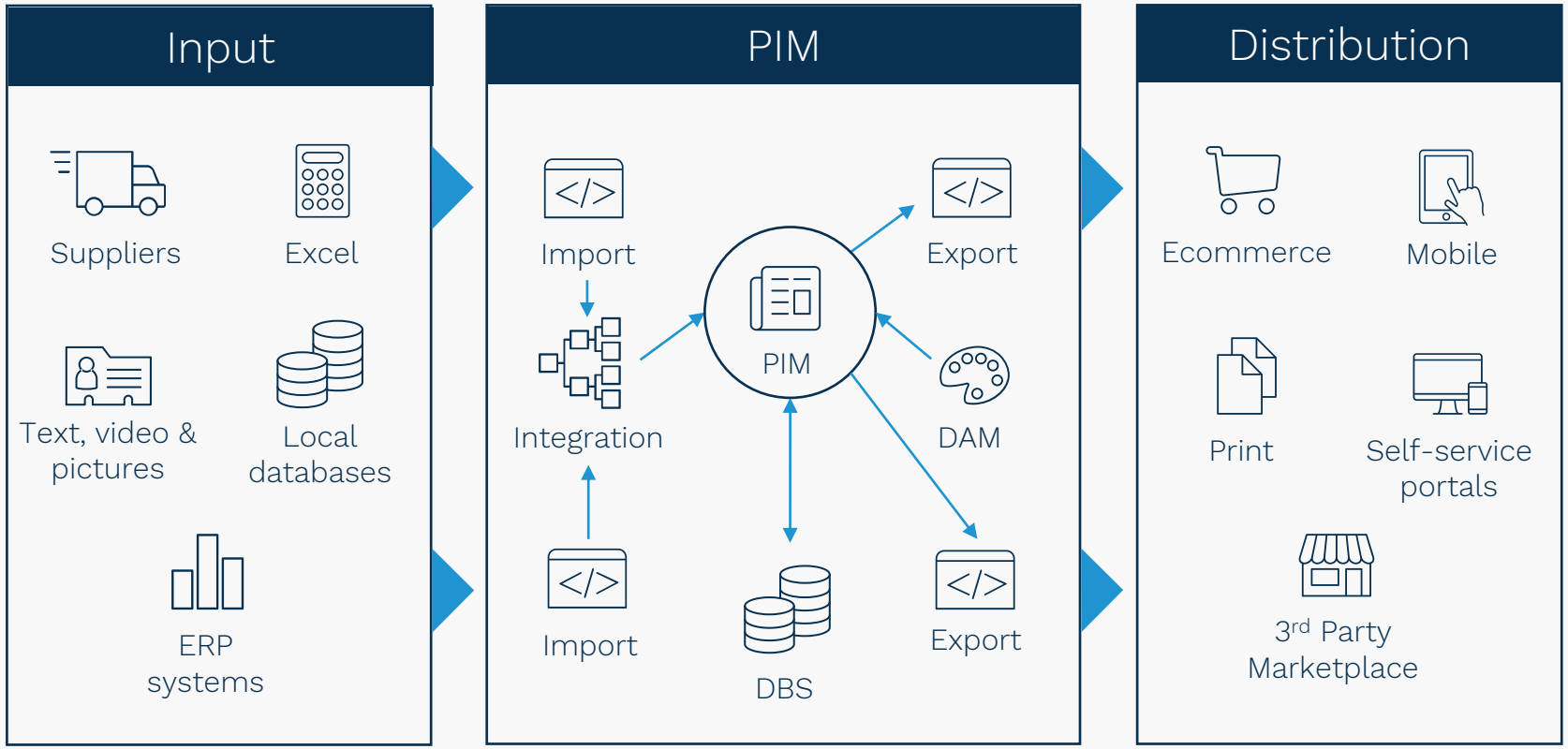
2. PIM introduction



What is PIM?

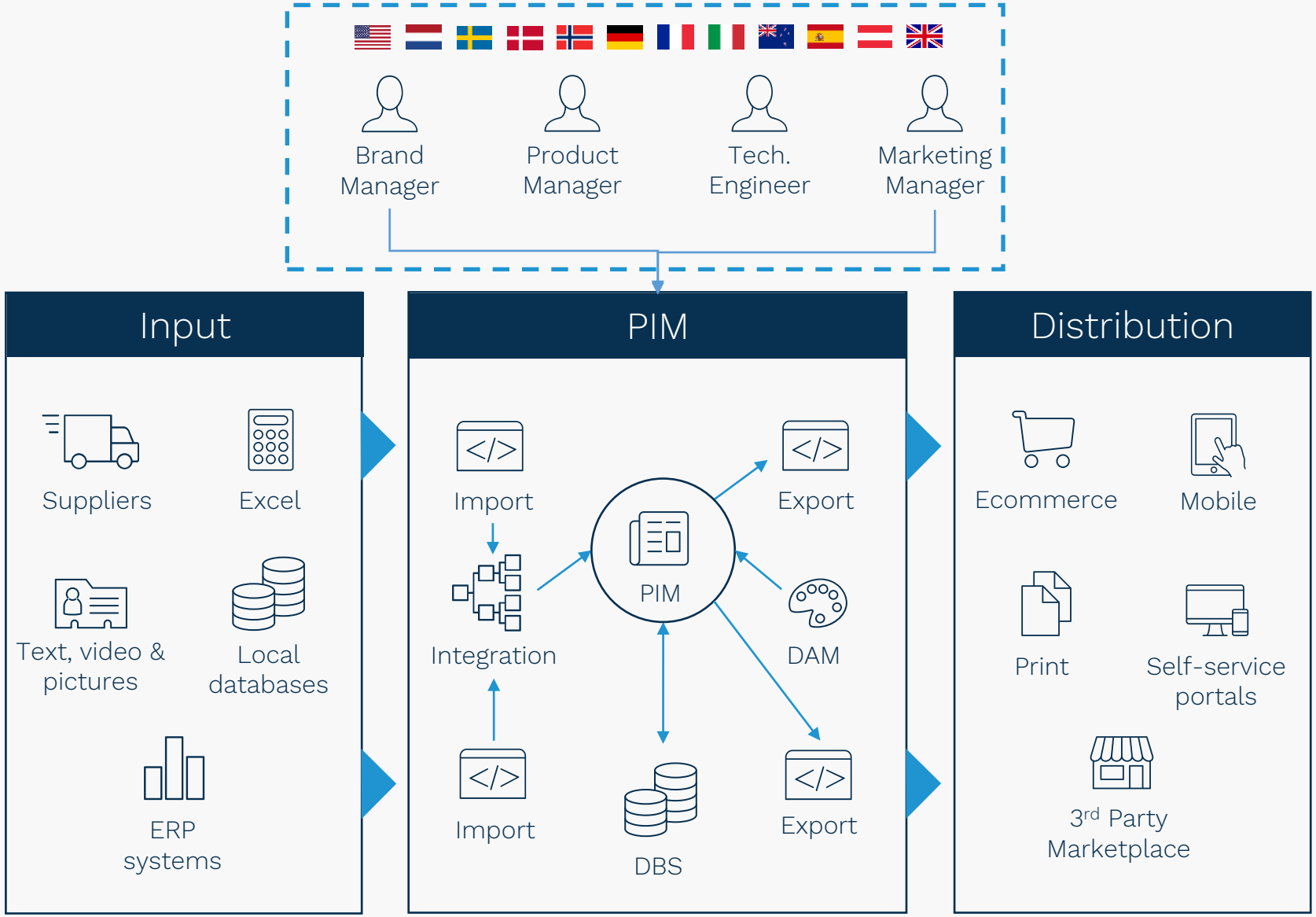
- PIM Product information management
- Product data maintained and stored in one Cental place (Fully web based)
- Obtain control with the all in one platform

Manage product content & assets

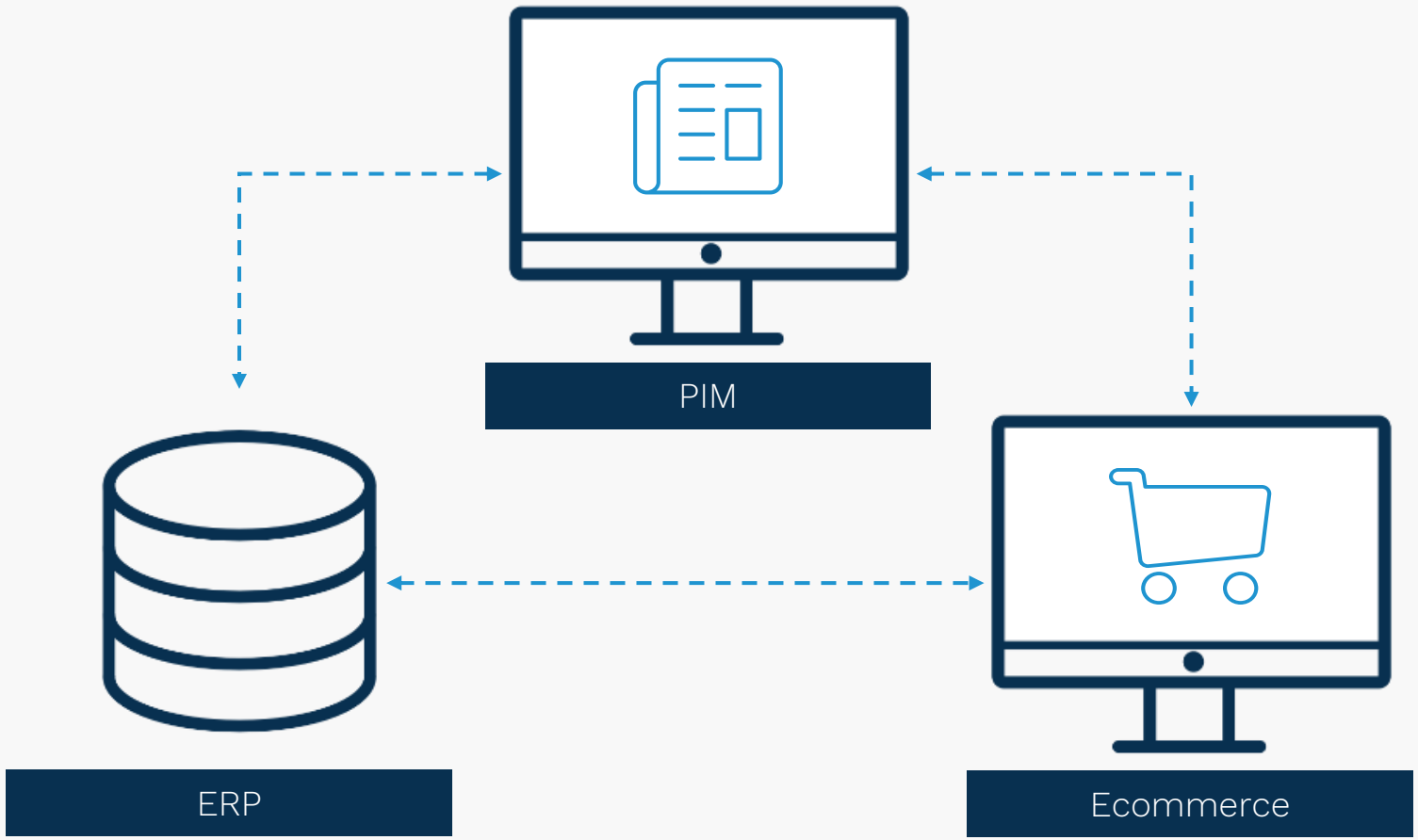


- **Input**
  - what goes in to Dynamic Web PIM
- **PIM**
  - **Efficient Enrichment process** in an easy, logical and structured way, various enrichment tools
  - **Product overview and flexibility** with queries, structure and workflow states, Dashboard widgets, permissions
- **Distribution**
  - Where should the product data in PIM go?
  - Possible to have multiple channel destinations in various formats (Json, XML, CSV)

Involved parties



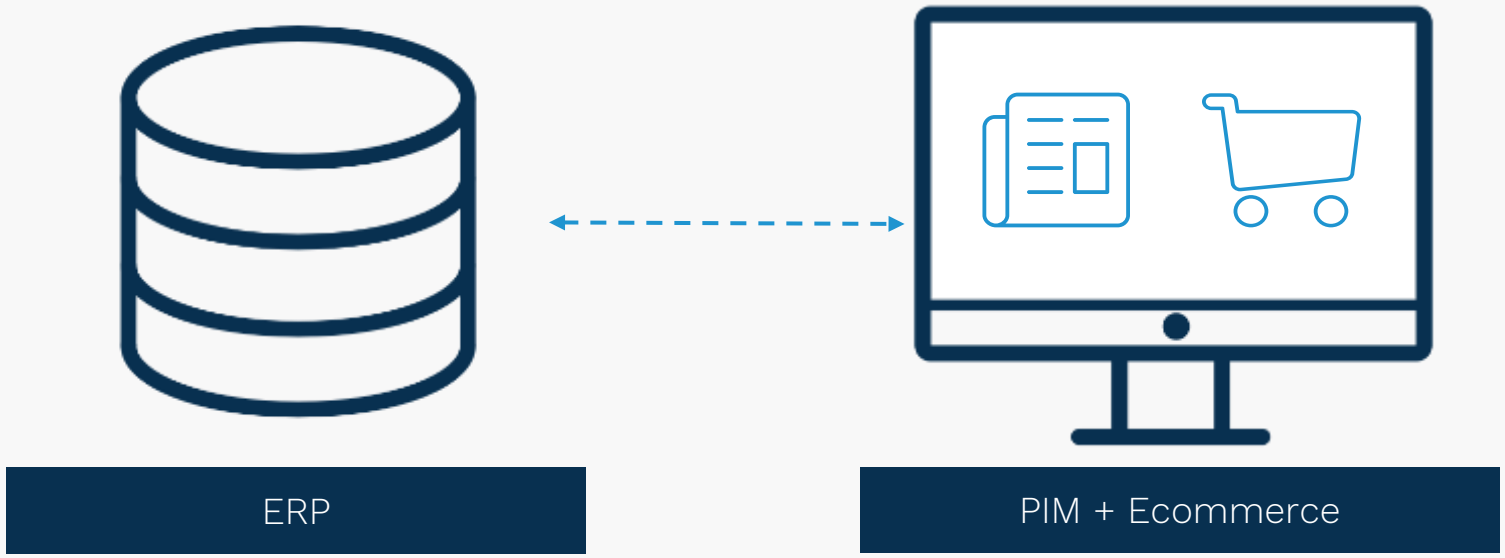
- **PIM stakeholders**
  - Who will be involved in the PIM project
- **Roles and responsibilities**
  - Brand manager
  - Product manager
  - Technical engineer
  - Marketing manager
- **Crucial roles**
  - Contact person?
  - Decision maker?



Typical PIM setup

- 3 separate applications and integrations between ERP, PIM and Ecommerce
- Means multiple systems that require separate handling and expertise, and typically more technical experience

Inexpensive implementation



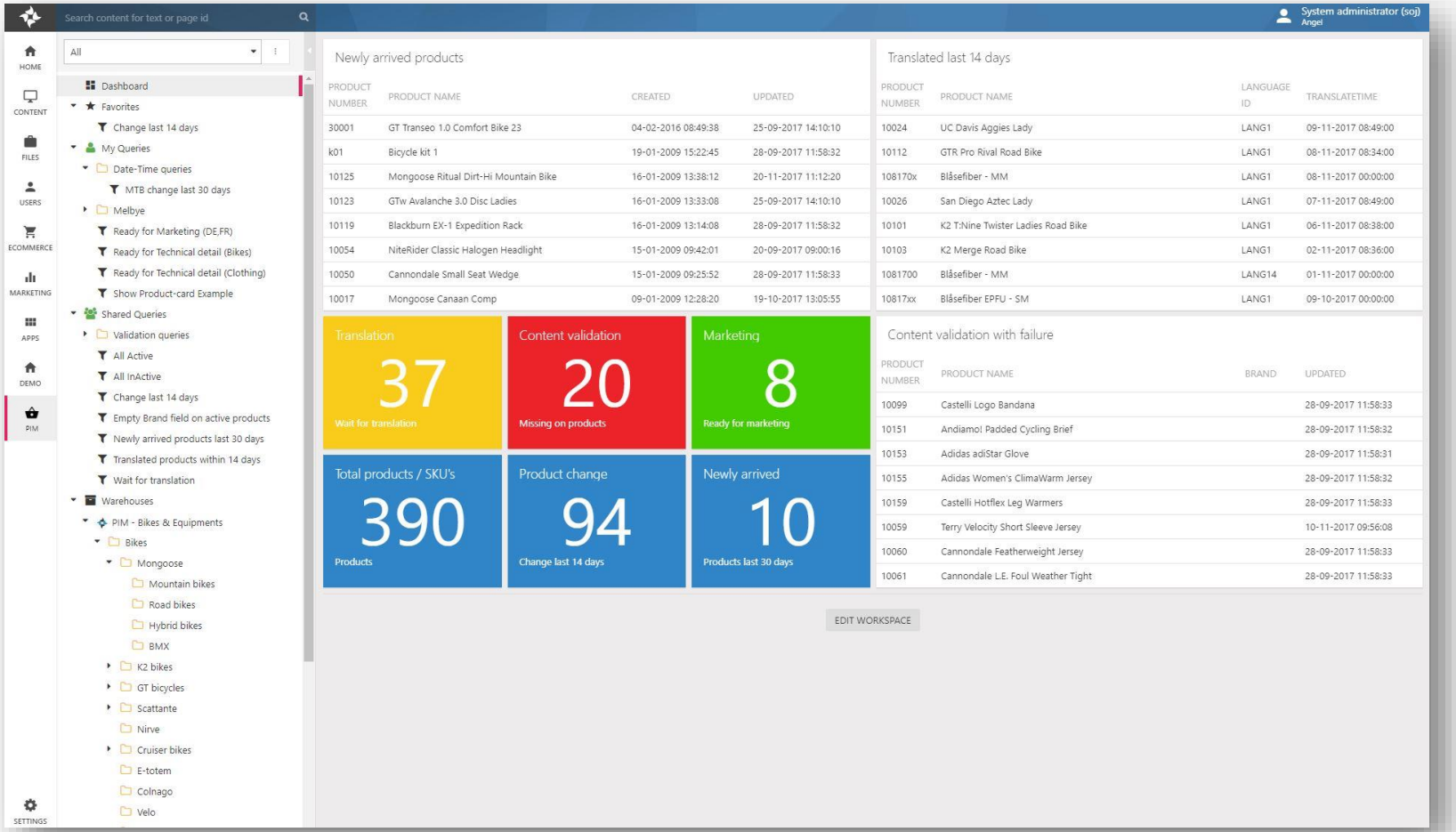
- One digital platform = no integration work
- Easier to implement = cheaper
- Open framework for integration to external sources
- Standard Integration framework to Dynamics AX, NAV and D365

Dynamicweb PIM benefits

- Centralize in one platform
- Efficient data management
- Eliminate data errors on front page
- Flexibility – customized overview
- Multiple channels
- Only one ERP integration

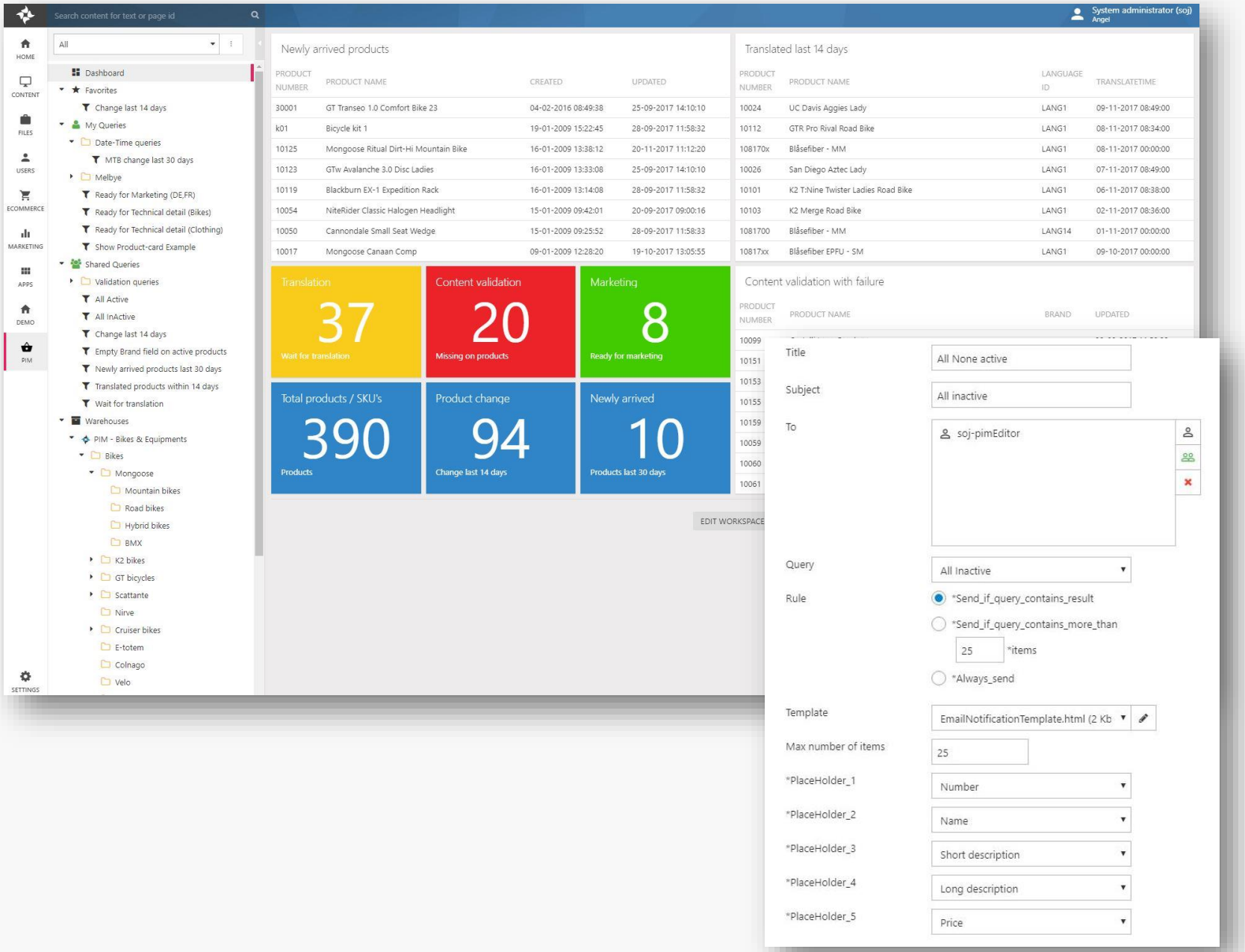
Overview & management

- General interface
- Dashboard overview
- User permissions



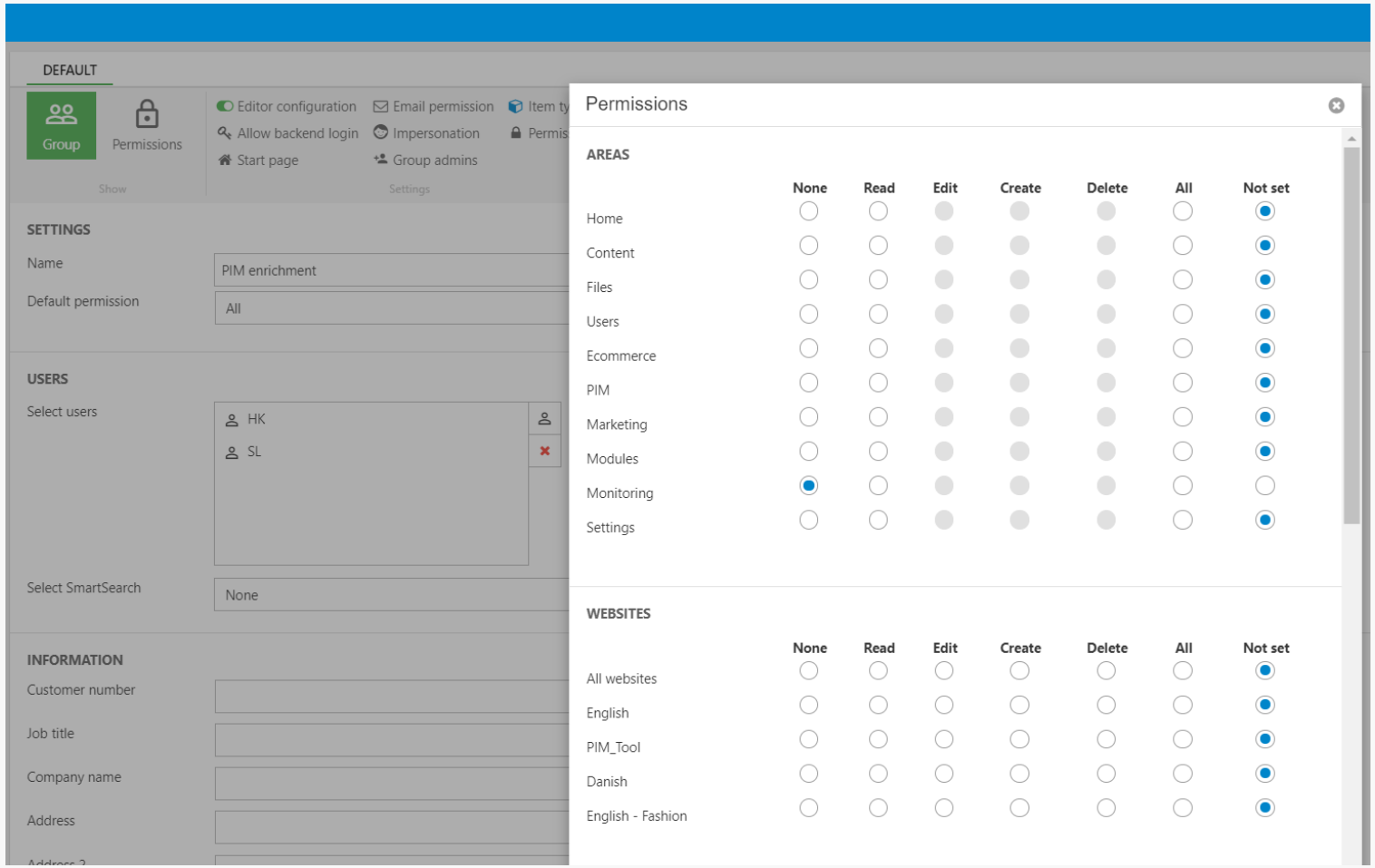
General interface & overview

- Modules
  - Home
  - Content
  - Files
  - Users
  - Ecommerce
  - PIM
  - Marketing
  - Apps
  - Monitoring



Dashboard & notification alert

- Dashboard provides the user with chosen overview.
- High flexibility
- Dashboard setup are configurable for each specific user.
- Use colors to signal actions.
- Customized notification alert



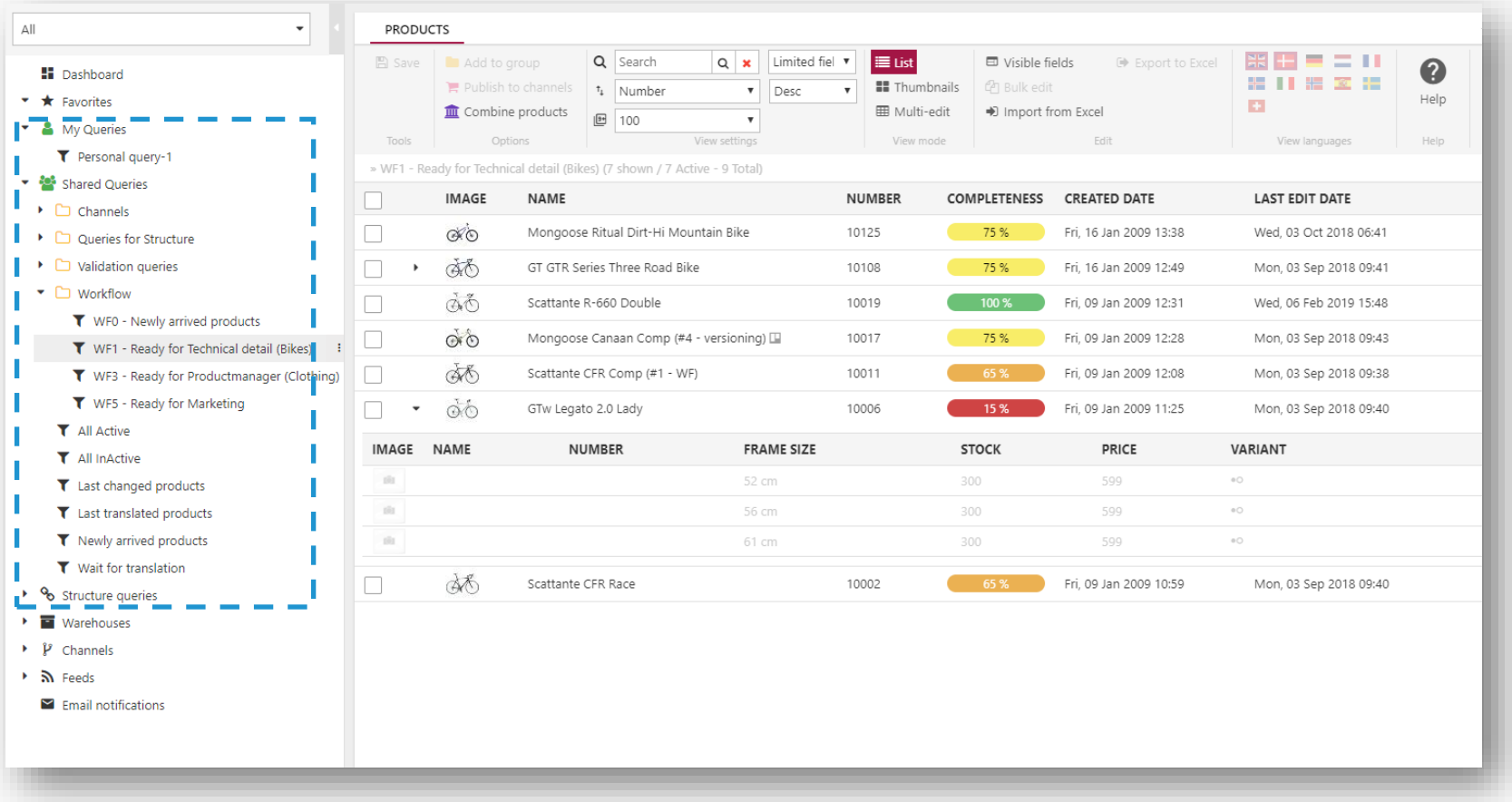
User permissions

- Possible to define which areas in DW that particular users should be able to see.
- Can define permission so that users only see and manage what is relevant for them.

Queries & Favorites

- My queries
- Shared queries
- Favorites

Search across with Queries

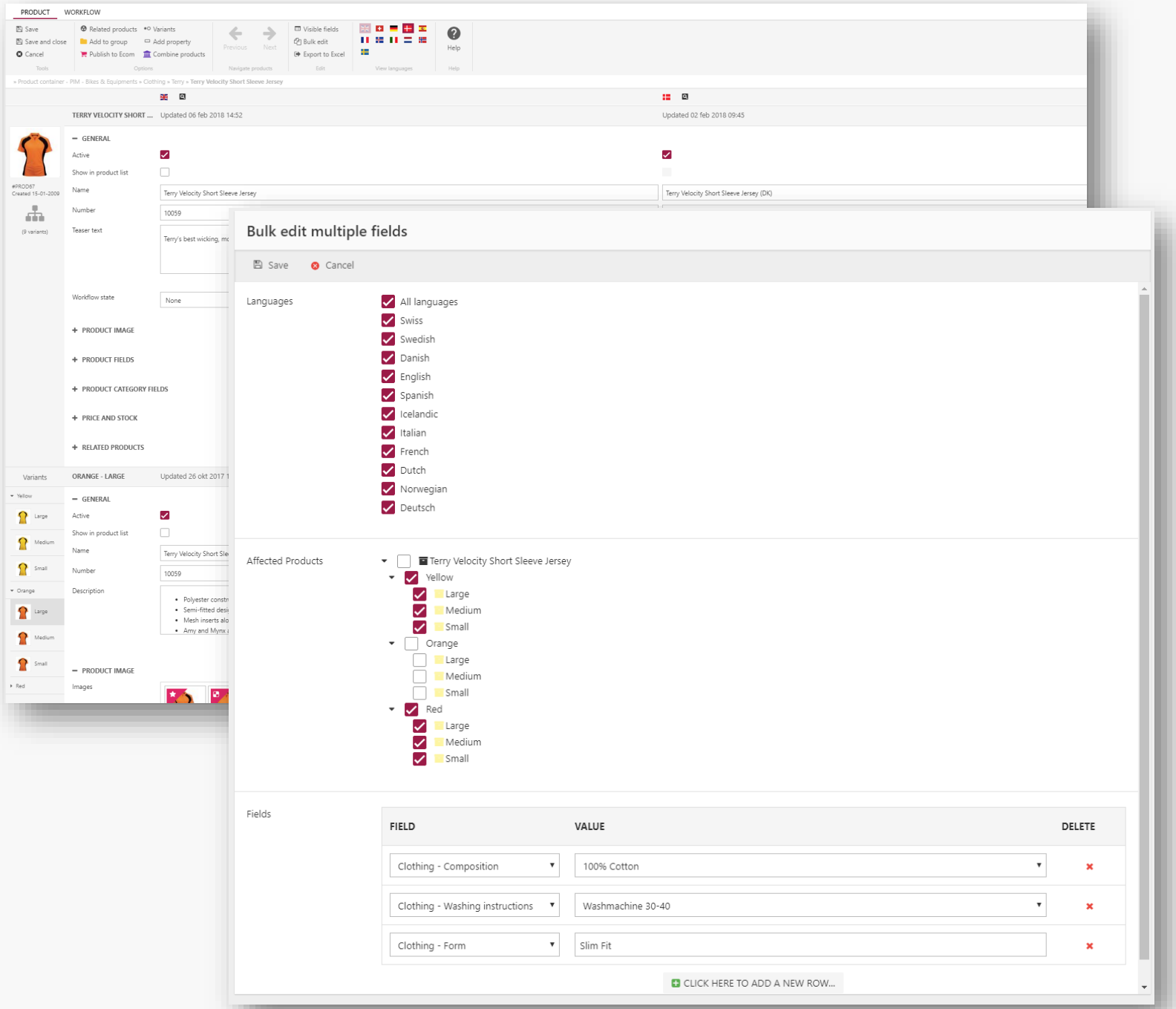


Queries

- Setting up expressions for retrieving products
- “Shared Queries” are available for all PIM users’
- “My queries” and “Favorites” are individual User queries
- Default “Visible fields” can be specified by Query
- Completeness rules & language can be specified by Query

Dynamicweb PIM enrichment tools

- Bulk edit
- Offline enrichment
- Product versioning
- Completeness rules



Bulk edit multiple update

- Select the language(s) the update should affect
- Select/deselect variants
- Select relevant attribute(s)
- Very useful tool:
  - Minimize enrichment & maintenance time
  - Can be used for pictures

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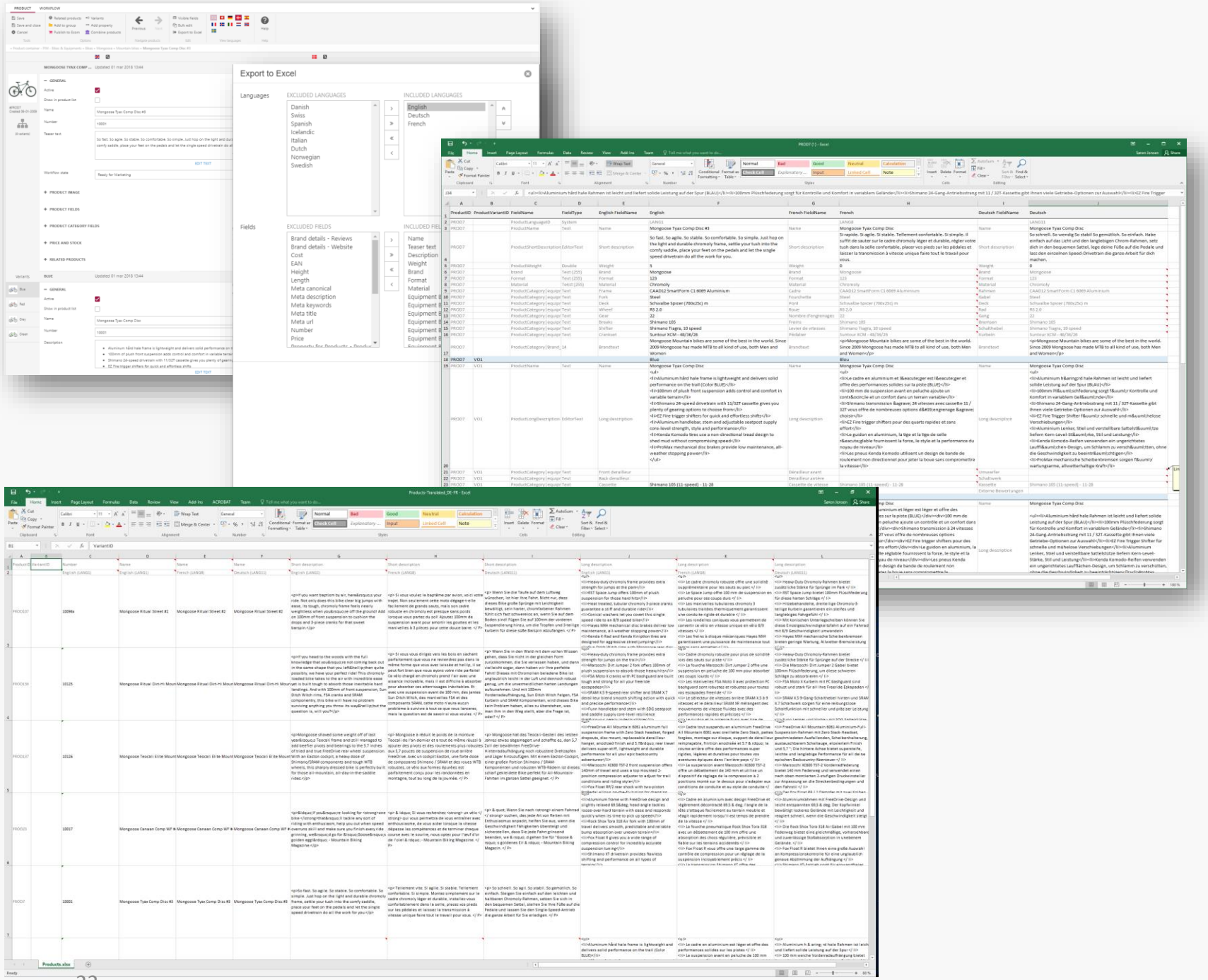

Offline enrichment

- Export products, support both Multiple products or Single product
- Export Product information to Excel sheet, to make external Enrichment
- Possible to export an XML file to In-design and automatically enrich a catalogue if set up properly

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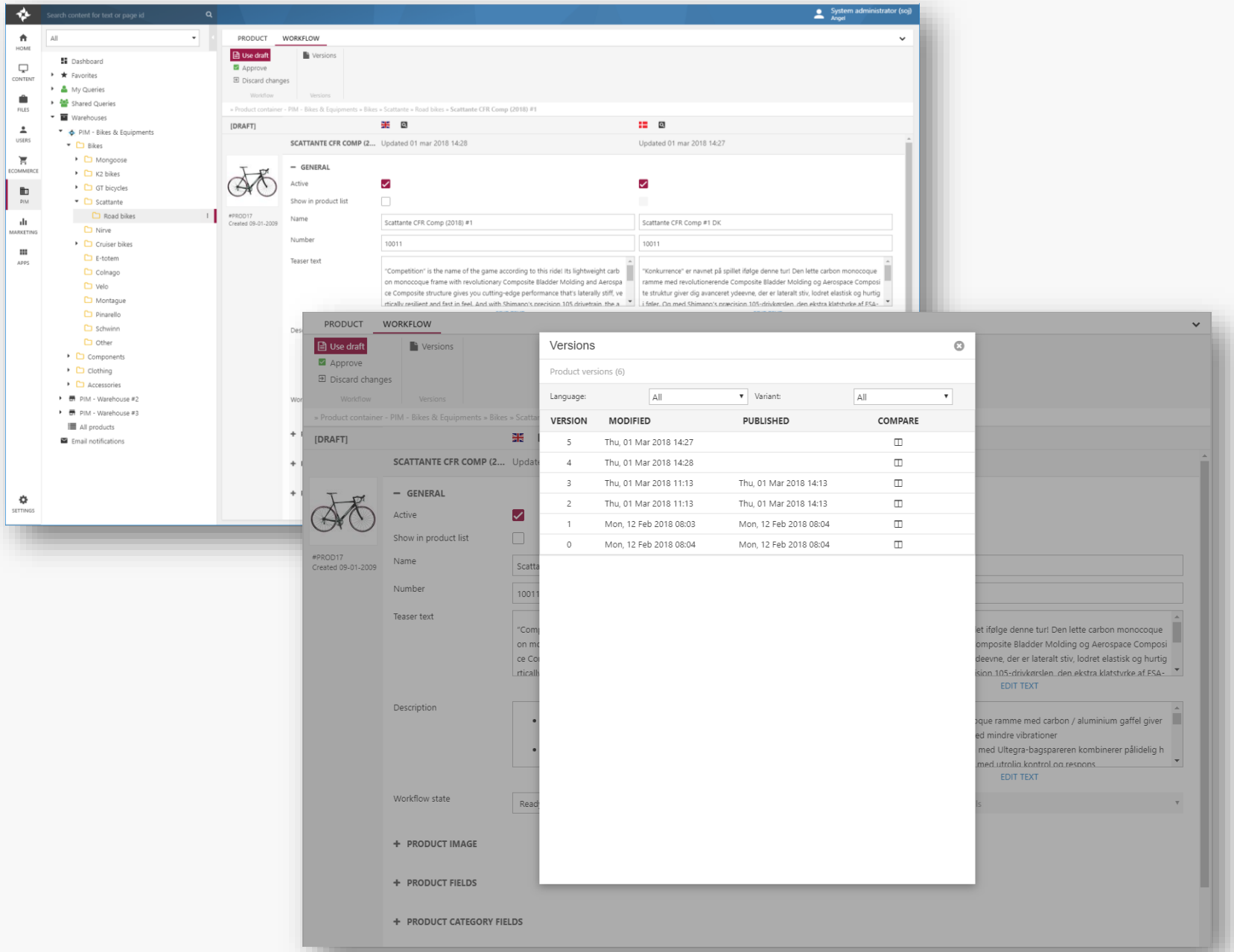
Version overview



- Maintain and enrich products without influencing the published version of the product
- Keep track of changes and publishing dates
- Approving (publishing) a product automatically archives previously published versions

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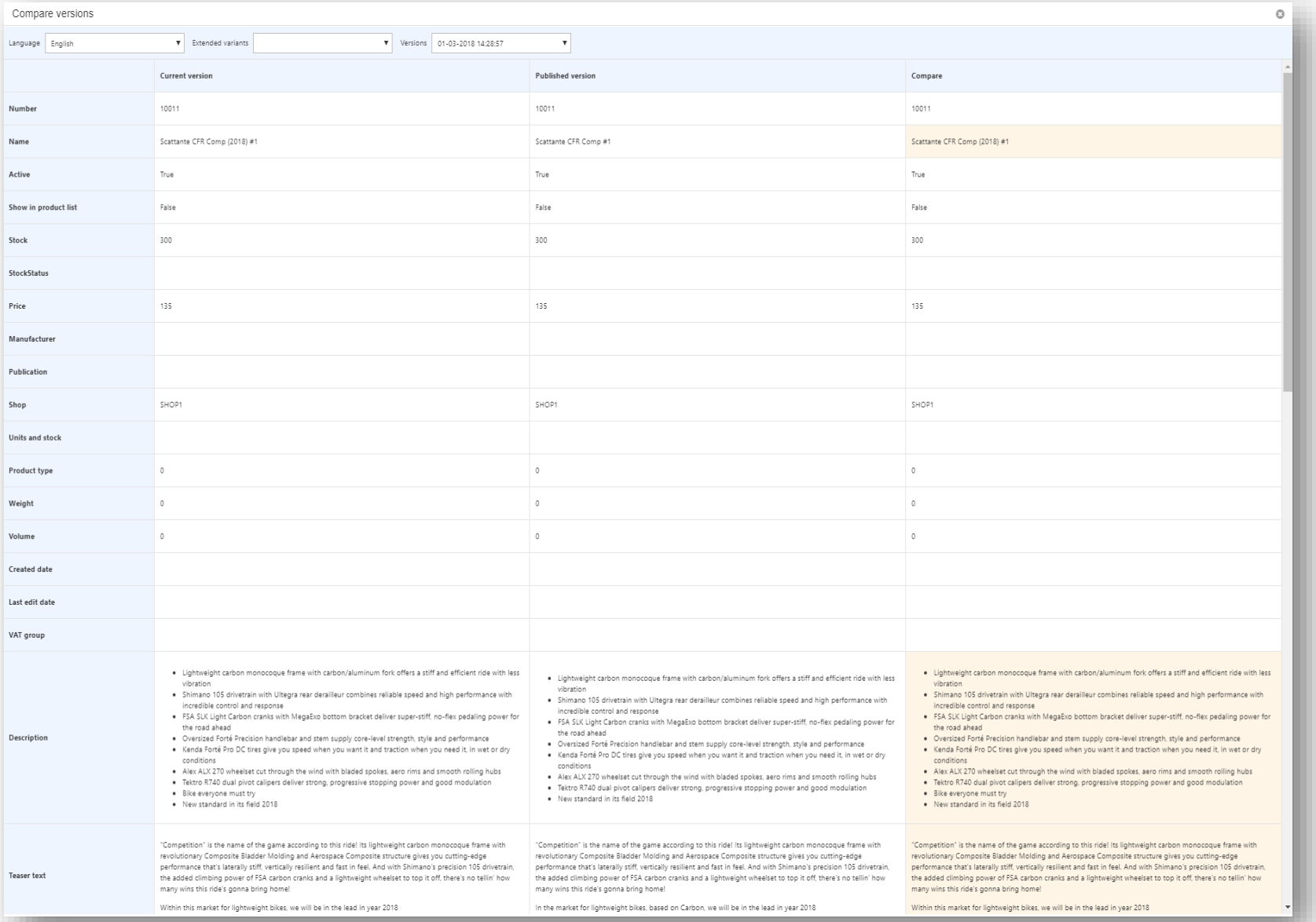
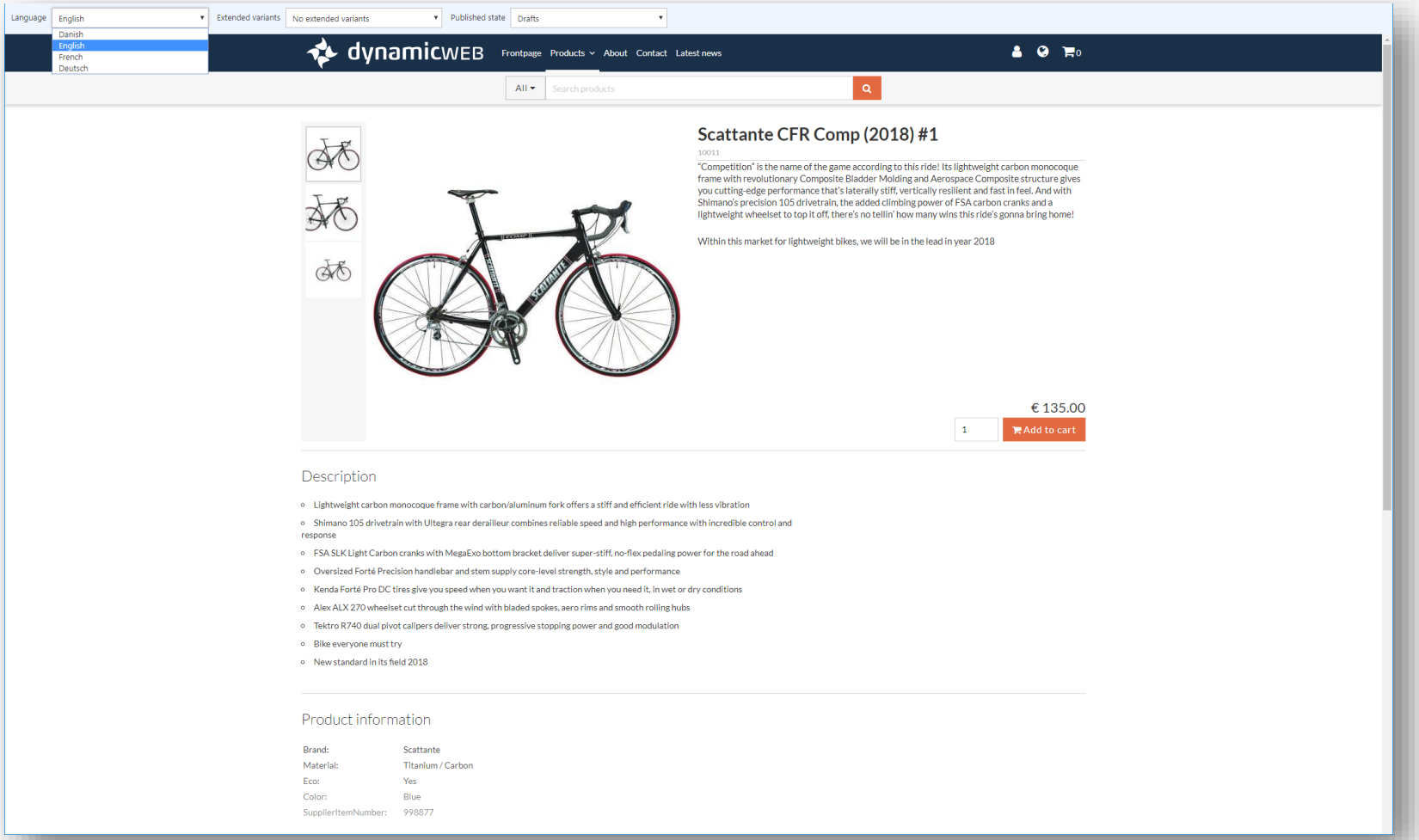


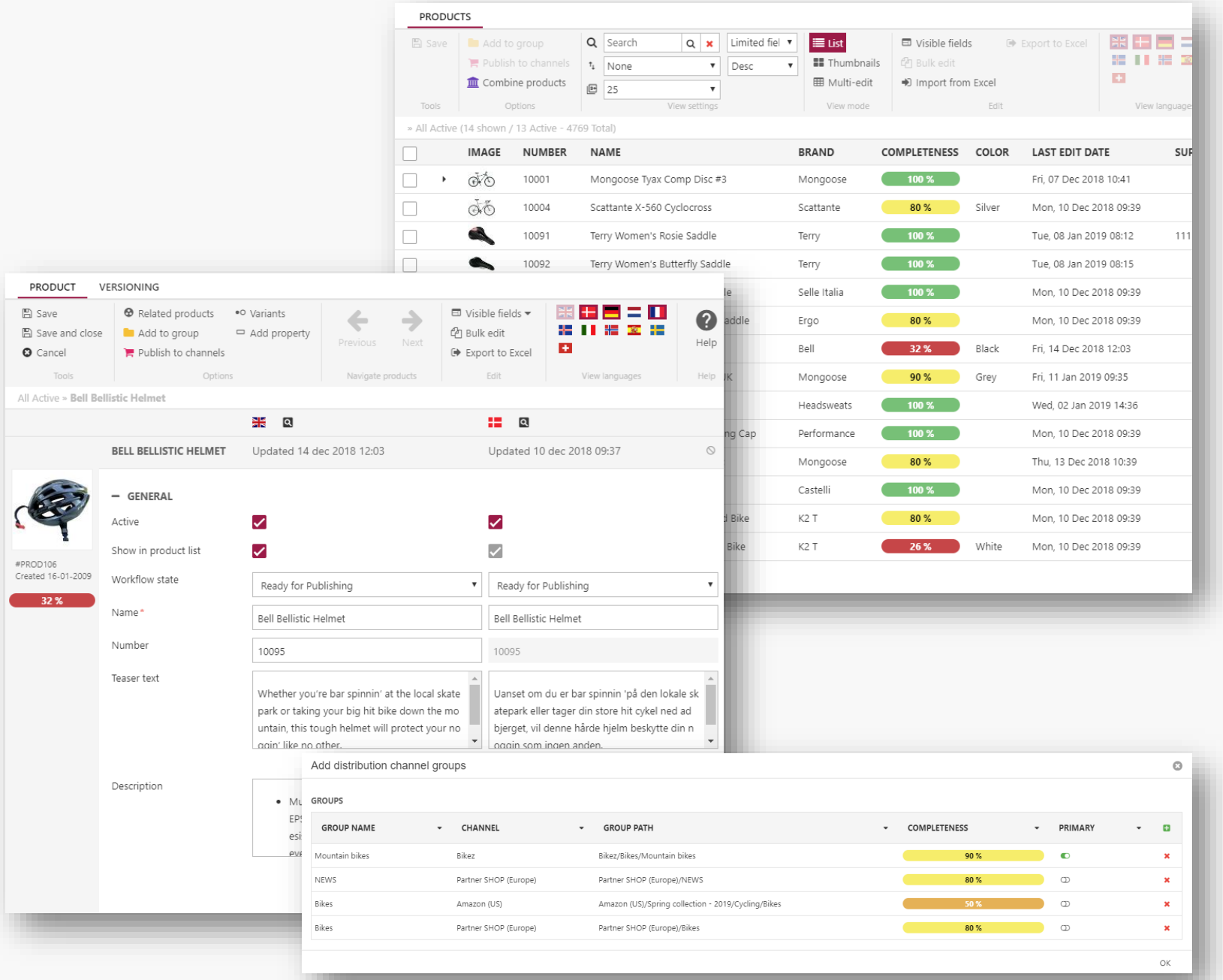
Powerful comparison tool

- Use comparison tool to keep track of changes with use of highlighting feature
- Switch between available languages, variants and/or previous versions



Functional preview window

- Proofing on draft content for optimized approval process
- Switch between Draft and Published version
- Select between available languages, variants and/or previous versions



Completeness overview

- Visulize the completeness status, Color and percentage
- Indication with 5x Color. (Red, Orange, Yellow, Green & Grey)
- Listview, Completeness column can be selected and shown
- ProductEdit view, indication are placed in ”left-panel”
- Publication window, indication are showing on individual Channels rules.

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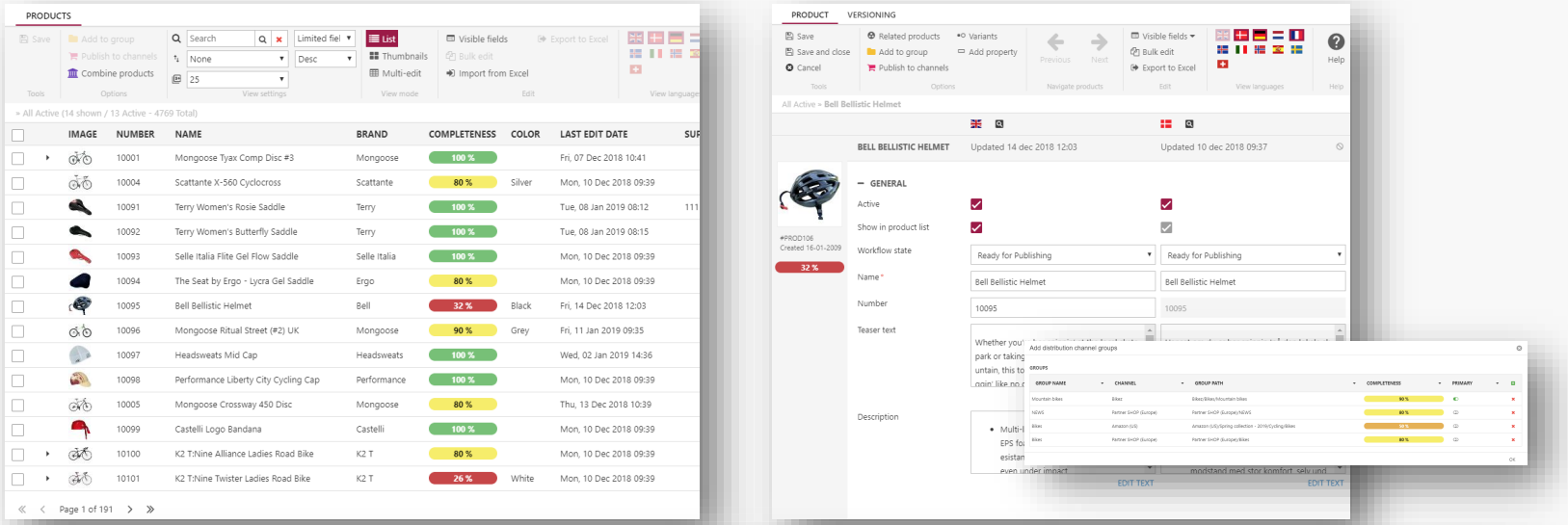

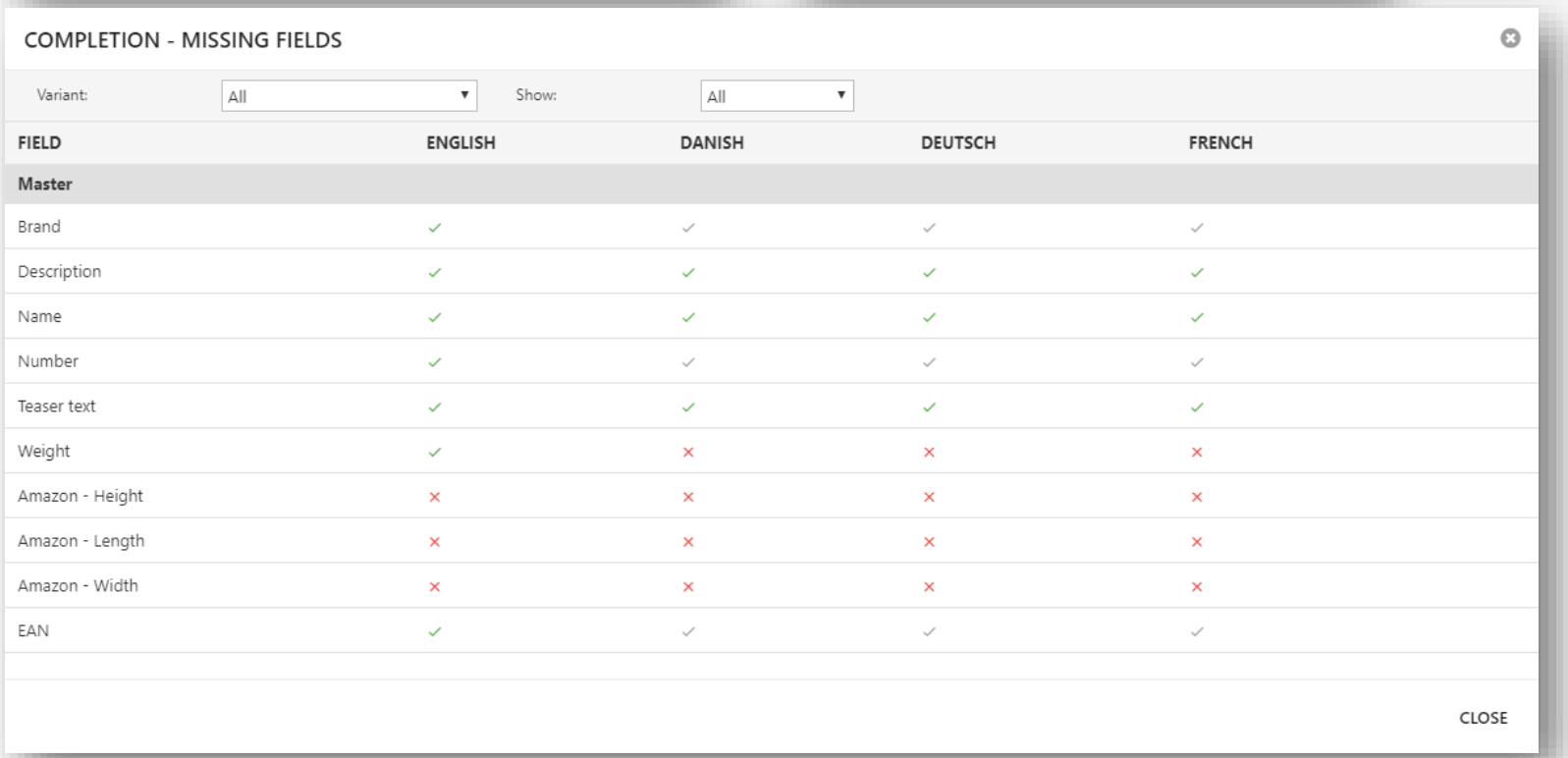

Completeness window

- Shown status: for defined attributes and languages
- Variant selector: providing an overview of variant enrichment status
- All or Missing: show all attributes or only those with no enrichment

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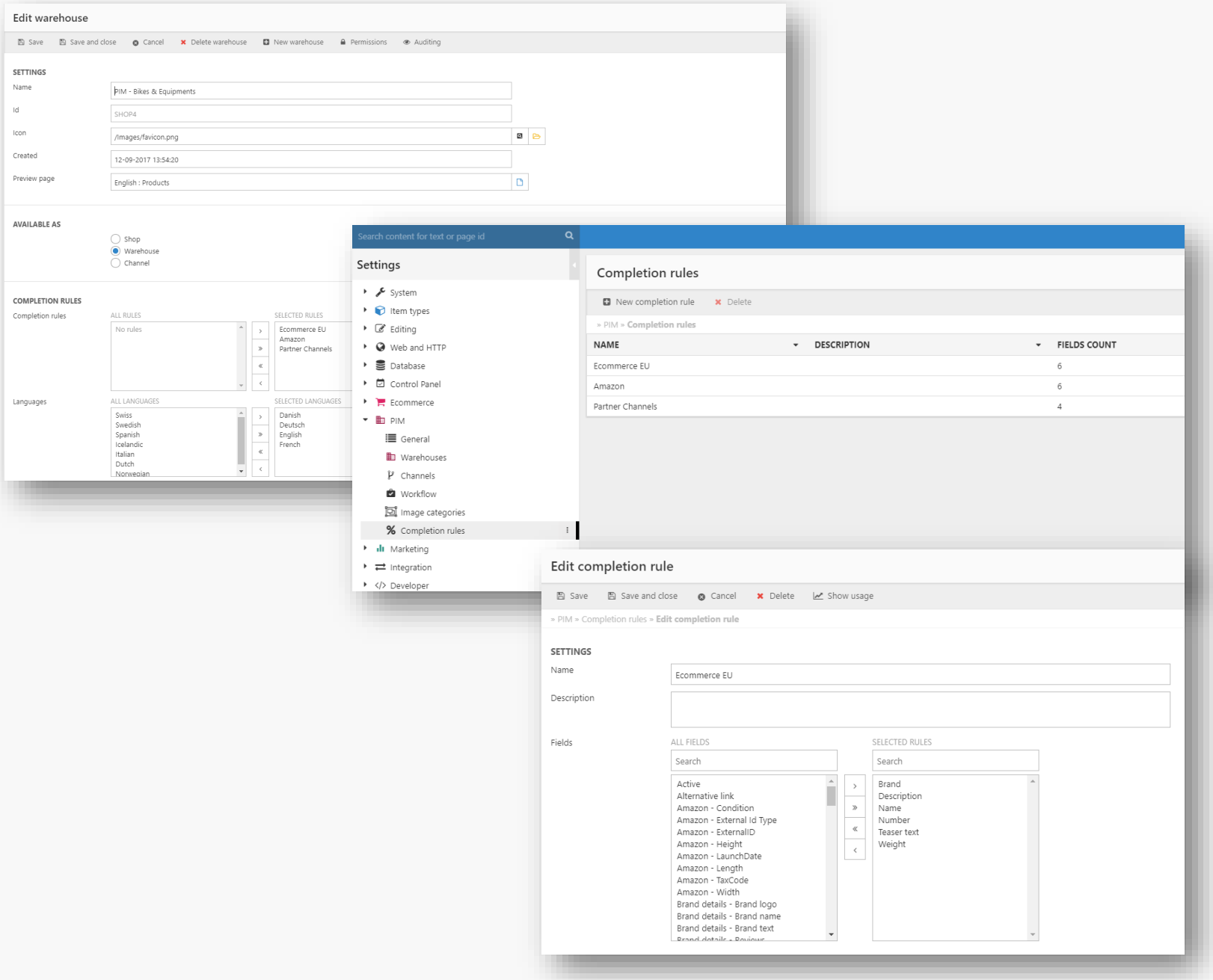

Completeness rules

- Completeness Rules are easily configured by selecting the attributes of relevance for a certain completion rule
- Multiple Rules can be defined and applied
- Rule groups can be attached to Shops, Warehouses, warehouse groups, Channels and Queries

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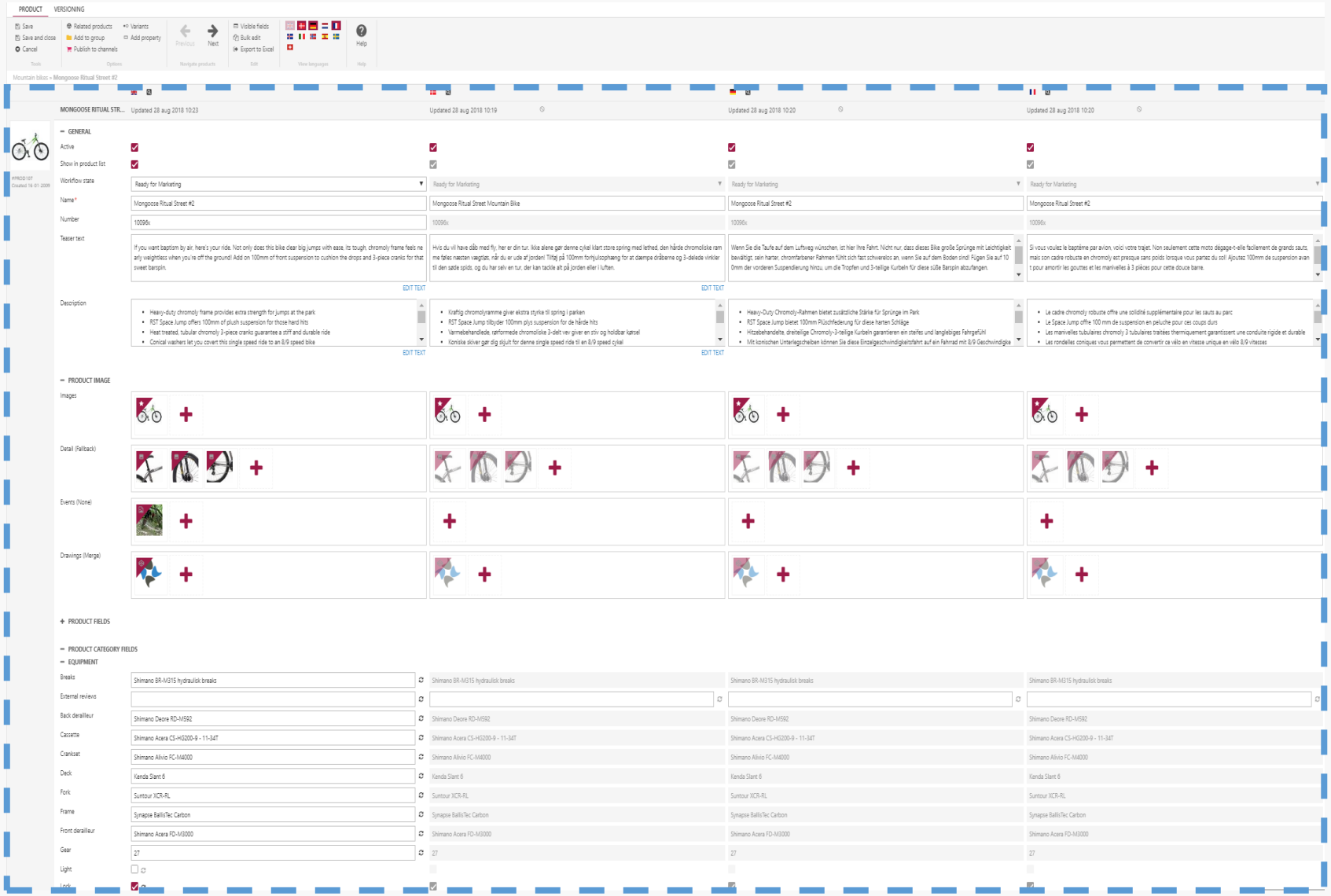
Inheritance

- Use of inheritance rules
- Across groups, variants, & languages
- “Translate once - Used by many”. Benefit of using Listbox values in Product enrichment

Product main level



Single Product enrichment

- Single products:
  - Only one product
  - No variants
  - All fields are grouped and presented at one level

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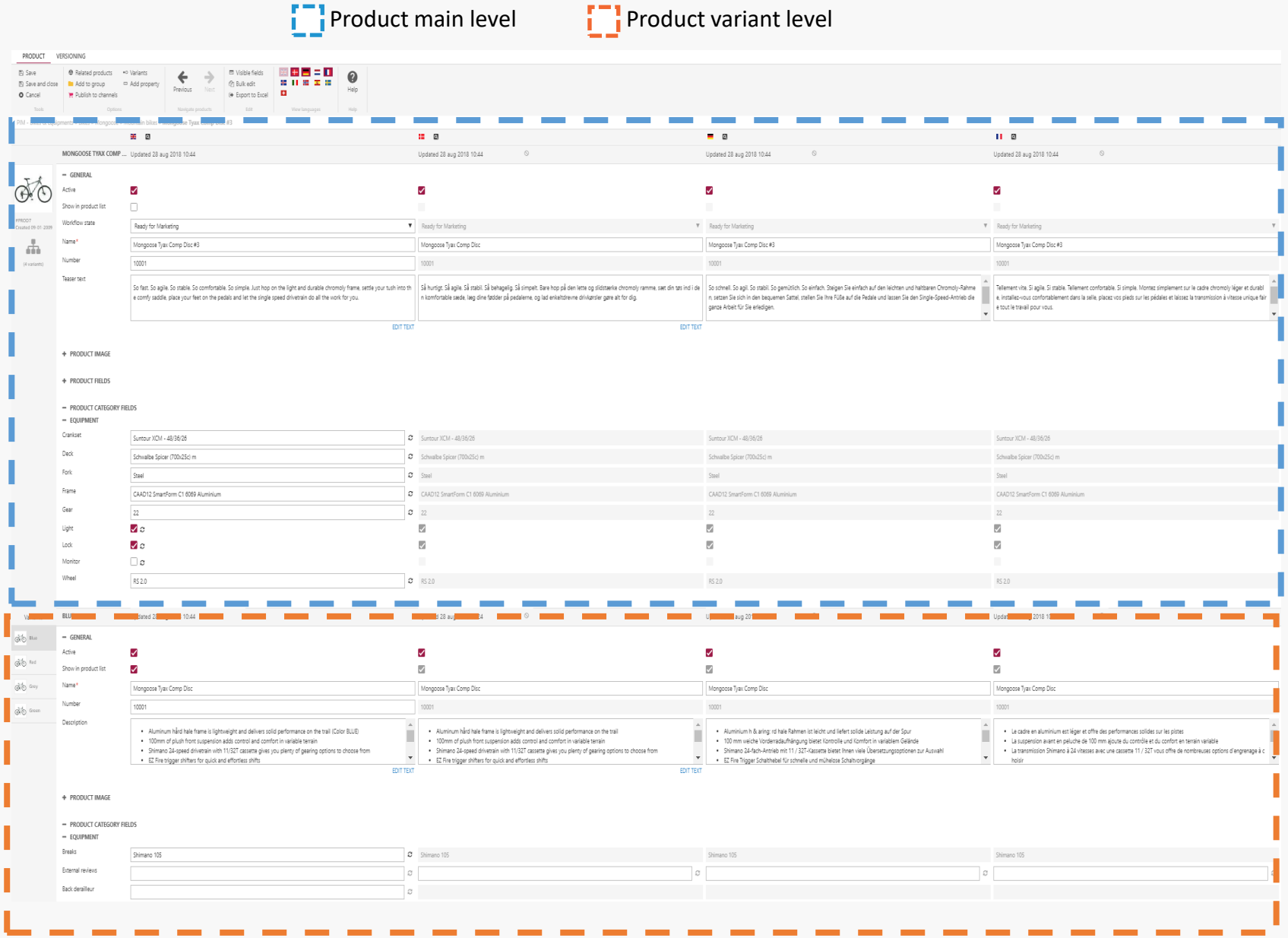

Product Variant enrichment

- Product variants:
  - Complex variants
  - Product information is different across variants.
  - Two levels:
    - Main & variant level
  - Level dependencies are controlled by the field settings.

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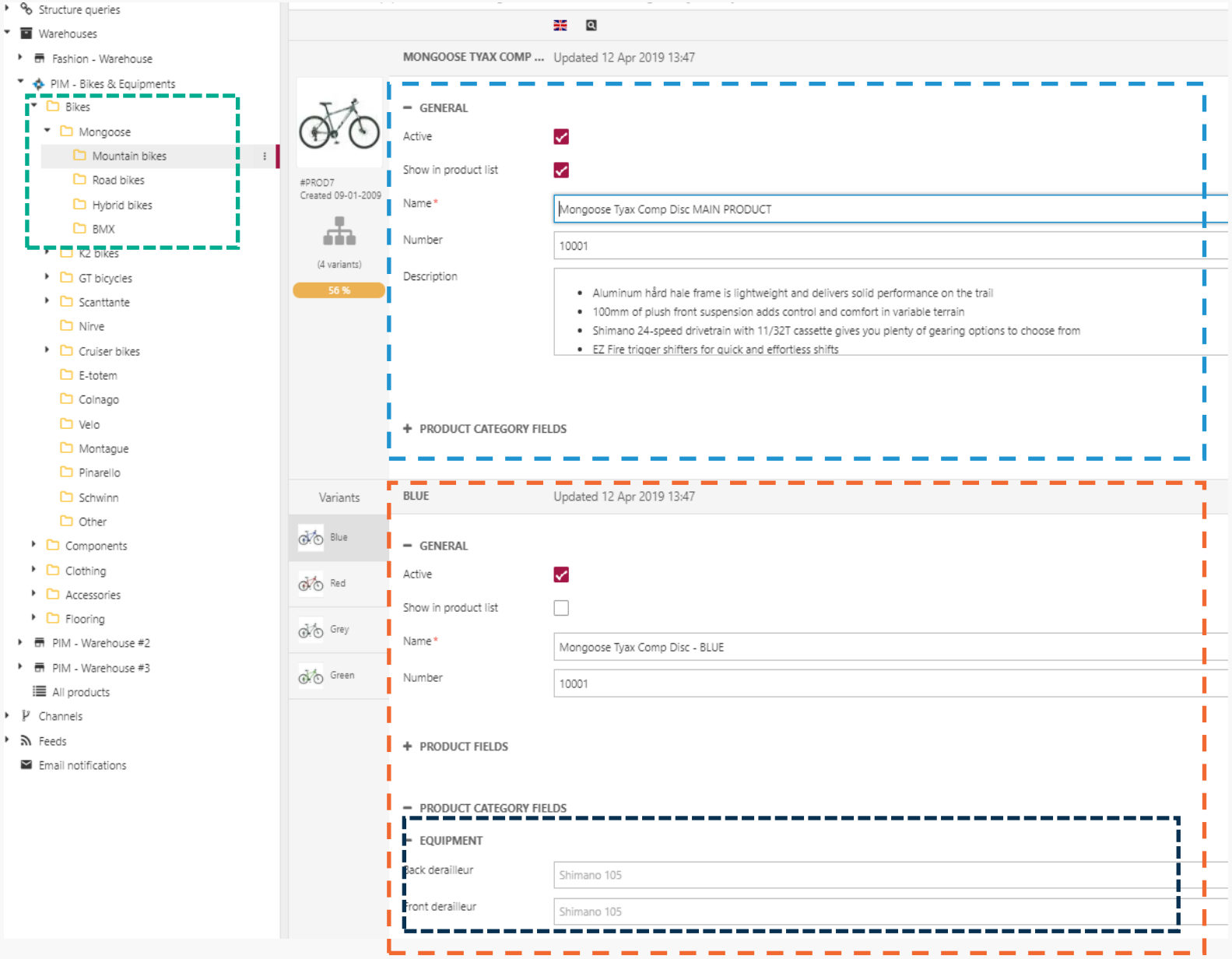
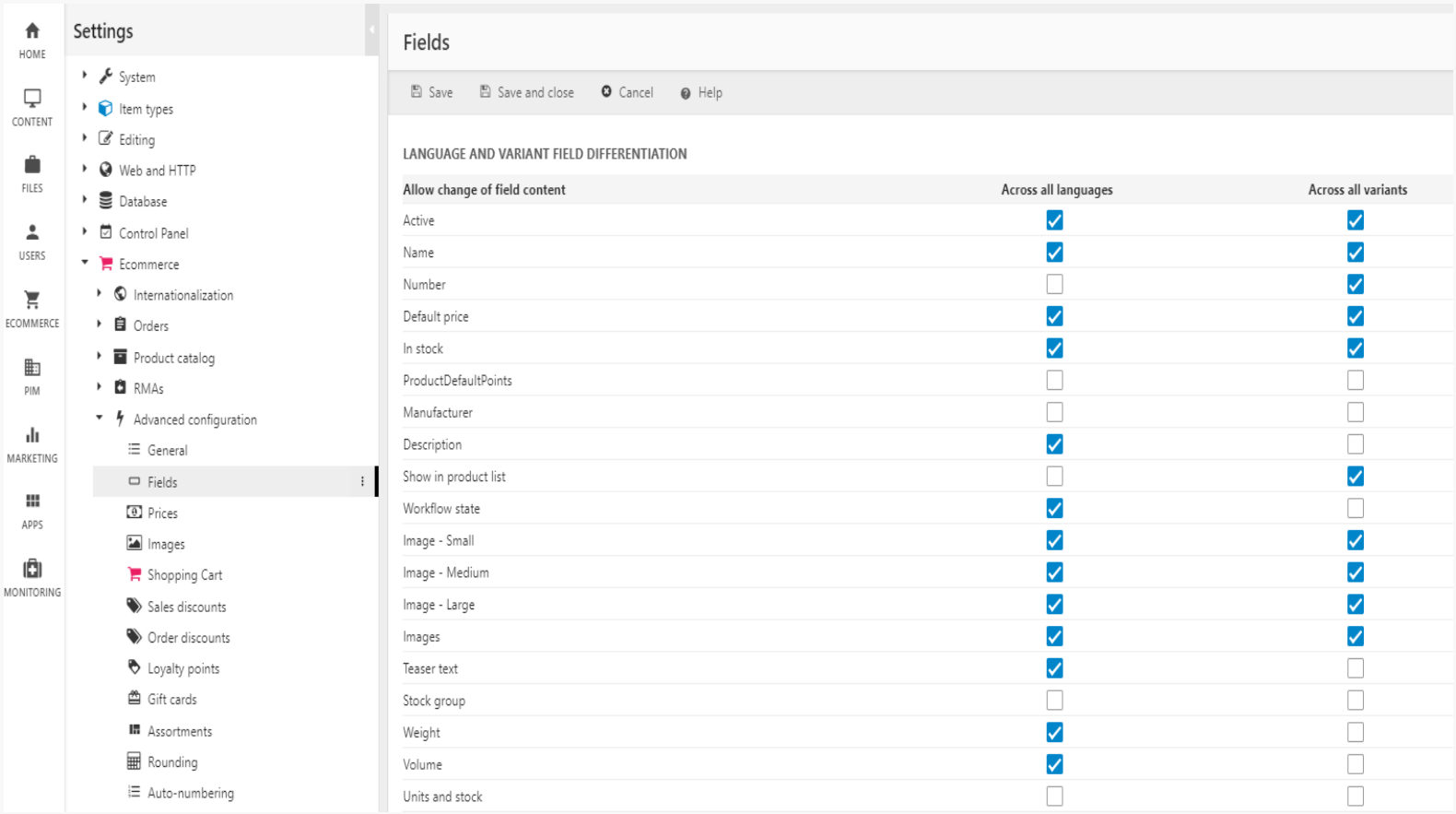


Product value levels

Product container = combined products

- Product Main level
- Product Variant level
- Group level
- Values across language



Field Settings

These values are defined in the field settings under advanced configuration:

Variant inheritance:

Across all variants ☑ = No inheritance from main level

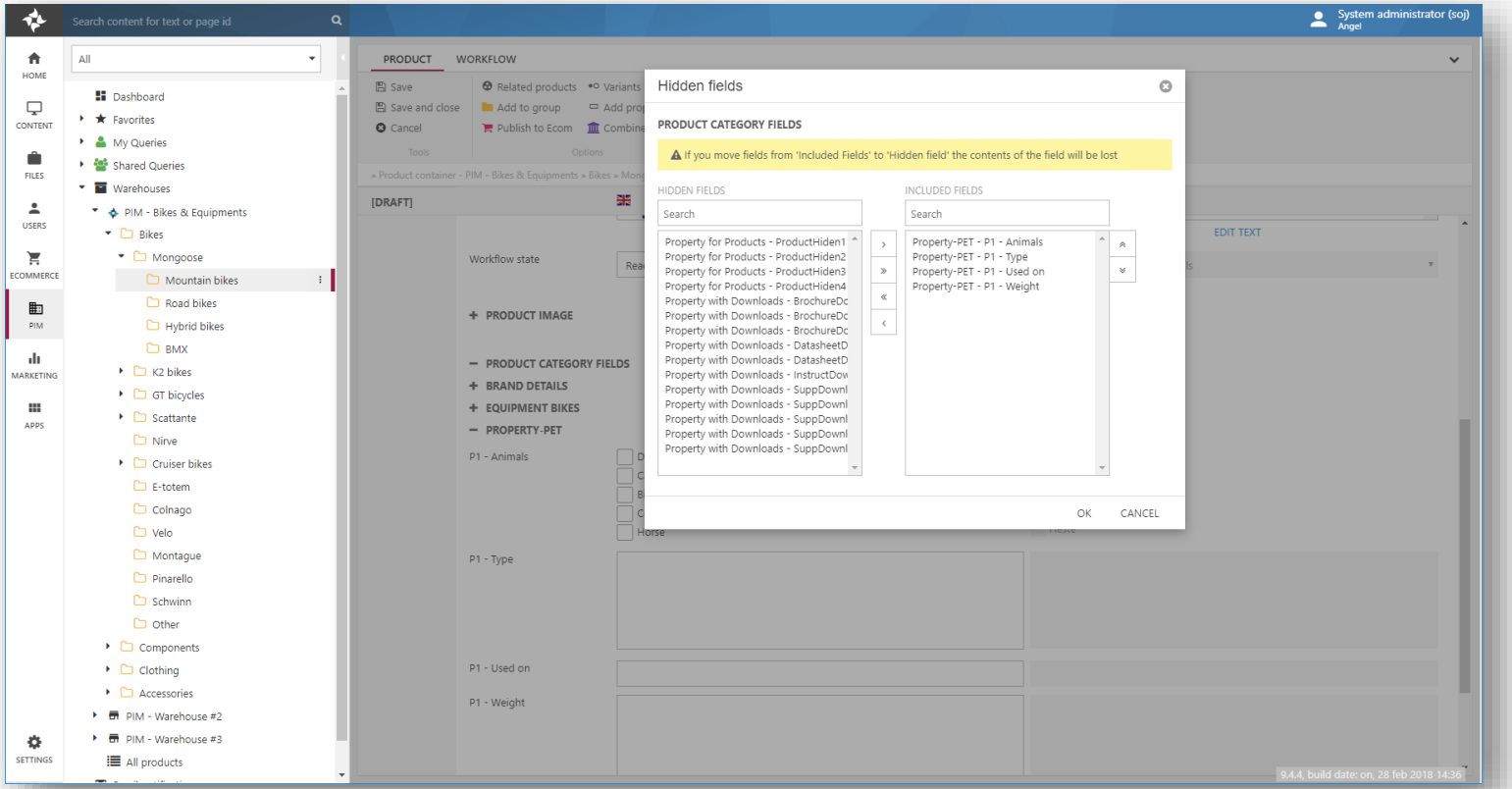
Across all variants ☐ = Inheritance from main level

Language inheritance:

Across all Languages ☑ = No inheritance on language level

Across all Languages ☐ = Inheritance on language level

Field types on products



Product fields

- Product fields are visible on all products regardless of the group structure

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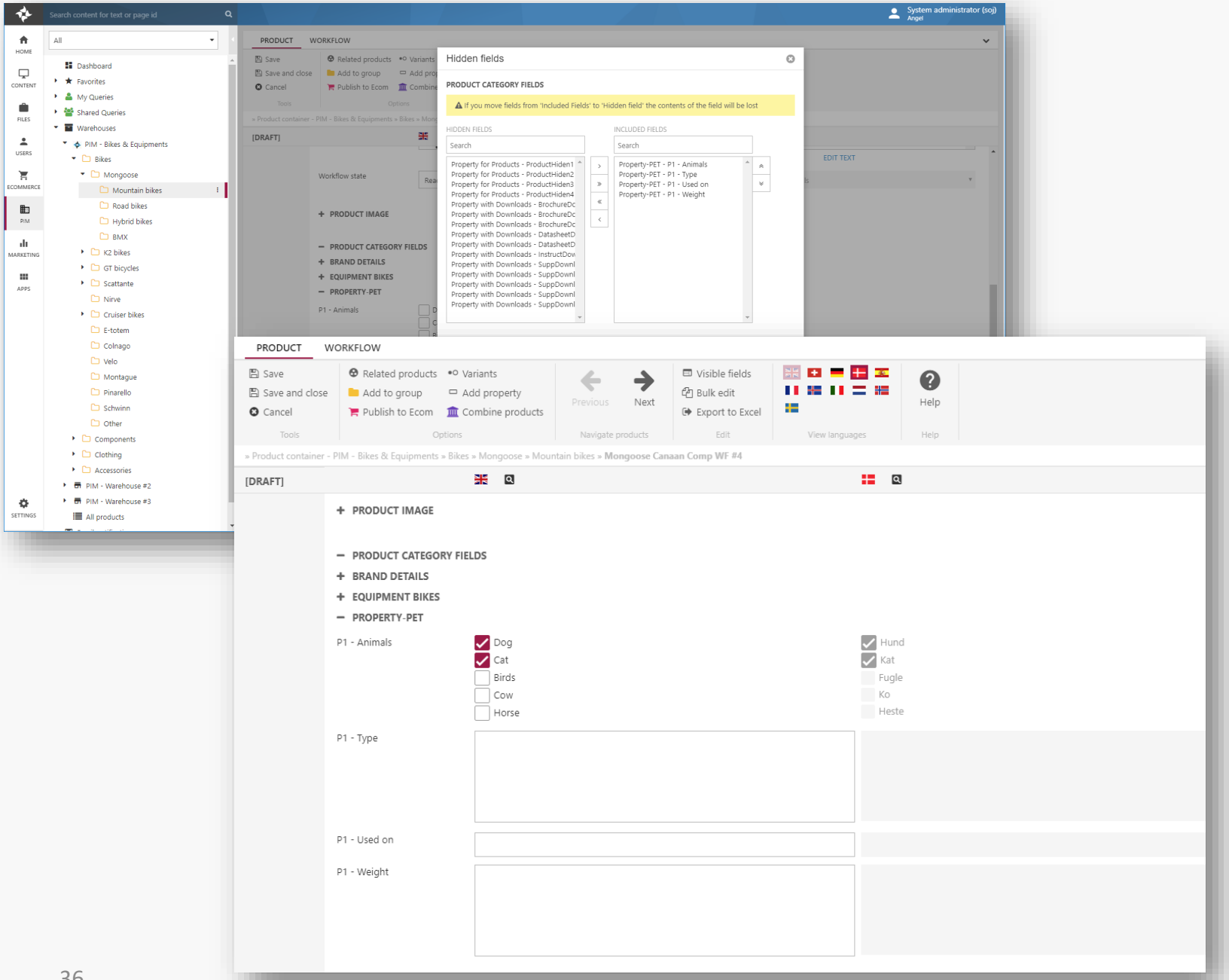
Reference fields

- Reference fields are attributes that are not relevant for all products, but instead have relevance for one or more groups of products. High flexibility.



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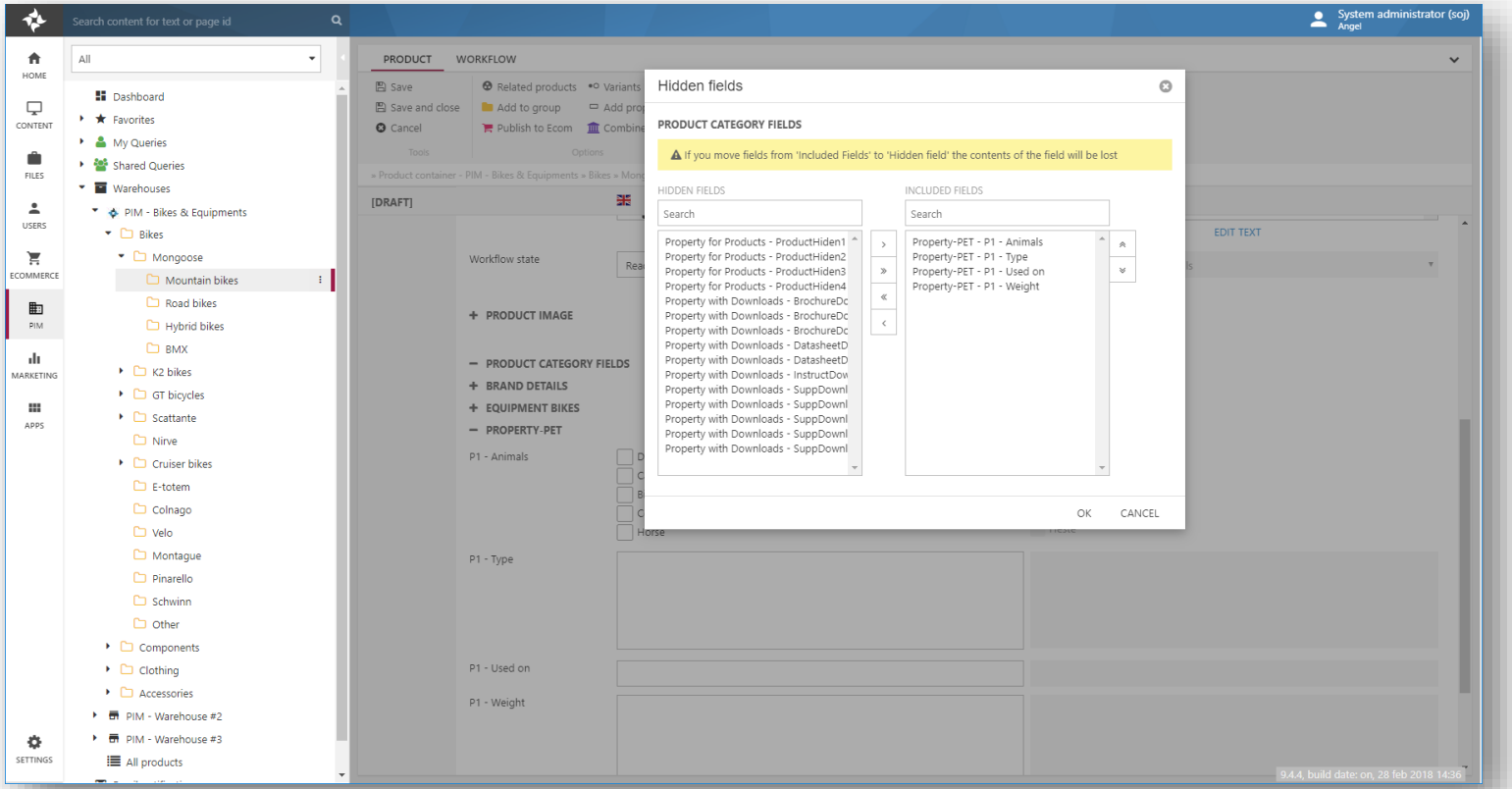
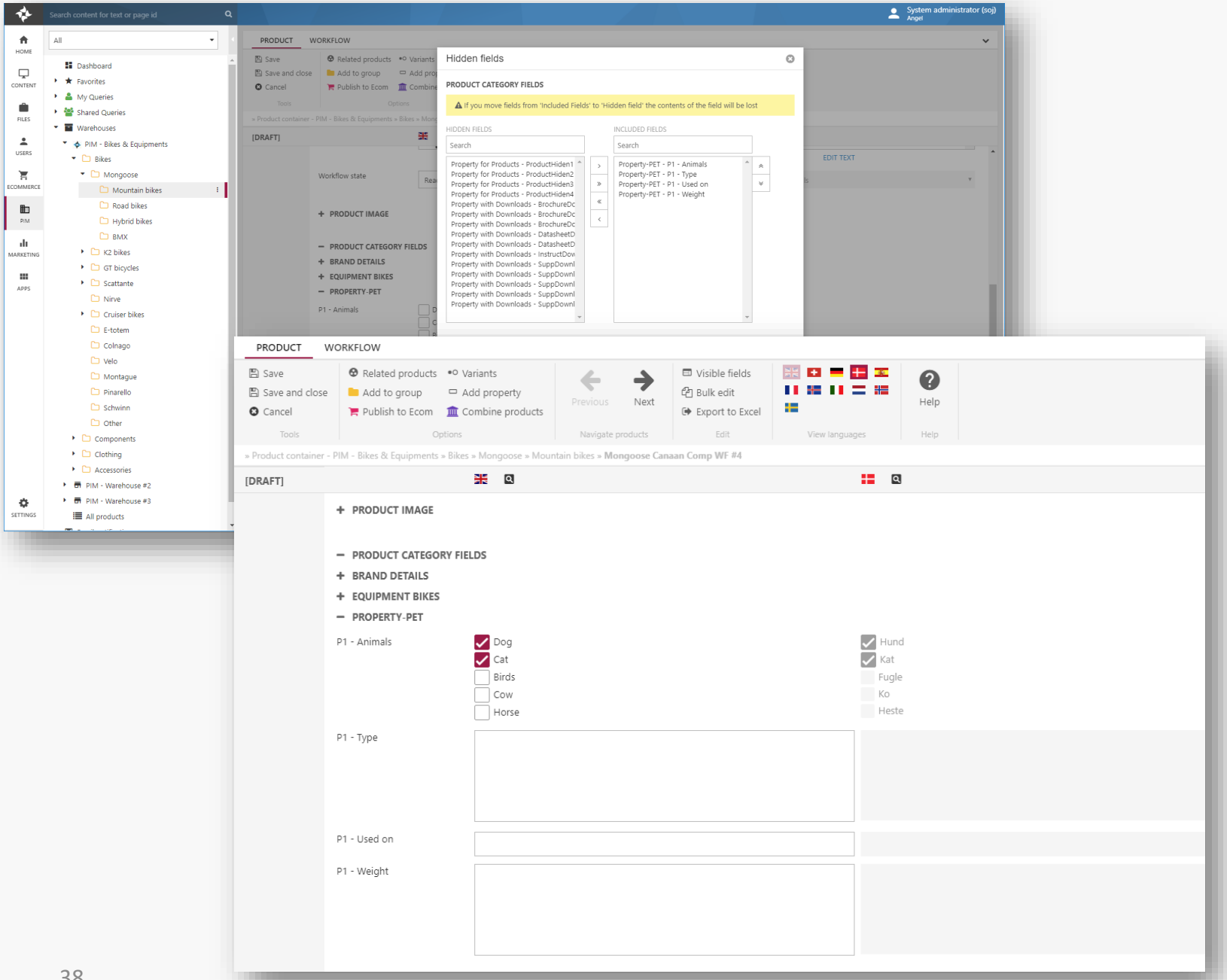


Category fields

- Product category fields are category specific meaning that they are only visible to the products placed in the given category of products.
- If a given field is used in two product categories, it should be a reference field, not a category field.



Property fields

- Use “Product Properties” to add attributes to Products
- Property fields are independent of the group structure and product type.
- Can be useful when retrieving data from other systems

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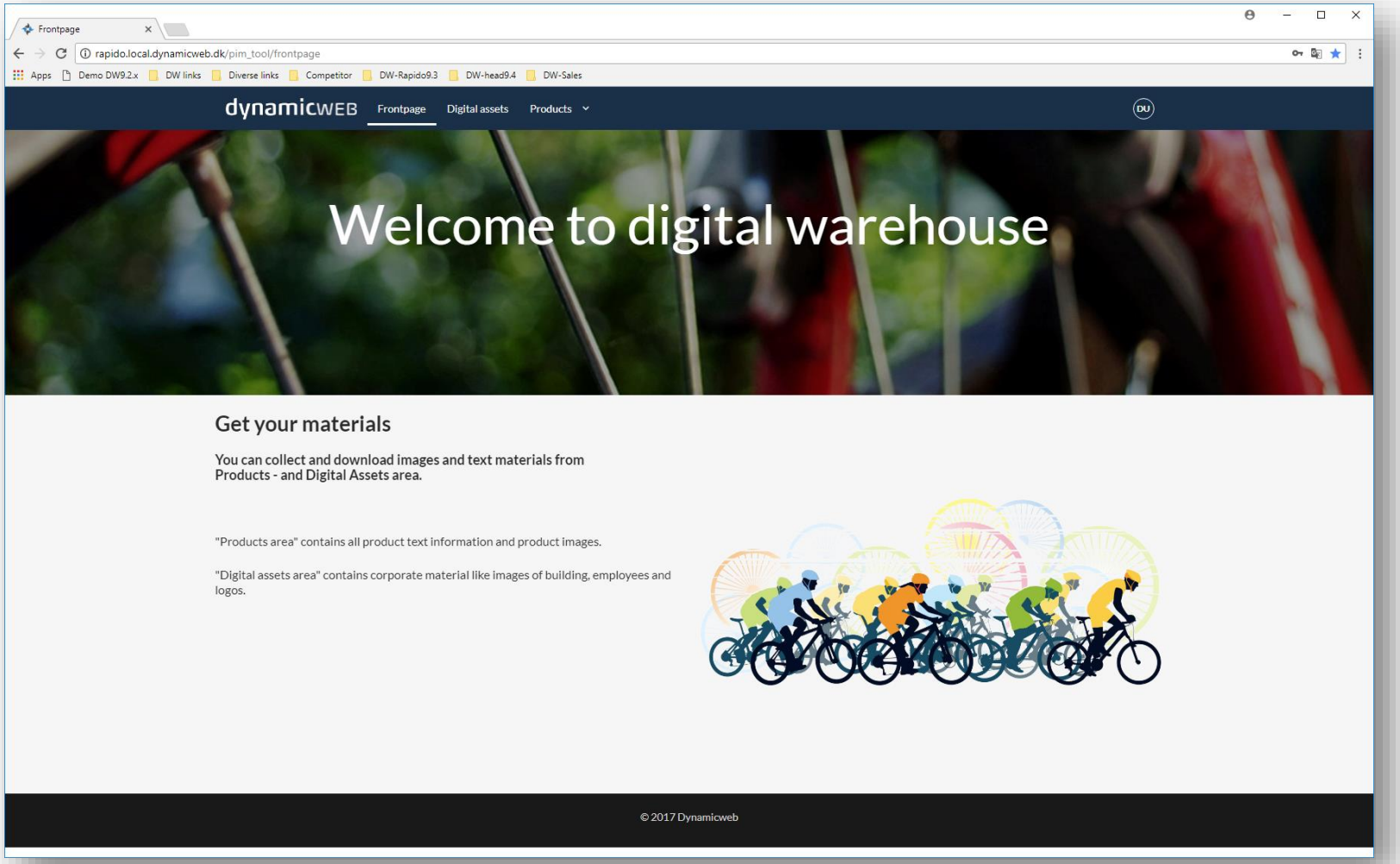
Digital warehouse PIM frontend

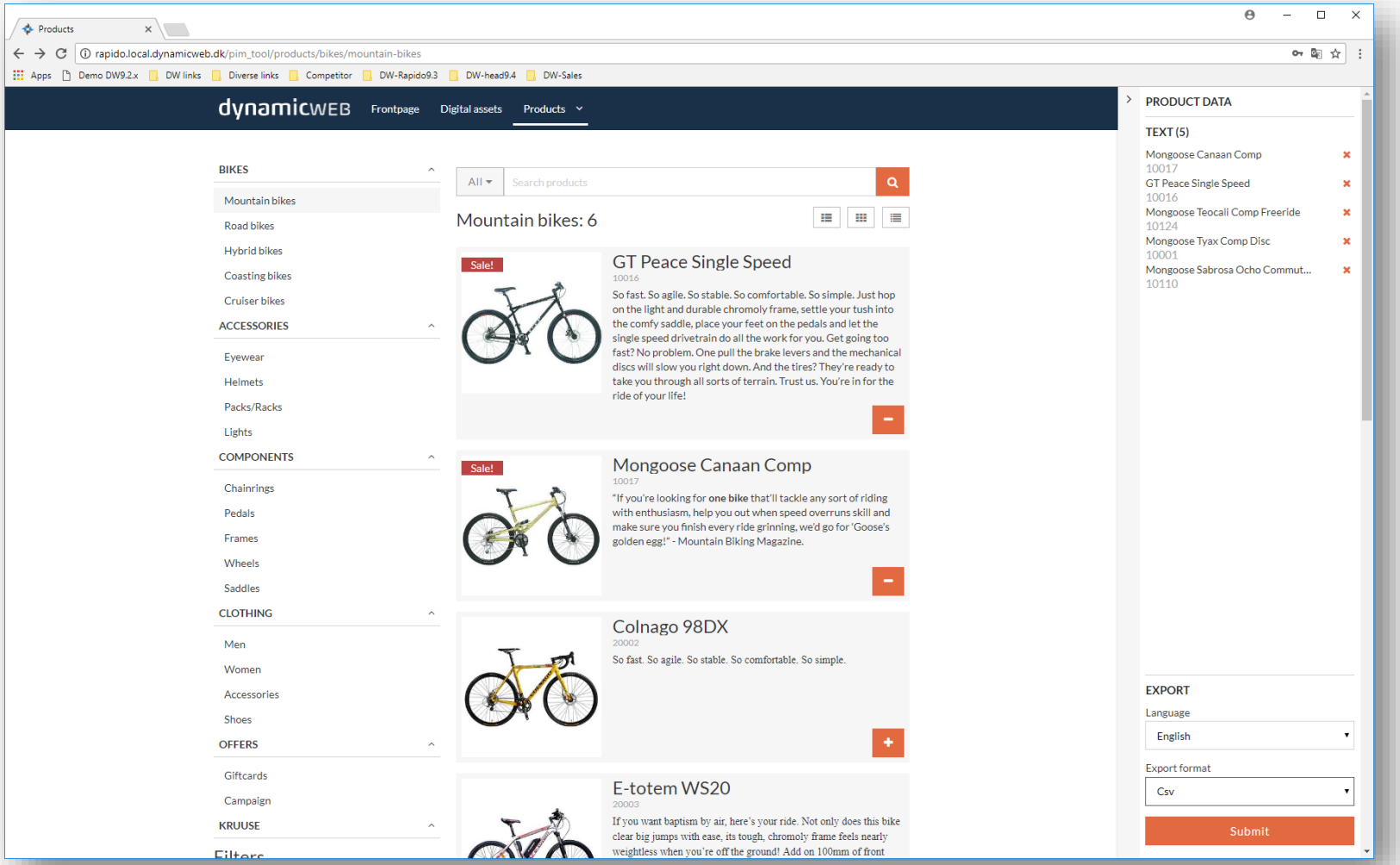


Welcome to Digital warehouse

- Dedicated Website, giving users access to download Product texts and Digital assets
- Download feature, with build-in image-convert/down-sampling, with embedded ICC-profile
- Extract Product text-content in various format (XML,JSON,CSV)

Collect & download

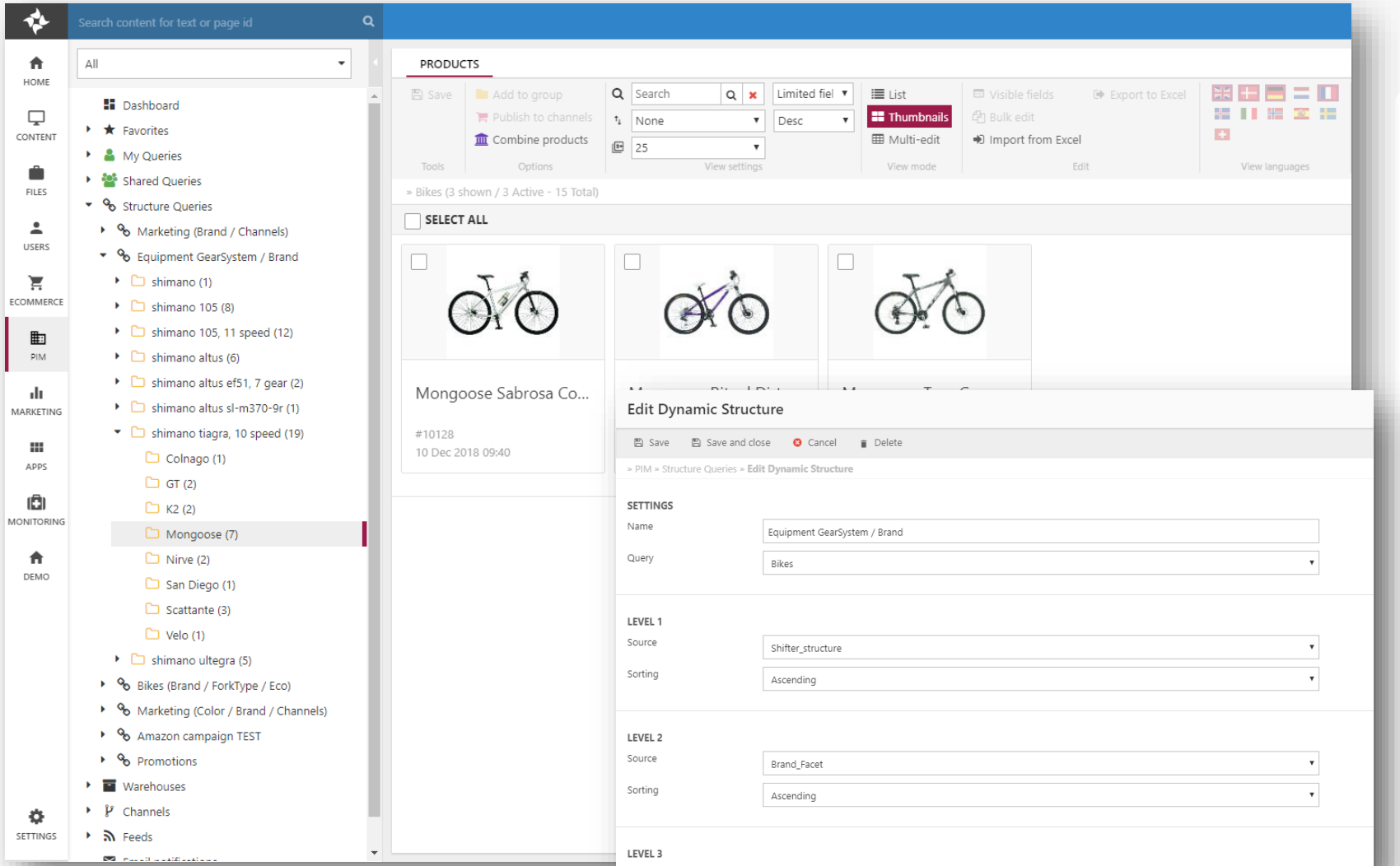
Multiple products



- Collect multiple products to the Download panel
- Select language and the “Export format”, you want the content to be downloaded in

Automatically structuring

- Product structured by attributes
- Navigation more flexible and dynamic
- Customized workflow overview



Automatically structuring

- Queries result can be split up automatically, be presented in a logical structured way
- Useful to get overview, based on product attributes

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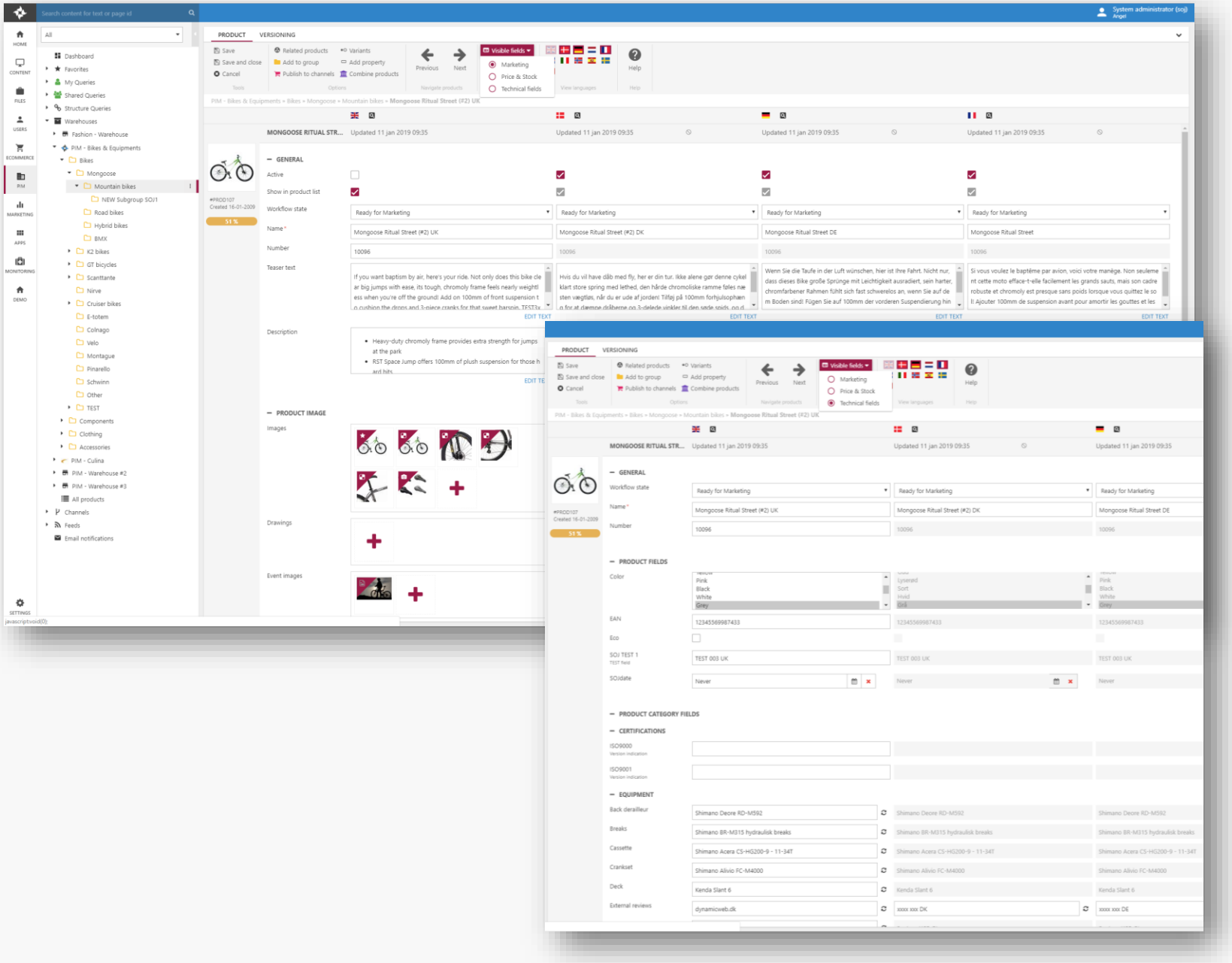
Visible fields group selectable

- Visible fields in selectable Display-Groups
- User friendly switch between content



Visible fields
selectable groups

- Visible fields selectable by logical attribute-grouping
- User friendly for switching between different Product content
- Accessible from ProductEdit area and Queries definitions
- Can be used for grouping of attributes in the front-end.

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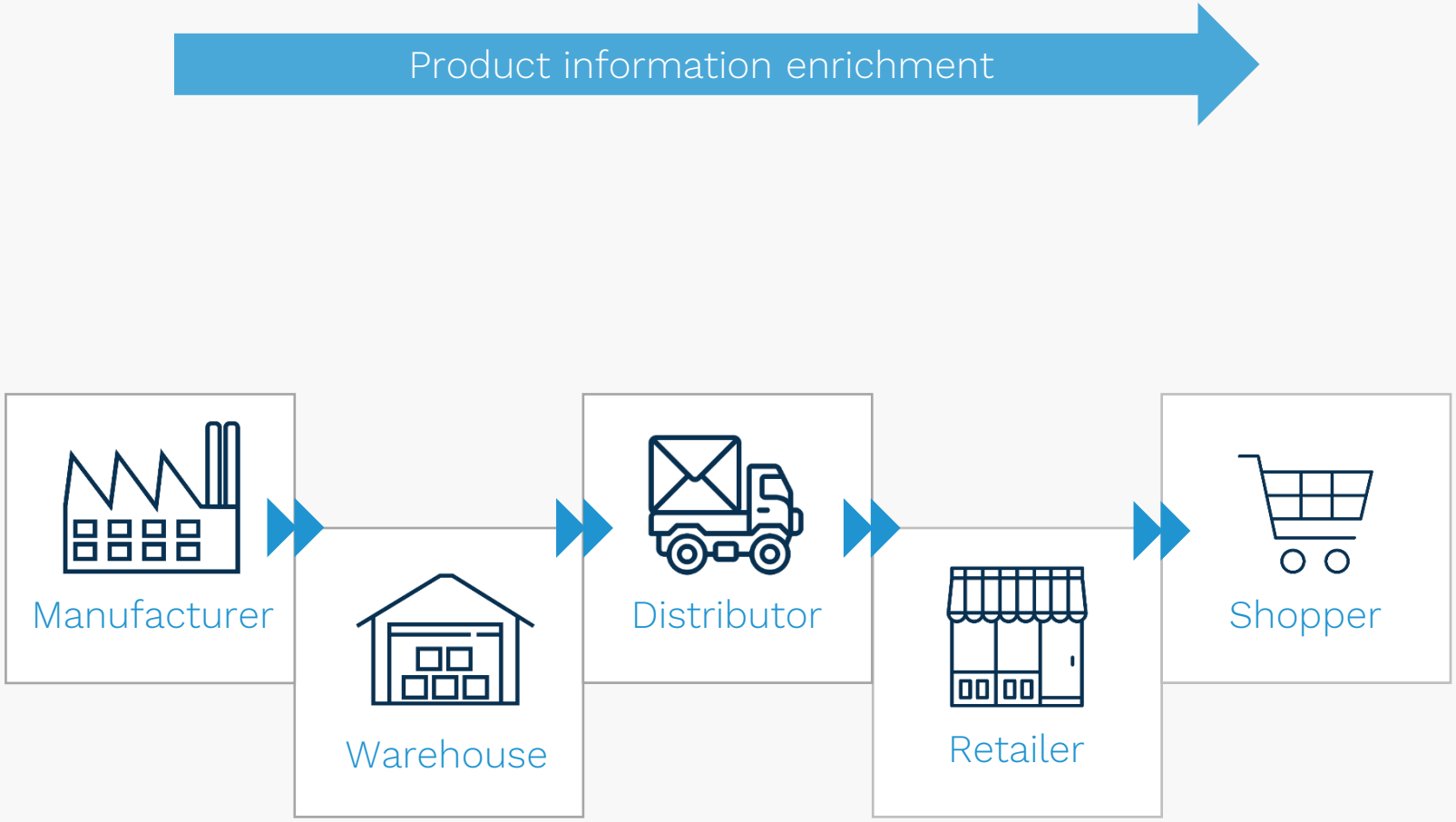
Workshop agenda

3. Clarifications and alignment of PIM related matters

Organization type

Company types in supply chain

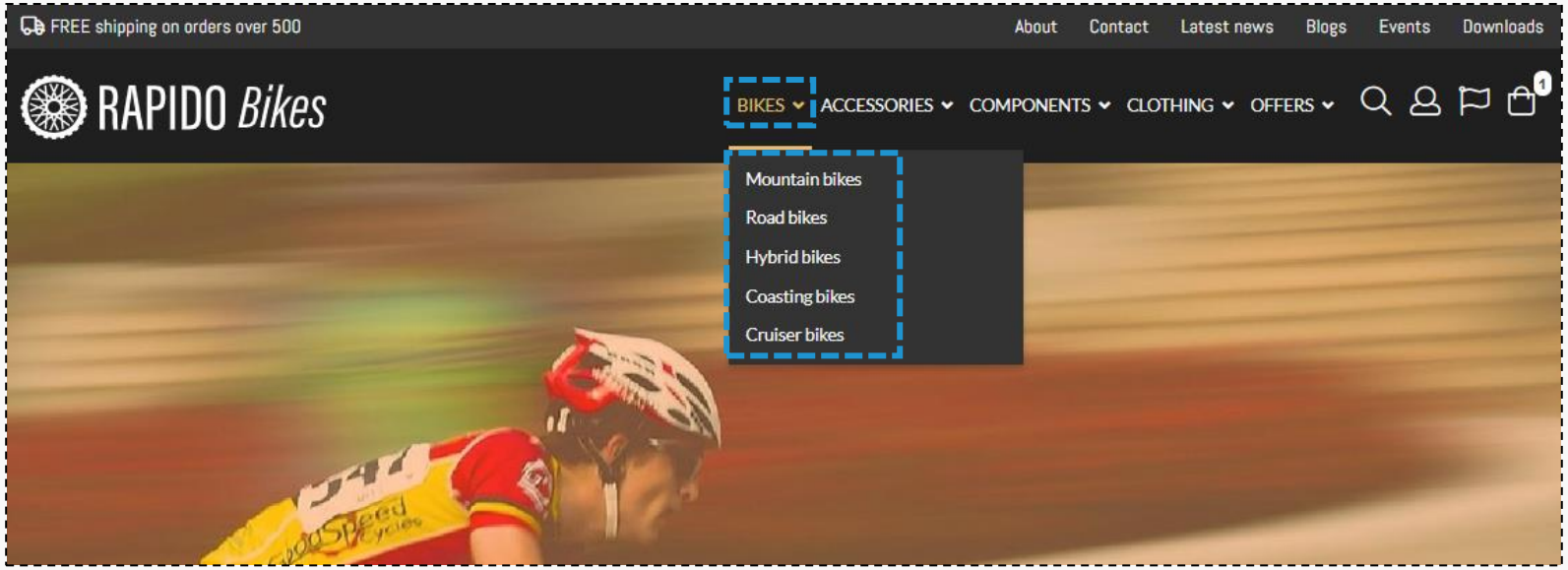


Pre-questions:

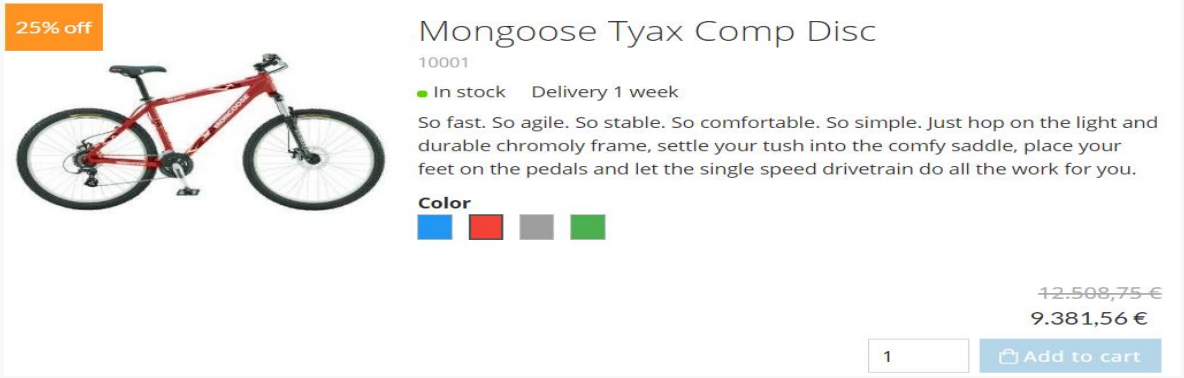
Organization type	ANSWER
How would you define your company (manufacturer, wholesaler, distributor, retailer)?	
Other relevant information?	

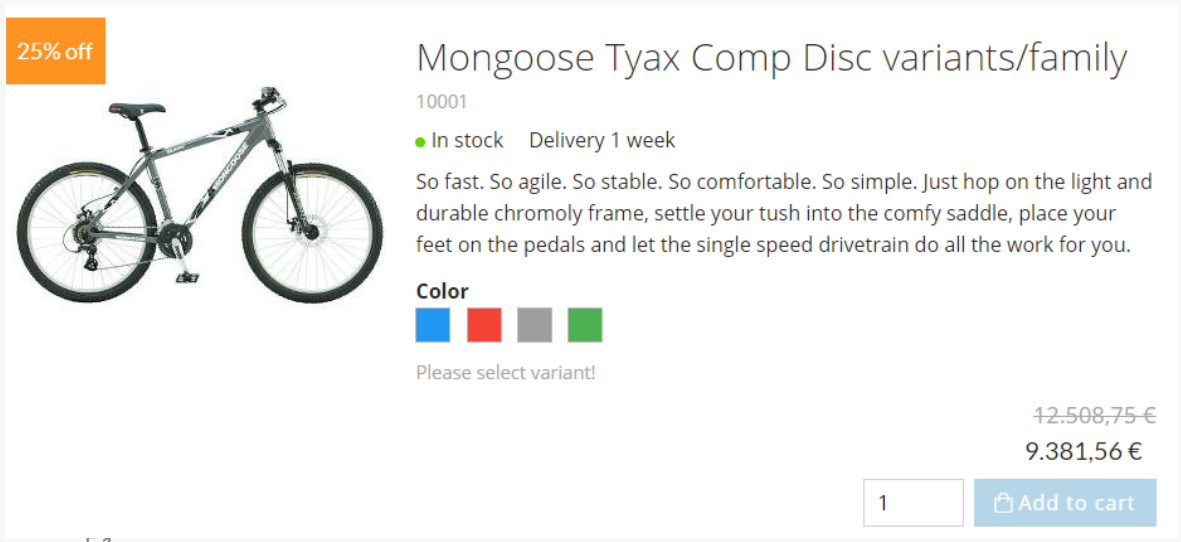
Showing of products in Front-end

How to access your Products (front-end)



- Product groups:
  - Which product main groups/ subgroups do you expect to showcase?





How to access your Products (front-end)

- Product list view:
  - Will all variants be shown or only the main product?

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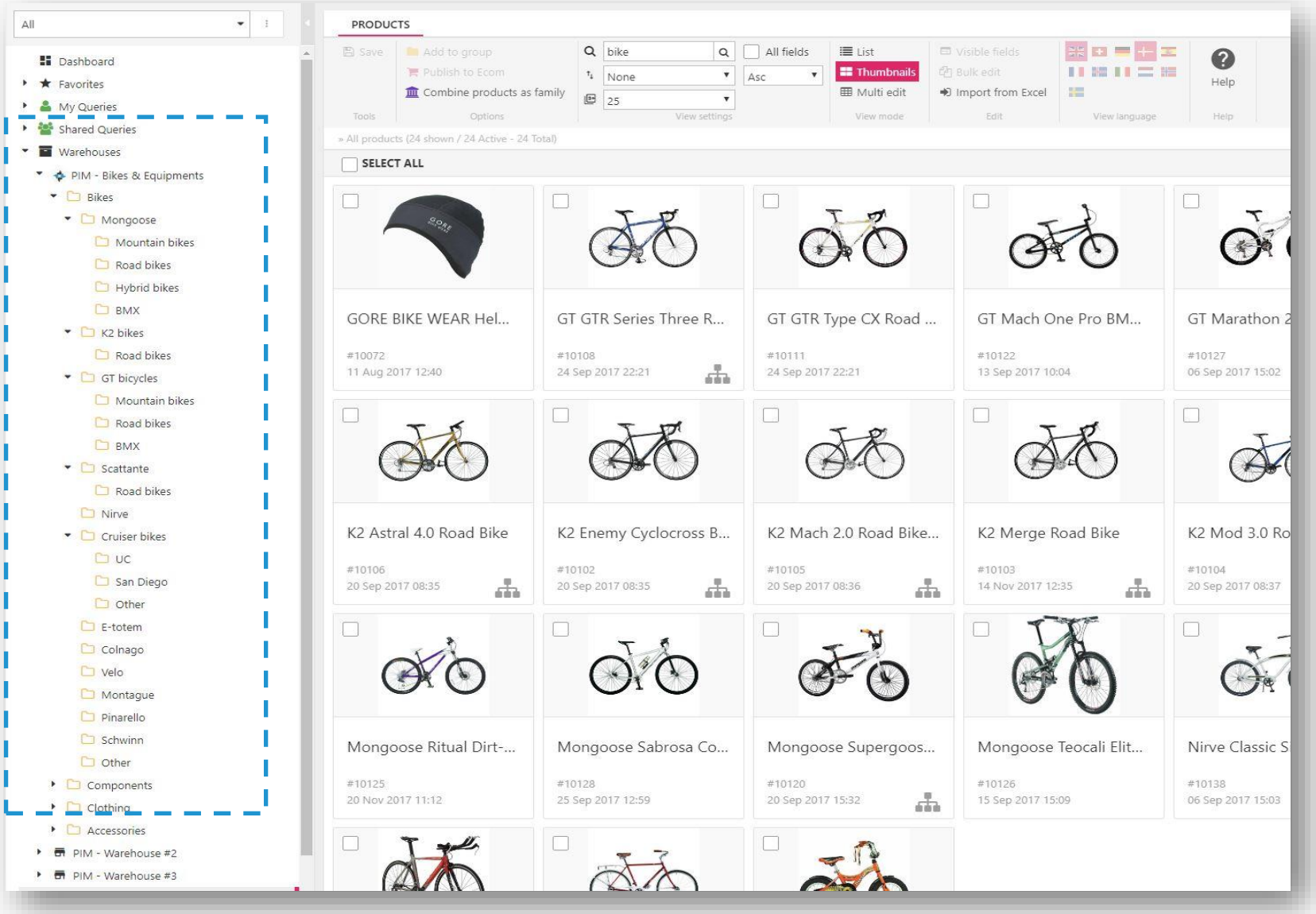
Warehouse Group Structure



Enrich optimized group structure

Warehouse Group structure …

- Group products into groups and optimize the enrichment process.
- PIM structure is not required to be identical to the front-end structure.

- DEMO PIM
  - Visualize current structure and suggestions for future structure in the backend.

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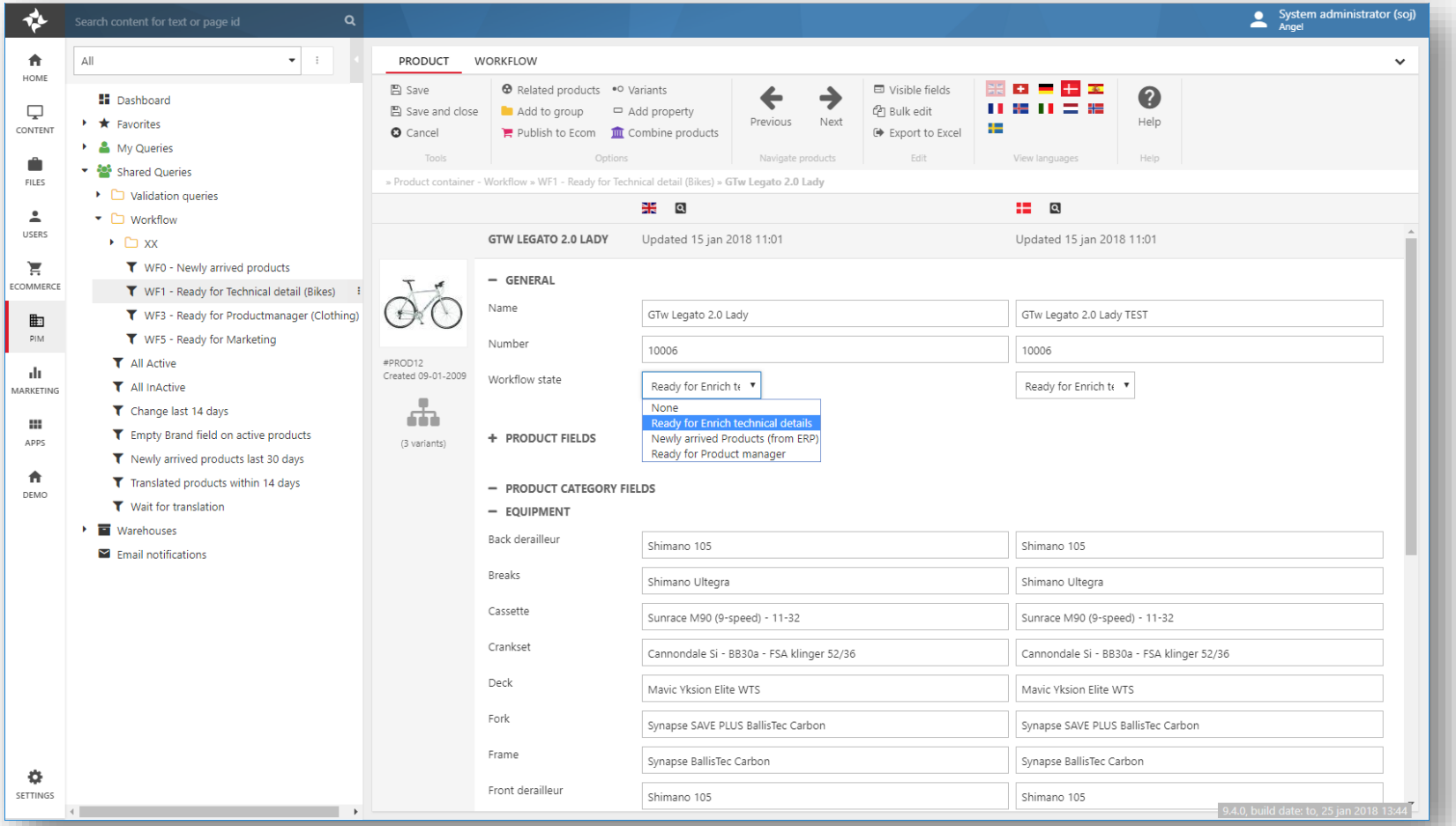
Product workflow



Workflow

- Use workflows to ensure a consistent flow of maintaining products
- Workflows can be defined to match your needs
- Different workflows for different groups of products can be made
- Possible to setup email notifications on each workflow level.

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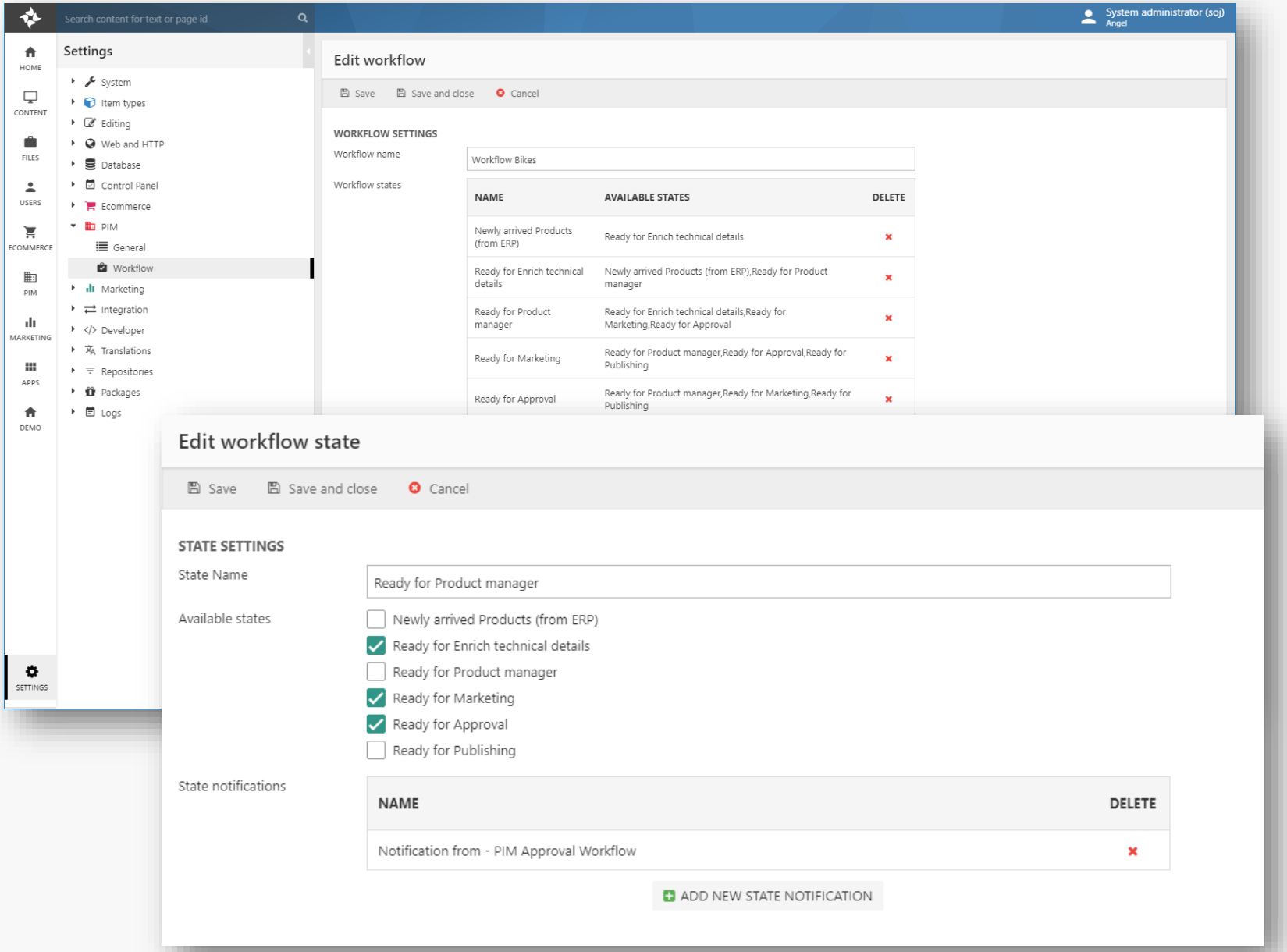

Your Workflow setup

- How is your current and future enrichment process?
- Will the future enrichment process be different from the one have today?

Pre-questions:

Workflow/Enrichment process	ANSWER
Go through the cycle, from product birth in ERP to it being published to customers.	
Does the workflow differ depending on product groups?	
Other relevant information?	

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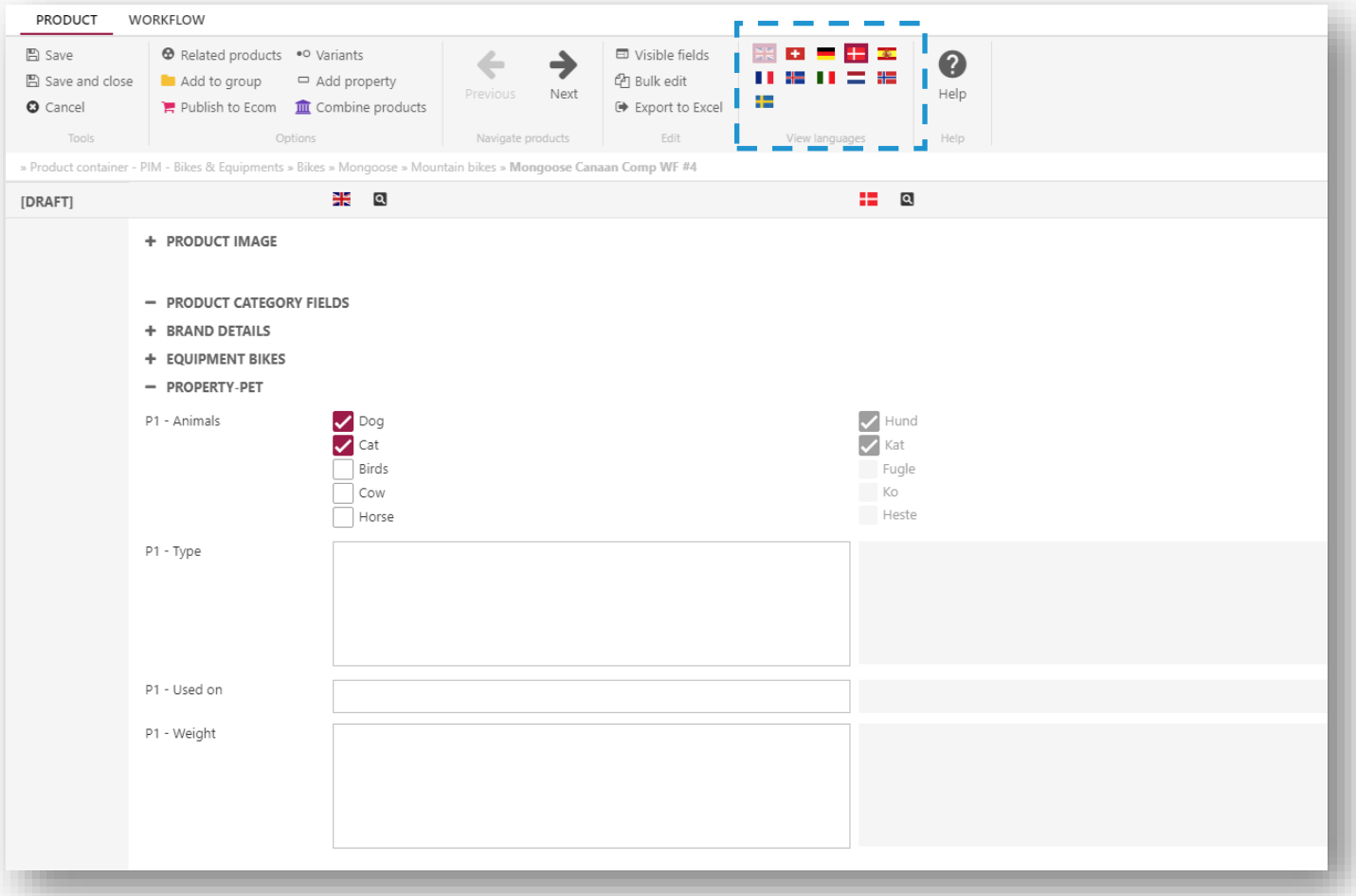
Languages



Language(s)

- Default language?
- Future internationalization plans?

Pre-questions:

Languages	ANSWER
Which languages should the solution support?	
Default language	

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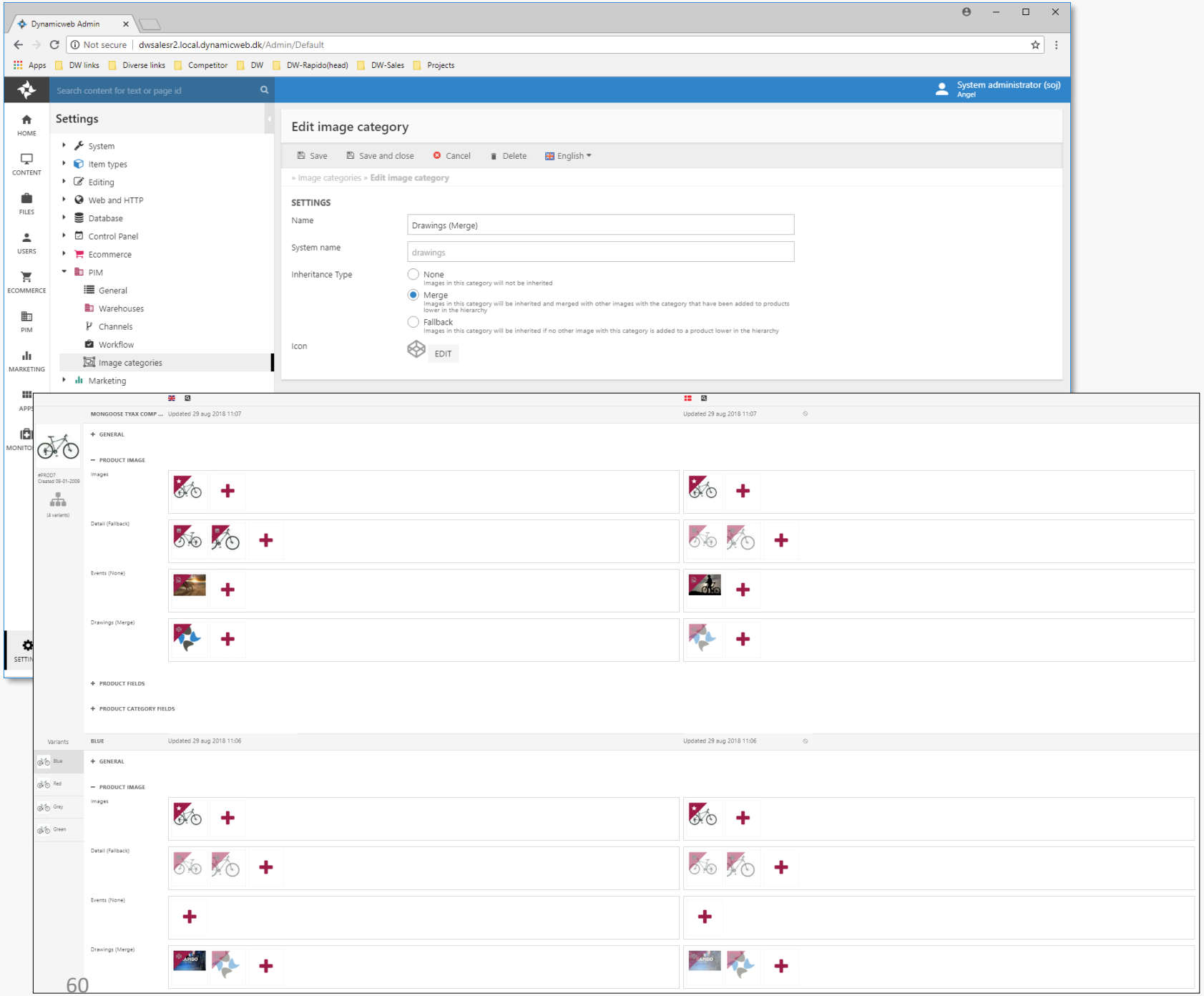
Product images extended control

Inheritance rule

product images



- Set Default image on the main Product and inherit the image to variants. Putting an image on the variant will overwrite the main product default image.

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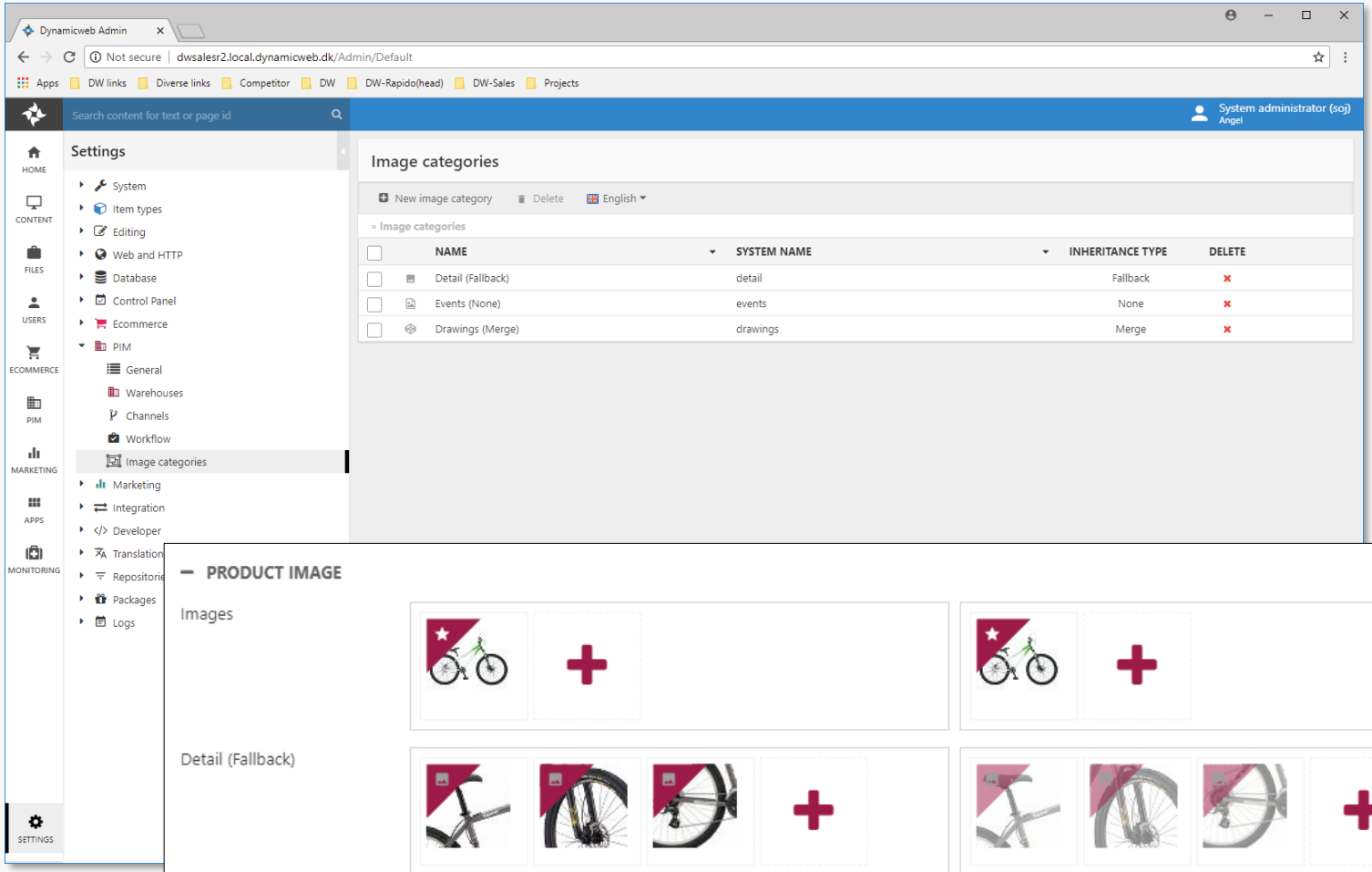
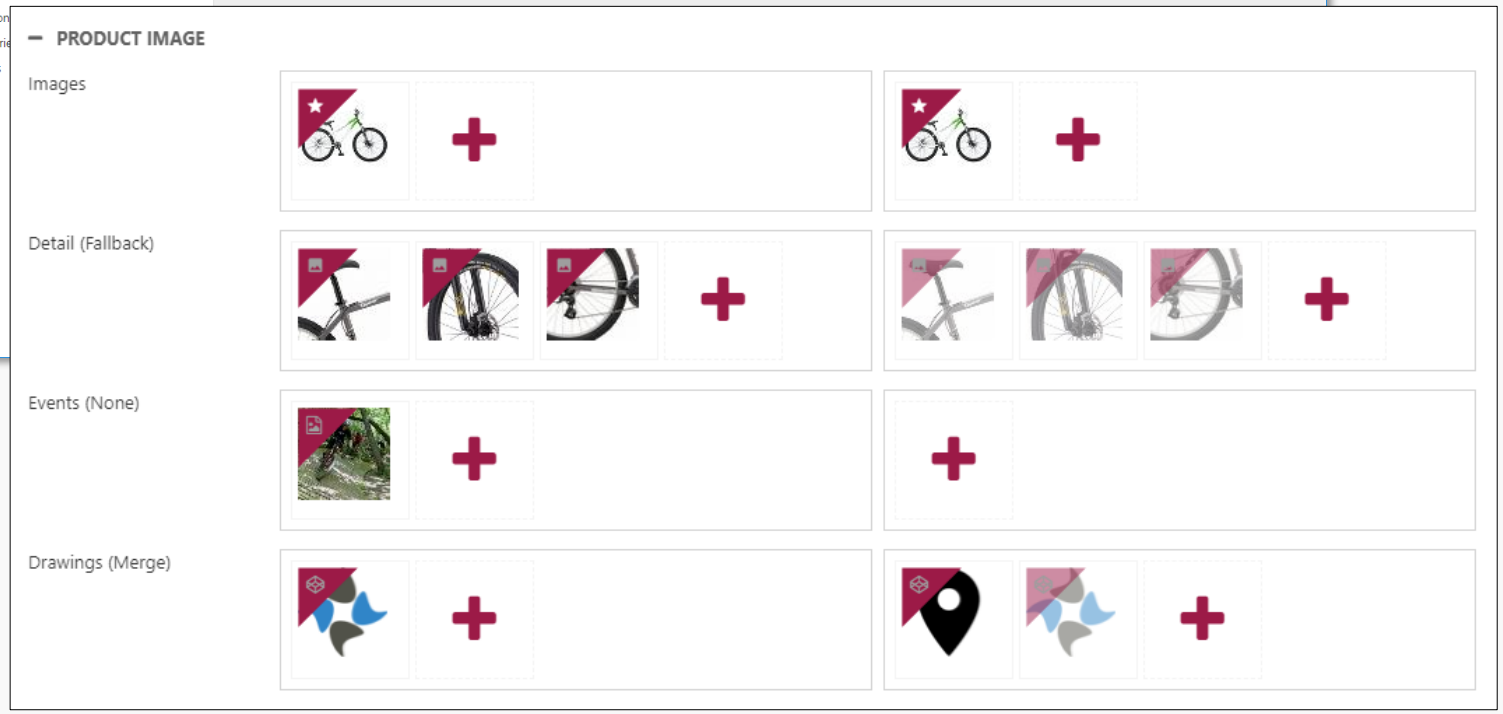


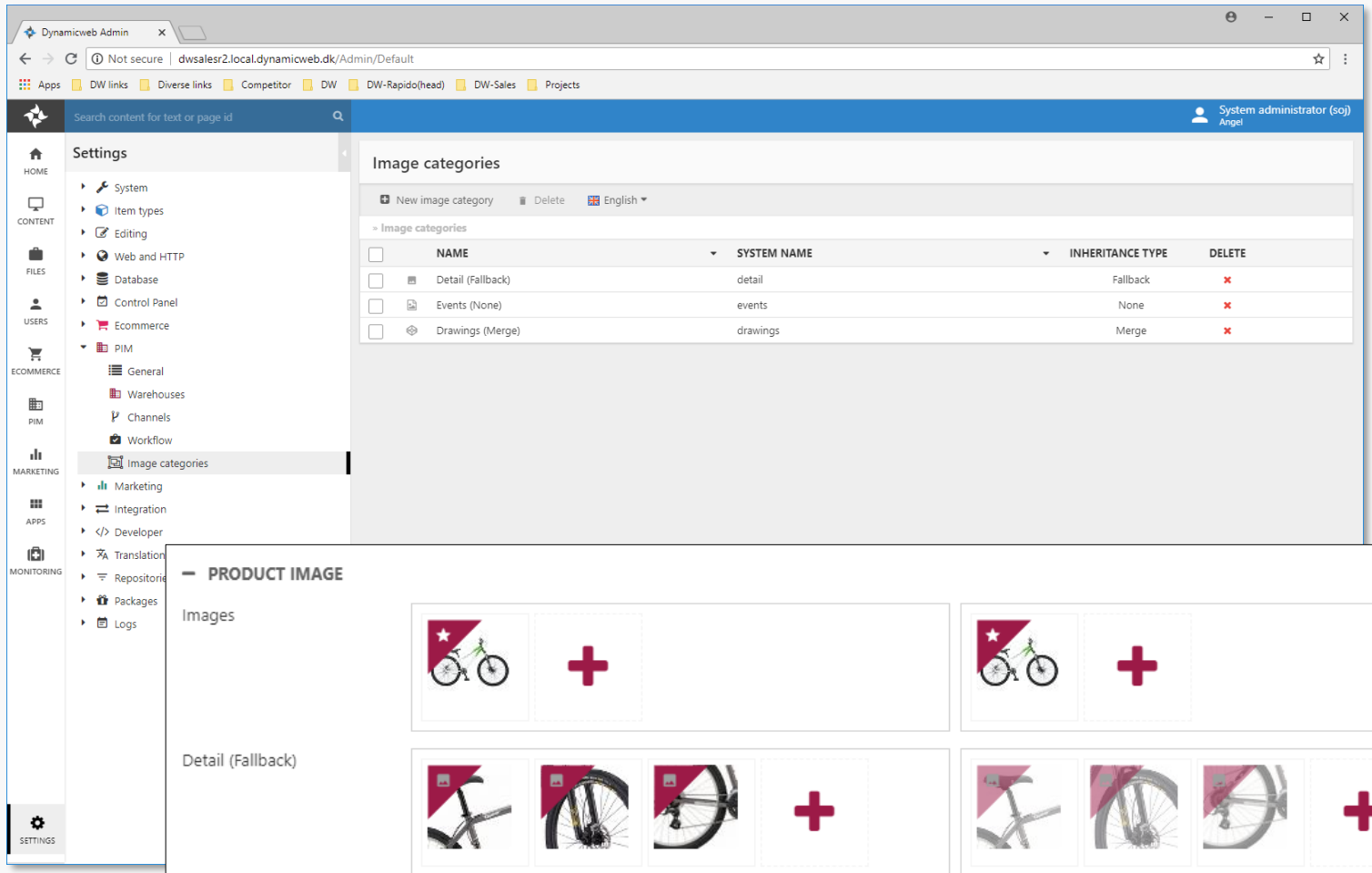


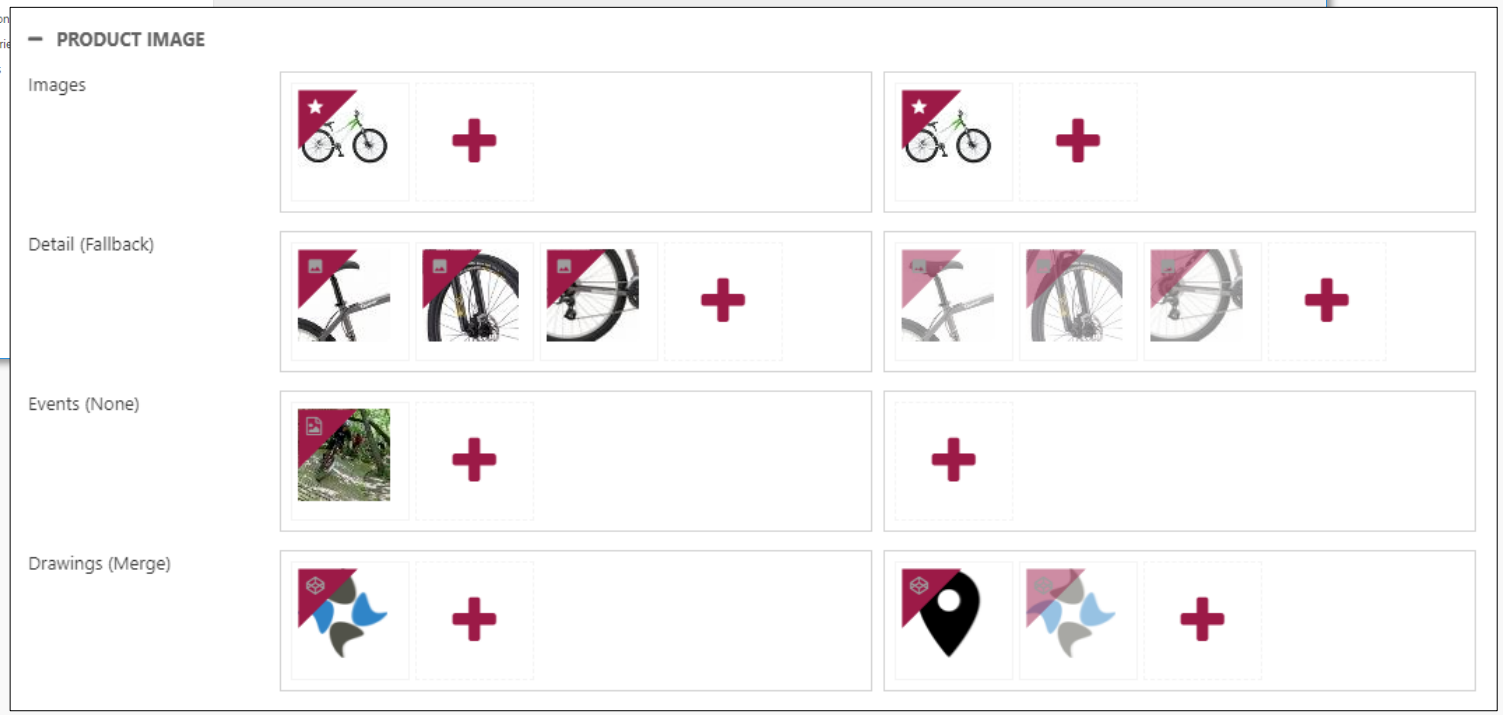
Categorized product images

- Categorizing of Detail images, gives a better overview
- Individual inheritance rules defined on Image categories

Automated Product images

- Image pattern?
- Proper naming of image files





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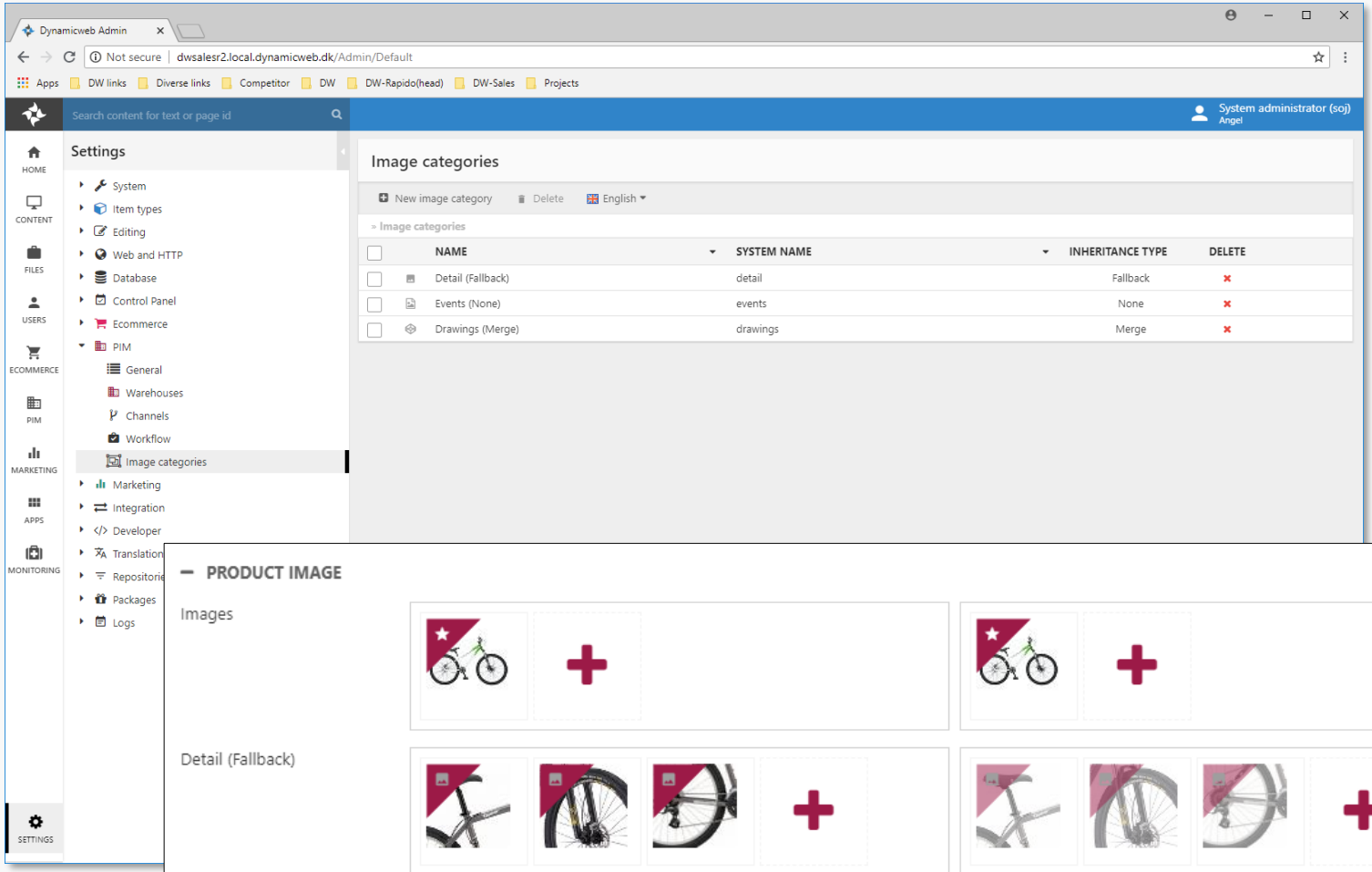

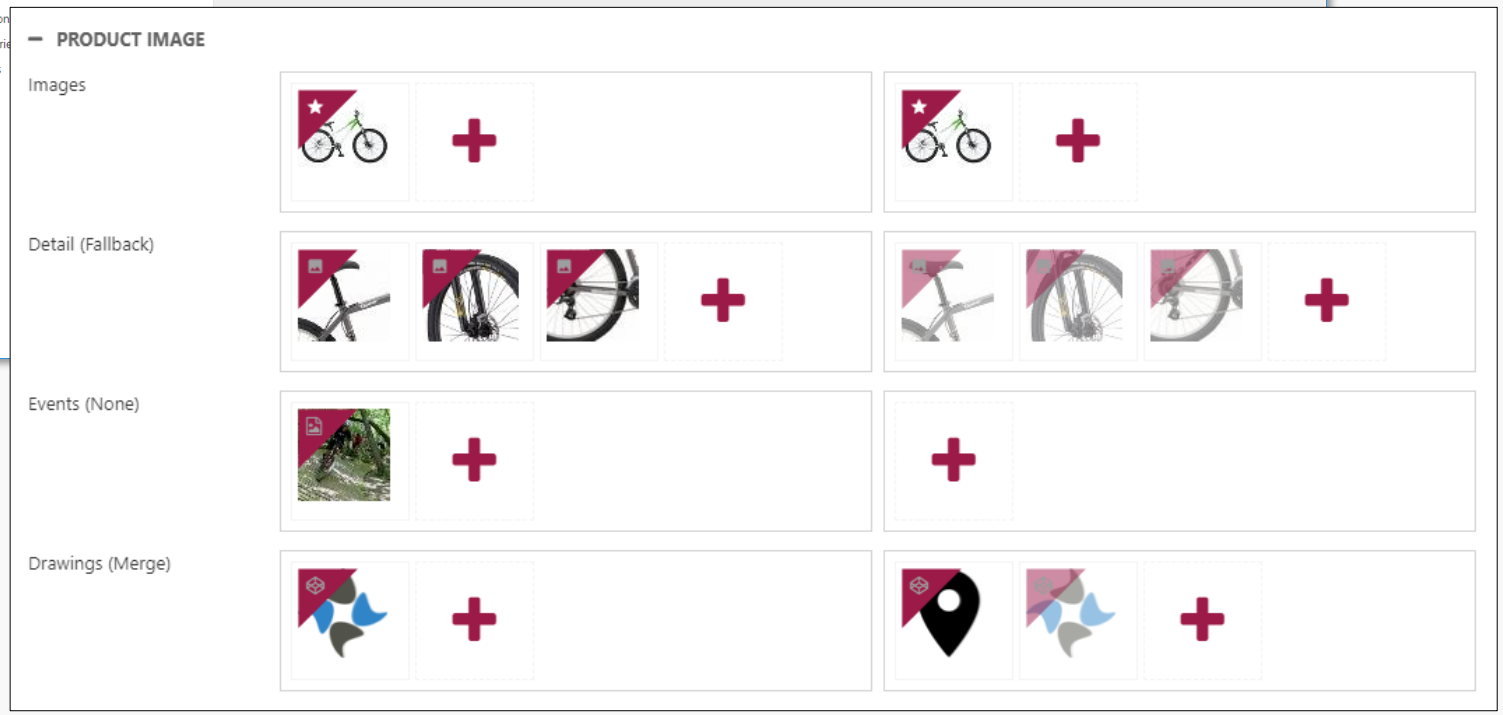

Your Product images

- Do you have or plan to have product catalogs?

Pre-questions:

Images/videos	ANSWER
Which quality and format are your images?	
Are videos relevant for the marketing of your products?	

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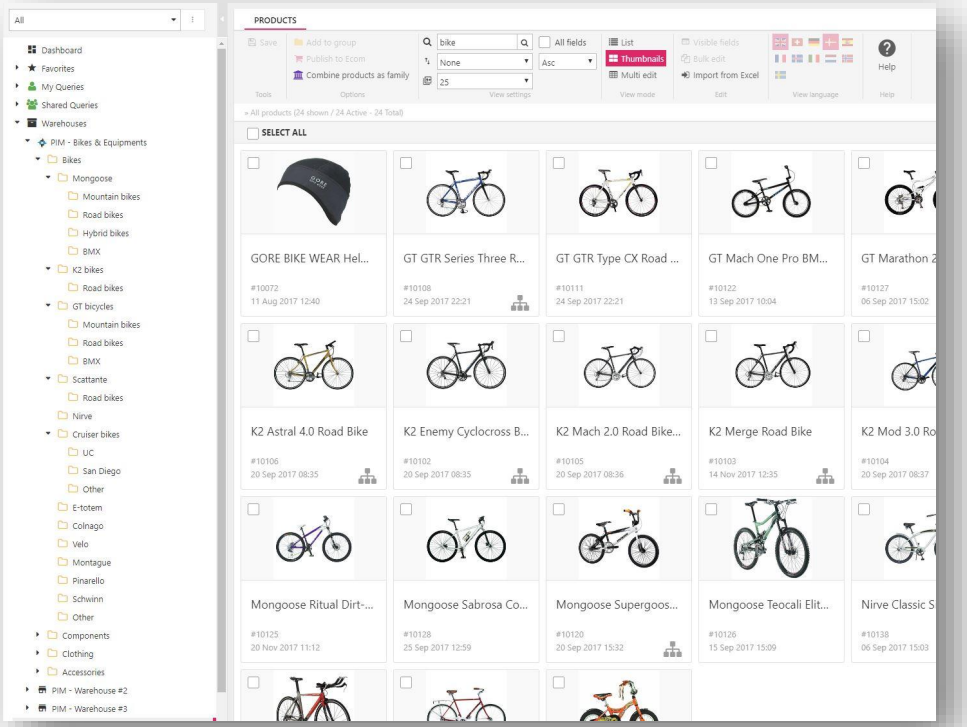
Product information

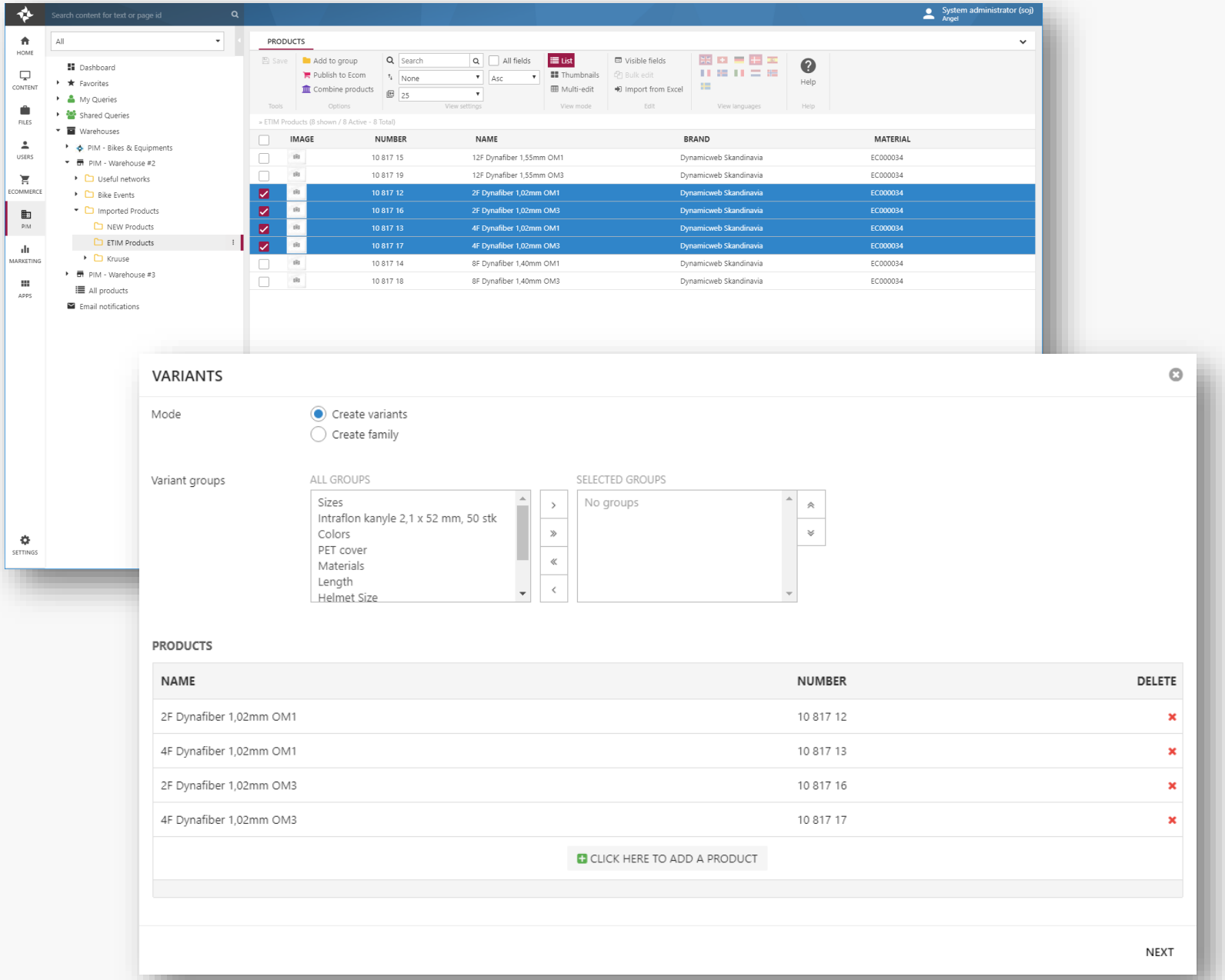


Your Products

Pre-questions:

Product information	ANSWER
How many products (SKUs) do you have?	
How many products should be maintained in PIM?	
How many products should be published to e-commerce?	
How are your products (SKUs) structured? Are they all independent or grouped in parts-list and or variants (like a t-shirt in different colors and sizes)?	

Location of Product information	ANSWER
Where are your product descriptions located?	
Where are your product attributes located?	
Where are your product variant dimensions (if any) located?	
Where are your product images and videos (if any) located?	



Combine products usages

- Combine multiple products into “Product container” as Variants or Family grouping
- Optimizing enrichment process of Product information
- Product relationships in “Dynamicweb PIM”, rather than in your ERP system

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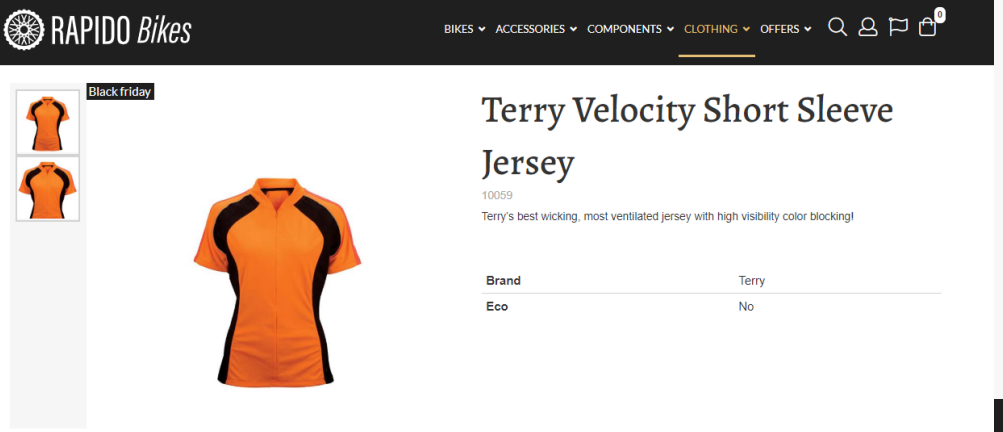

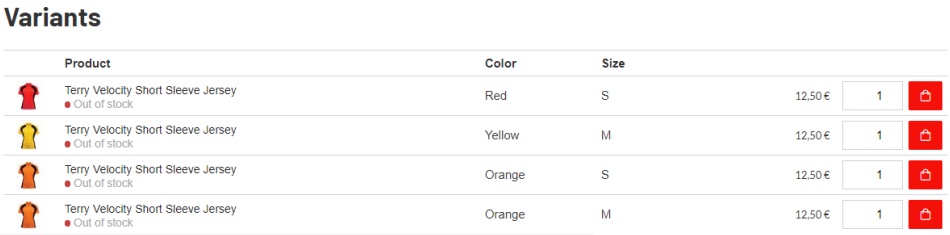

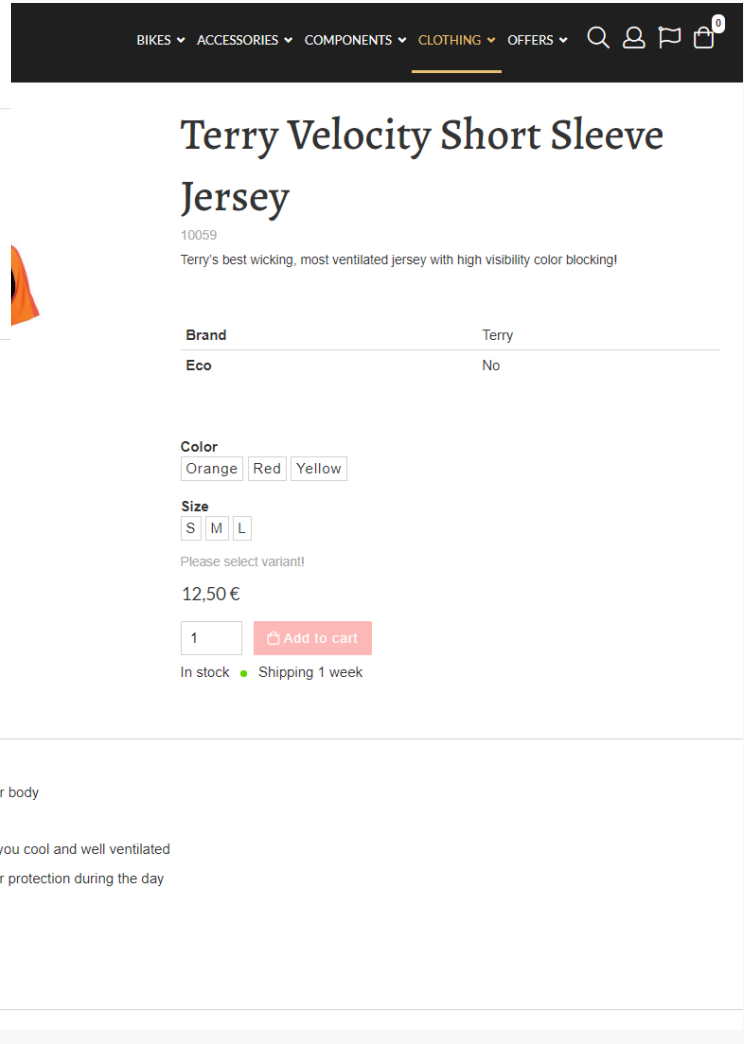

Variants vs Family

- Two combination options available
  - Product family
  - Product variants

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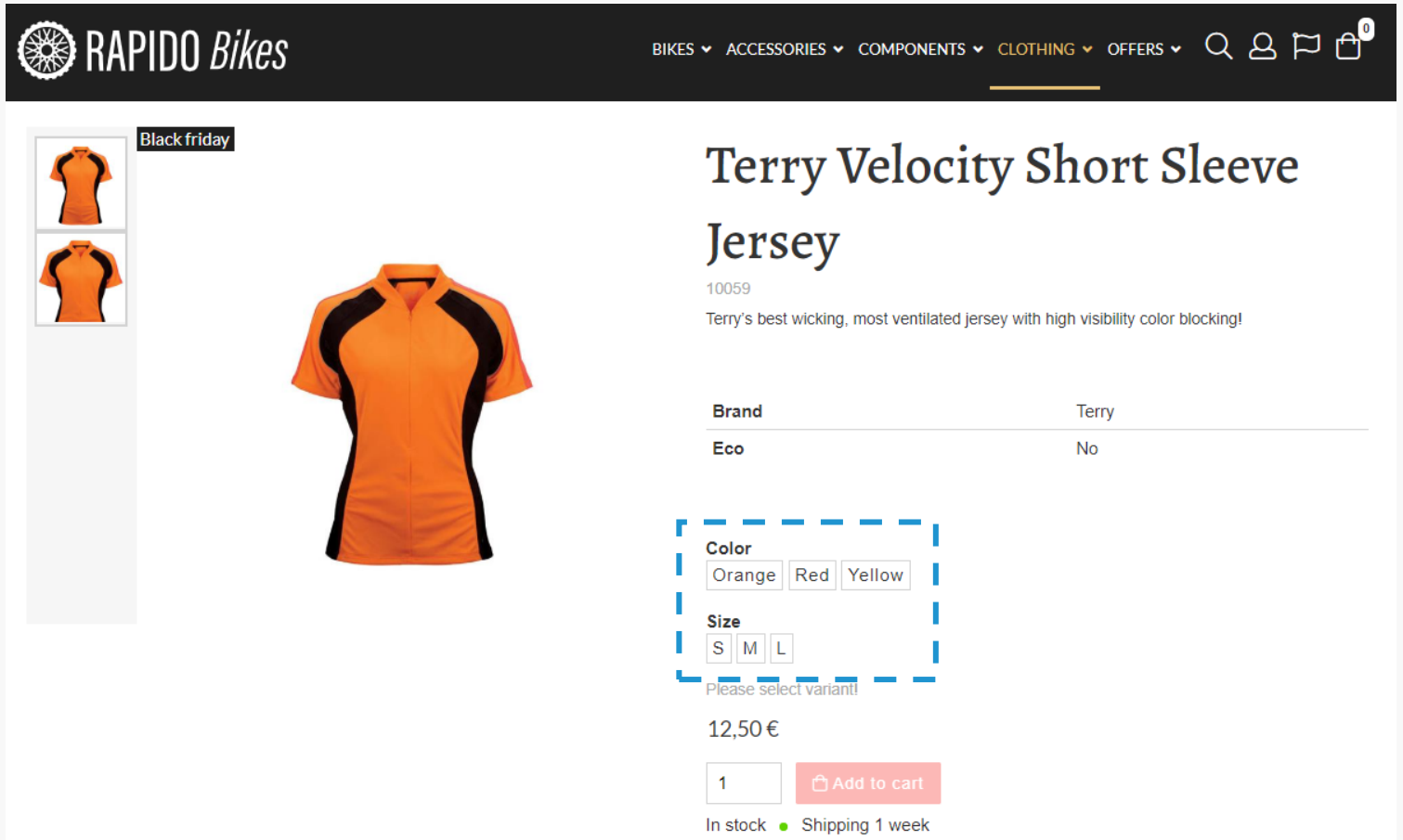

Product Variants

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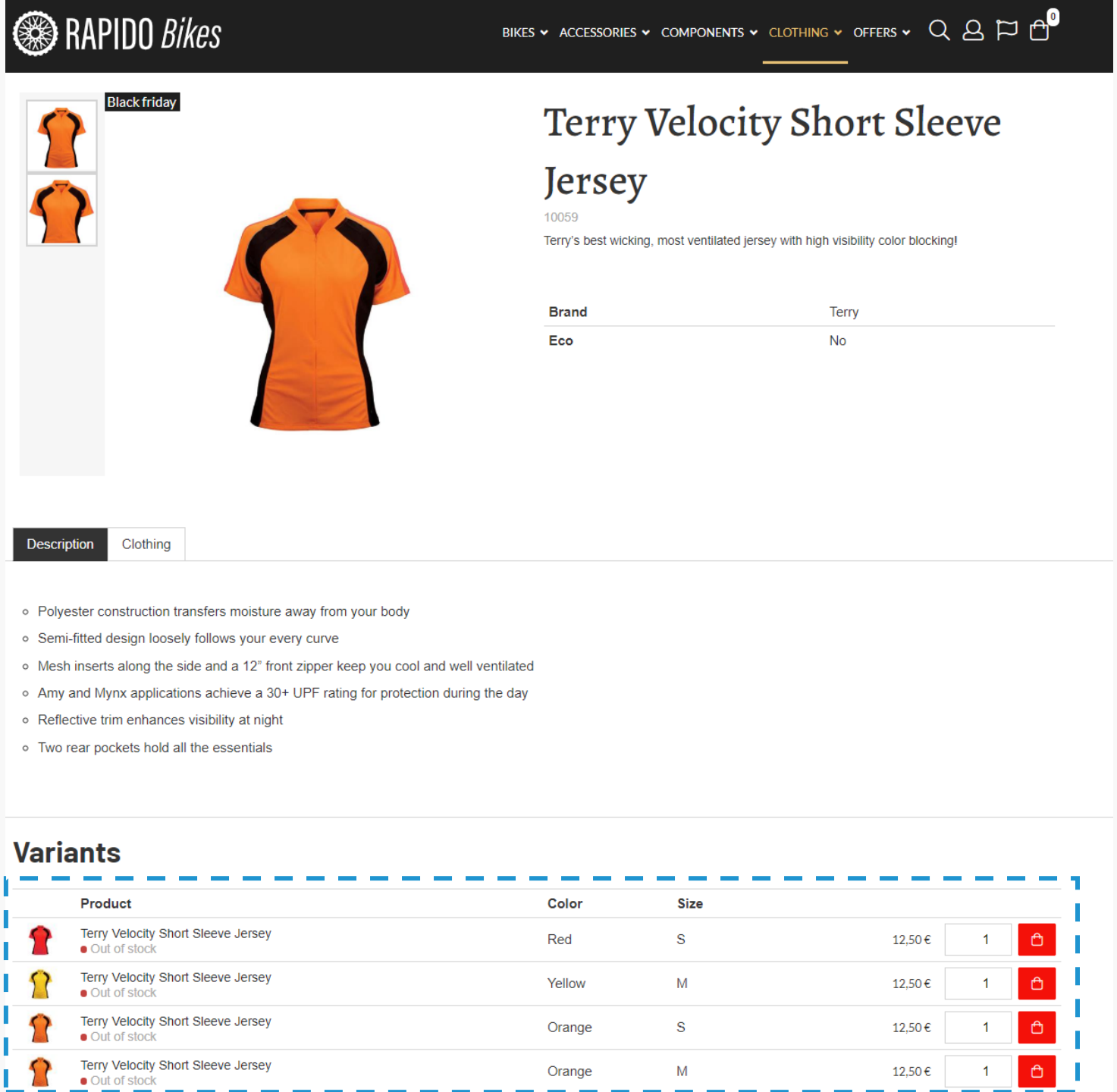

Product Family

- Live demo the process of creating both product family and product variants

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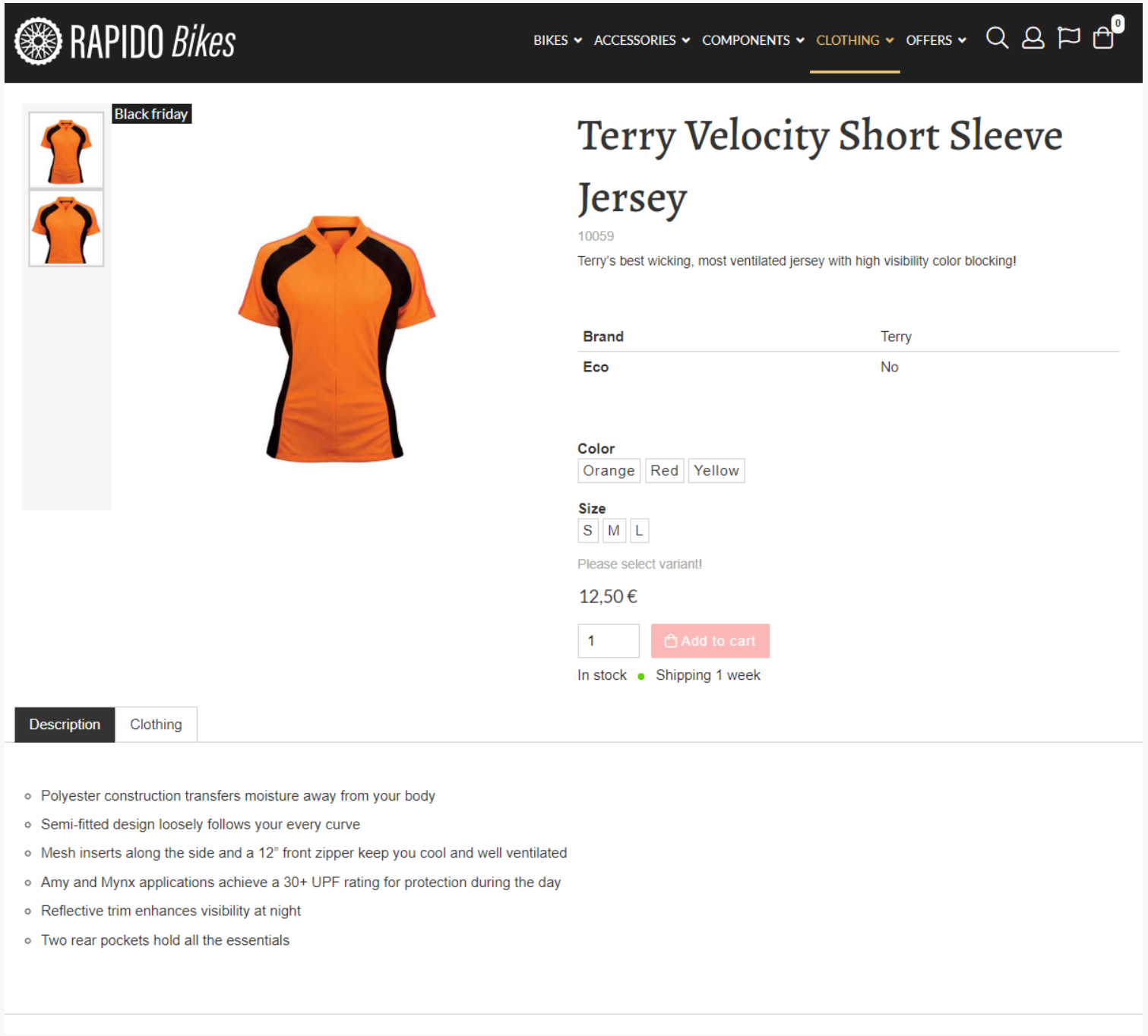


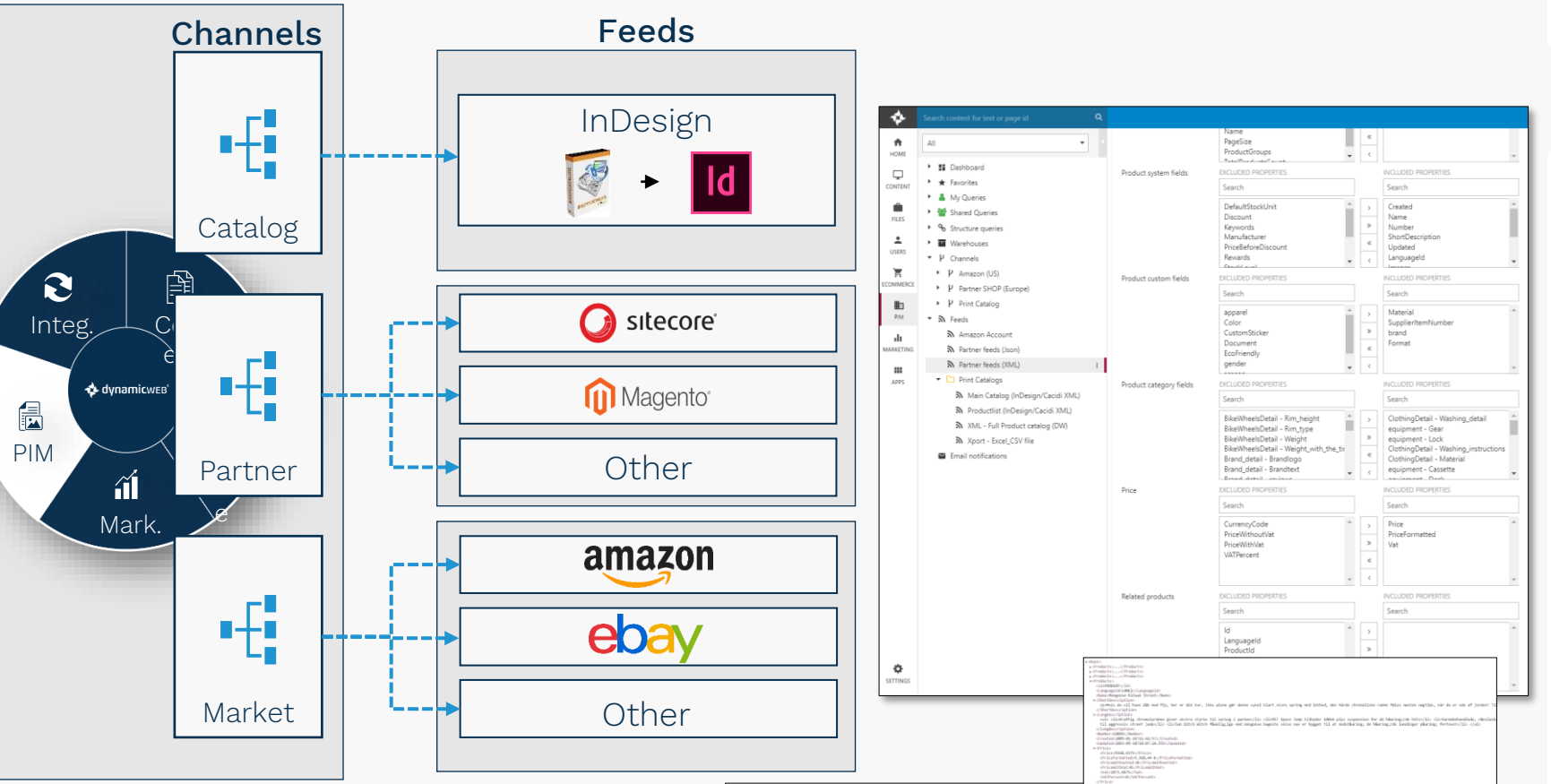
Identify Variant Dimensions

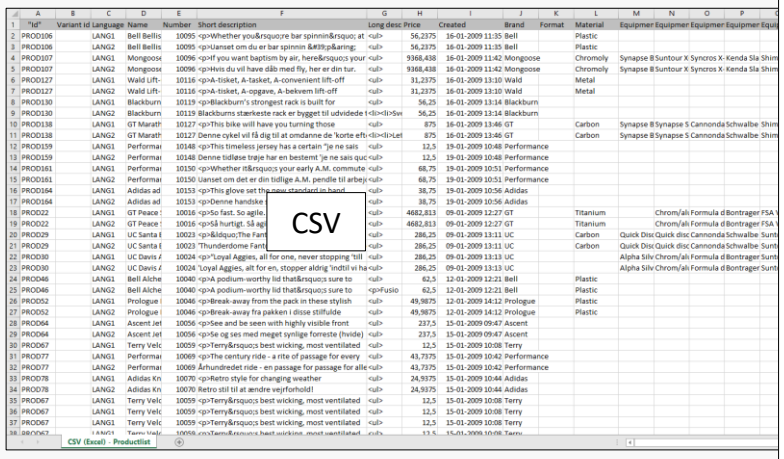
- Potential variant dimensions:
  - Color
  - Size
  - Material
  - Others?

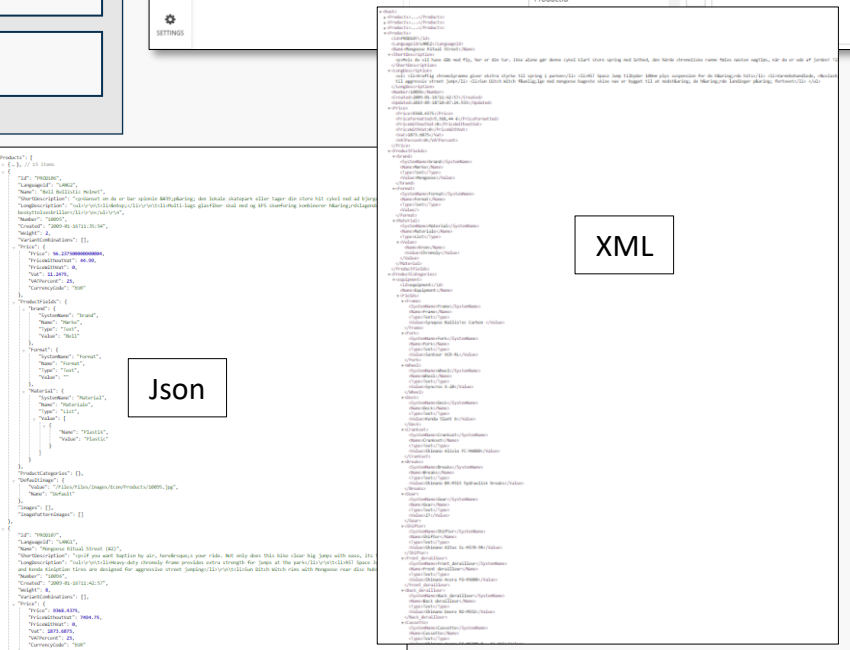
Pre-question:

Product information	ANSWER
(If variants) which variant dimensions do you have?	

Data distribution & Channels







Data distribution

- Maintain and organize products for data distribution, focusing on channel requirements
- Completeness rules can be specified on Channels.
- Intuitive and flexible Feeds
- Various standardized Providers. Allowing you to distribute data in different formats.

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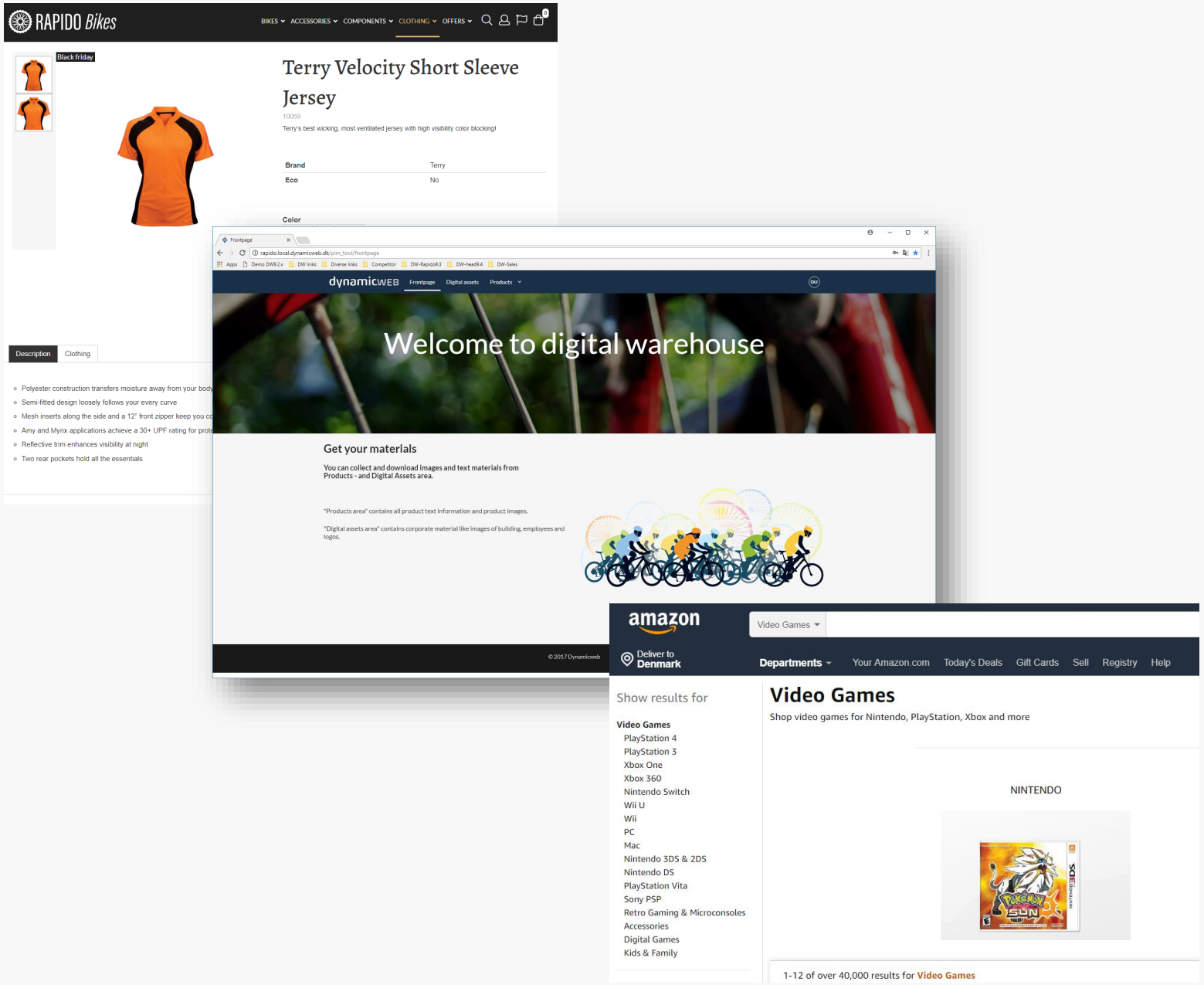

Channels

- Any channel specific requirements/challenges to be aware of?

Pre-question:

Channels/product distribution	ANSWER
Which channels (E.g. E-commerce, product catalog, partners, Amazon etc.) will you be distributing your products to/on?	

Integration/ERP

	A	B	C	D	E	F	G	H	I	J	K
1	Article num	Article name	Pattern	EAN number	Price (Bas	Brand	Composition	Form	Model	Washing instructions	Color
2	10148011	Achievement Classic Sleeveless Jersey	DESSIN159	558410148011	12,5	Achievement	100% Nylon	Regular fit	Ultra breathable hypermesh	Machine wash	Green
3	10149011	Schein Adaption IC Sleeveless Jersey	DESSIN160	558410149011	31,24	Schein	93% Polyester, 7% Spandex	Skinny fit ar	Slim-cut	Hand wash	Blue
4	10150011	Achievement Elite Short	DESSIN161	558410150011	68,75	Achievement	93% Polyester, 7% Spandex	Slim	Smooth stretch fabric shorts	Machine wash	Black
5	10151011	Dassler Padded Cycling Brief	DESSIN162	558410151011	24,99	Dassler		Skinny fit pa	Smooth stretch fabric shorts	Hand wash	Grey
6	10155011	Dassler Women ClimaWarm Jersey	DESSIN166	558410155011	75	Dassler	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degress	Black
7	10156011	Achievement Women's Vista Jersey	DESSIN167	558410156011	25	Achievement	93% Polyester, 7% Spandex	Slim	Slim-long sleeves	Machine wash	Pink
8	10157011	Diamond Yoku Women Optik Jacket	DESSIN168	558410157011	74,99	Diamond	100% Nylon	Regular fit		Machine wash	Blue
9	10158011	Diamond Yoku Women Symphony Jacket	DESSIN169	558410158011	124,99	Diamond	100% Nylon	Regular fit	Super-lightweight design long	Washing machine 30-40 degrees	Blue
10	10059011	Gilliam Accelleration Short Sleeve Jersey - Blue / Small	DESSIN67	558410059011	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
11	10059012	Gilliam Accelleration Short Sleeve Jersey - Blue / Medium	DESSIN67	558410059012	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
12	10059013	Gilliam Accelleration Short Sleeve Jersey - Blue / Large	DESSIN67	558410059013	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
13	10059014	Gilliam Accelleration Short Sleeve Jersey - Red / Small	DESSIN67	558410059014	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
14	10059015	Gilliam Accelleration Short Sleeve Jersey - Red / Medium	DESSIN67	558410059015	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
15	10059016	Gilliam Accelleration Short Sleeve Jersey - Red / Large	DESSIN67	558410059016	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
16	10059017	Gilliam Accelleration Short Sleeve Jersey - Green / Small	DESSIN67	558410059017	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degress	Green
17	10059018	Gilliam Accelleration Short Sleeve Jersey - Green / Medium	DESSIN67	558410059018	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
18	10059019	Gilliam Accelleration Short Sleeve Jersey - Green / Large	DESSIN67	558410059019	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
19	10060028	Mortarvalley Freeweight Jersey - XXS	DESSIN68	558410060028	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
20	10060021	Mortarvalley Freeweight Jersey - XS	DESSIN68	558410060021	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
21	10060022	Mortarvalley Freeweight Jersey - S	DESSIN68	558410060022	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
22	10060023	Mortarvalley Freeweight Jersey - M	DESSIN68	558410060023	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
23	10060024	Mortarvalley Freeweight Jersey - L	DESSIN68	558410060024	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
24	10060025	Mortarvalley Freeweight Jersey - XL	DESSIN68	558410060025	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
25	10060026	Mortarvalley Freeweight Jersey - XXL	DESSIN68	558410060026	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
26	10060027	Mortarvalley Freeweight Jersey - XXXL	DESSIN68	558410060027	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
27	10061031	Mortarvalley Lee Foul Weather Tight - Blue	DESSIN69	558410061031	124,99	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Blue
28	10061032	Mortarvalley Lee Foul Weather Tight - Red	DESSIN69	558410061032	124,99	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Red

Data from your ERP System

Pre-question:

Integration/ERP	ANSWER
Describe your IT-landscape and the IT-systems that shall integrate with the new solution?	
Who is your ERP contact person?	
Which data sources is part of the project integration scope?	
Products often require additional information when presented online compared to the information in an ERP-system. In what system (ERP, Dynamicweb, other) do you plan to work with product-enrichments?	

	A	B	C	D	E	F	G	H	I	J	K
1	Article num	Article name	Pattern	EAN number	Price (Bas	Brand	Composition	Form	Model	Washing instructions	Color
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6	10155011	Dassler Women ClimaWarm Jersey	DESSIN166	558410155011	75	Dassler	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degress	Black
7	10156011	Achievement Women's Vista Jersey	DESSIN167	558410156011	25	Achievement	93% Polyester, 7% Spandex	Slim	Slim-long sleeves	Machine wash	Pink
8	10157011	Diamond Yoku Women Optik Jacket	DESSIN168	558410157011	74,99	Diamond	100% Nylon	Regular fit		Machine wash	Blue
9	10158011	Diamond Yoku Women Symphony Jacket	DESSIN169	558410158011	124,99	Diamond	100% Nylon	Regular fit	Super-lightweight design long	Washing machine 30-40 degrees	Blue
10	10059011	Gilliam Accelleration Short Sleeve Jersey - Blue / Small	DESSIN67	558410059011	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
11	10059012	Gilliam Accelleration Short Sleeve Jersey - Blue / Medium	DESSIN67	558410059012	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
12	10059013	Gilliam Accelleration Short Sleeve Jersey - Blue / Large	DESSIN67	558410059013	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Blue
13	10059014	Gilliam Accelleration Short Sleeve Jersey - Red / Small	DESSIN67	558410059014	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
14	10059015	Gilliam Accelleration Short Sleeve Jersey - Red / Medium	DESSIN67	558410059015	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
15	10059016	Gilliam Accelleration Short Sleeve Jersey - Red / Large	DESSIN67	558410059016	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Red
16	10059017	Gilliam Accelleration Short Sleeve Jersey - Green / Small	DESSIN67	558410059017	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degress	Green
17	10059018	Gilliam Accelleration Short Sleeve Jersey - Green / Medium	DESSIN67	558410059018	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
18	10059019	Gilliam Accelleration Short Sleeve Jersey - Green / Large	DESSIN67	558410059019	12,5	Gilliam	49% Cotton, 47% Polyester, 4% Elastane	Slim	Slim-short sleeves	Washing machine 30-40 degrees	Green
19	10060028	Mortarvalley Freeweight Jersey - XXS	DESSIN68	558410060028	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
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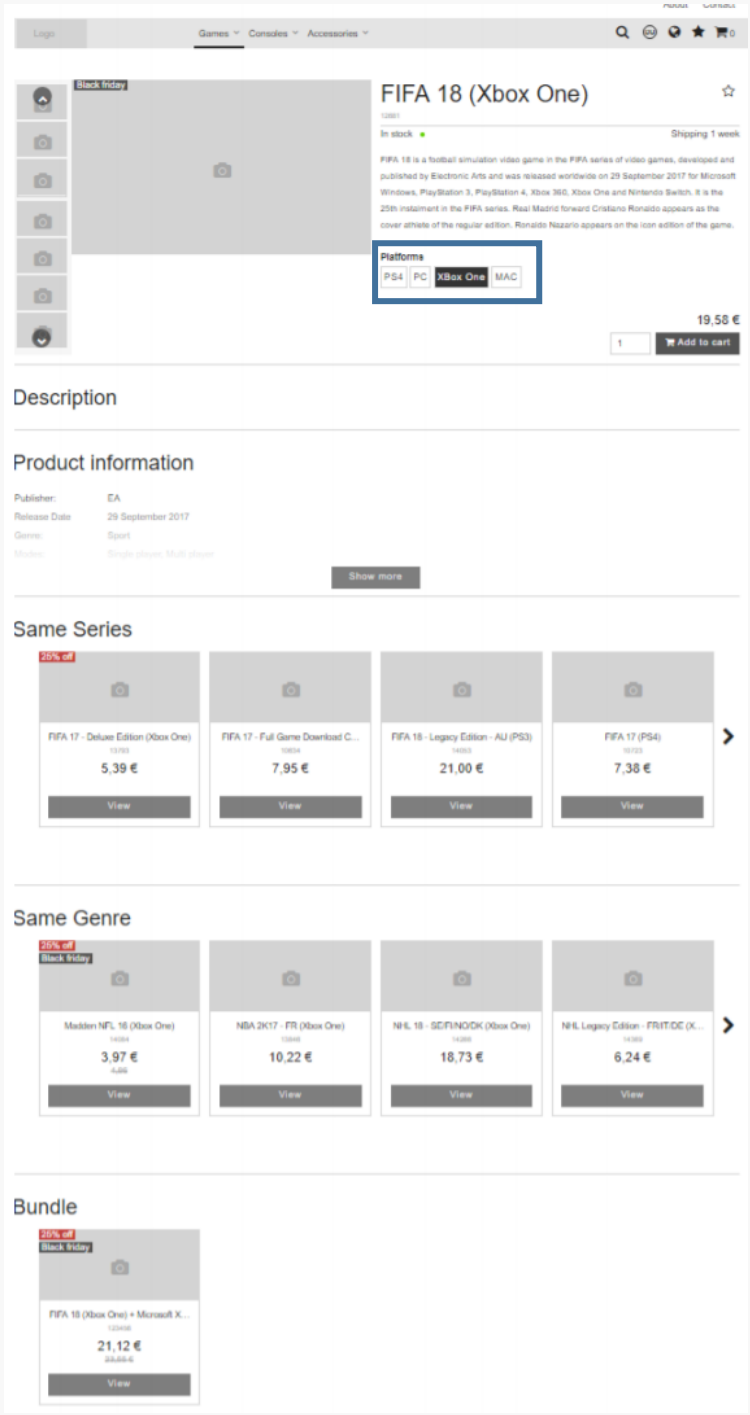
22	10060023	Mortarvalley Freeweight Jersey - M	DESSIN68	558410060023	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
23	10060024	Mortarvalley Freeweight Jersey - L	DESSIN68	558410060024	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
24	10060025	Mortarvalley Freeweight Jersey - XL	DESSIN68	558410060025	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
25	10060026	Mortarvalley Freeweight Jersey - XXL	DESSIN68	558410060026	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
26	10060027	Mortarvalley Freeweight Jersey - XXXL	DESSIN68	558410060027	62,49	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Regular fit	regular-long sleeves	Washing machine 30-40 degrees	Black
27	10061031	Mortarvalley Lee Foul Weather Tight - Blue	DESSIN69	558410061031	124,99	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Blue
28	10061032	Mortarvalley Lee Foul Weather Tight - Red	DESSIN69	558410061032	124,99	Mortarvalley	49% Cotton, 47% Polyester, 4% Elastane	Slim		Washing machine 30-40 degrees	Red

Data enrichment & maintenance

- Fields maintained in ERP
  - Product number
  - Product name
  - Price
  - Stock

- Other fields?
  - X
  - X
  - X
  - X

Solution description



Solution Description

- Go through the PIM relevant parts of the already defined solution description to ensure you are on the same page.

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Workshop agenda

4. Wrap up & next step

Thank you for Your attention