

tell product stories that matter

how PIM + DAM powers
sustainability, scalability,
& customer experience



from chaos to clarity: zooming in on a panorama of possibilities



The race is on for brands and manufacturers to meet the growing demands of commerce with flexibility, speed, and intelligence.

Whether you're selling sneakers, sofas, or satellites, expectations are evolving. Customers want an accurate, contextualized buying experience. Regulators require an ever-growing amount of compliance documentation. And internal teams need easy access to all your product data, from sourcing to sales and beyond.

This makes digital content more valuable than ever. But to unlock the value of this content, you need the right software solutions in place. This software needs to support scalability, meet sustainability expectations, and deliver compelling customer experiences at every touchpoint.

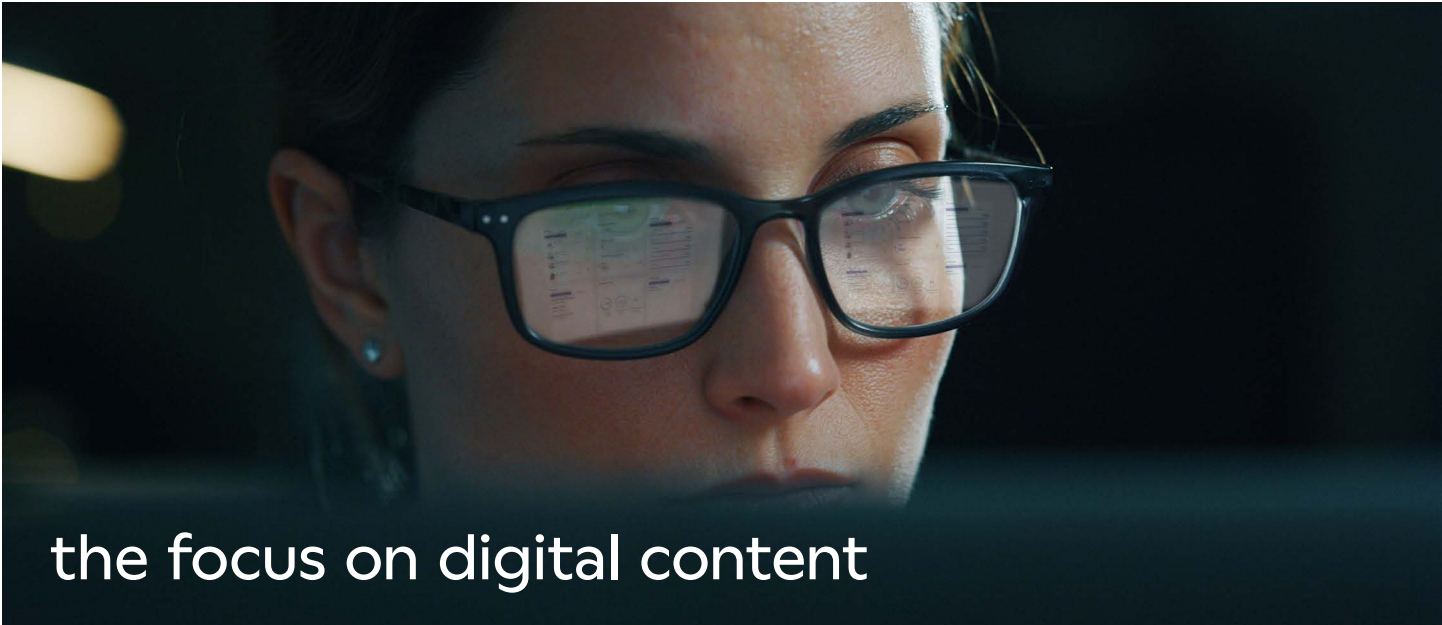
For forward-thinking businesses, this means PIM + DAM.



Product Information
Management
(PIM)



Digital Asset
Management
(DAM)



the focus on digital content

In 2022, inriver’s e-commerce study “Inside the Mind of an Online Shopper” explored the digital shelf expectations of consumers. The key takeaway? That the right product information can transform a browser into a buyer.

But to safeguard the quality and accuracy of your product and brand-related assets, you need software that provides a flexible, data-centric lens that supports your omnichannel road map. This requires a centralized hub to handle the creation, storage, and management, and distribution of all your digital information.

For your brand, this means a broad library of logos, documents, images, metadata, layouts, promotional materials, and more. For your products, this means zooming in on the information you need to drive performance at every touchpoint. This includes product specifications, images and videos, size guides, sustainability documentation, and all other supporting information.



3 questions for your digital content

For brands and manufacturers, a wide-angle view for all digital content is required to meet the growing demands of commerce. But do you have the right digital content strategy in place? Here are 3 key questions you need to answer:

1

Is your digital assets strategy agile enough to support scalability and meet growing channel requirements?

2

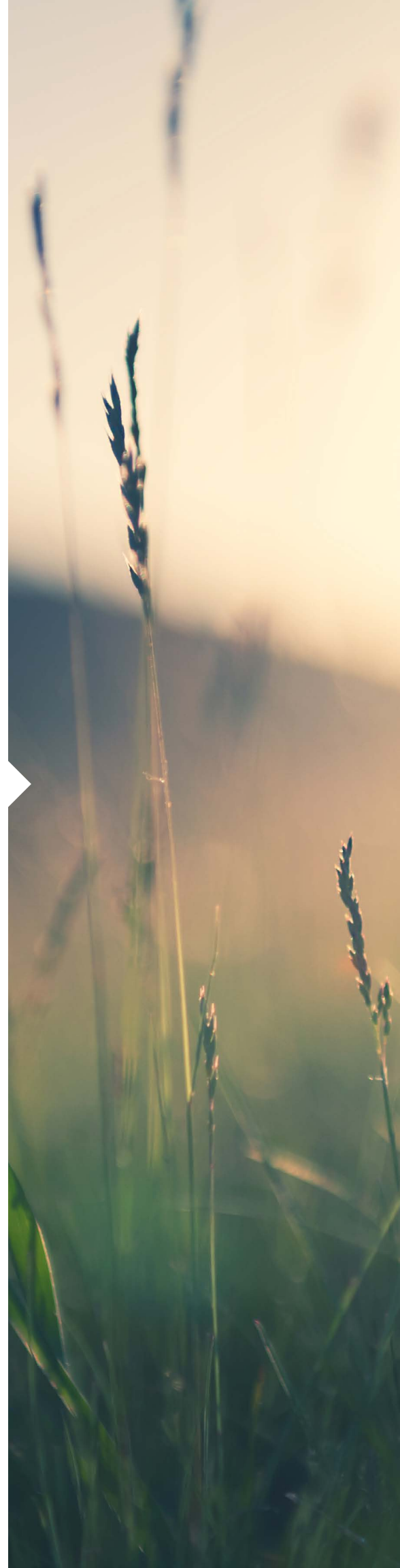
Can your customer experience (CX) meet omnichannel expectations at every touchpoint?

3

Are you ready to meet evolving sustainability demands and move towards a fully circular product journey?

Unless you answered each of these questions with a confident “yes”, you might be asking if the solutions in your tech stack are meeting the demands on your brand and products.

If not, it’s time to reconsider what’s in your business ecosystem. For brands and manufacturers looking to improve CX, streamline the buyer journey, and maximize the value of their digital assets, there are two standout solutions: PIM and DAM.



finding the right lens

PIM: the lens for your product information

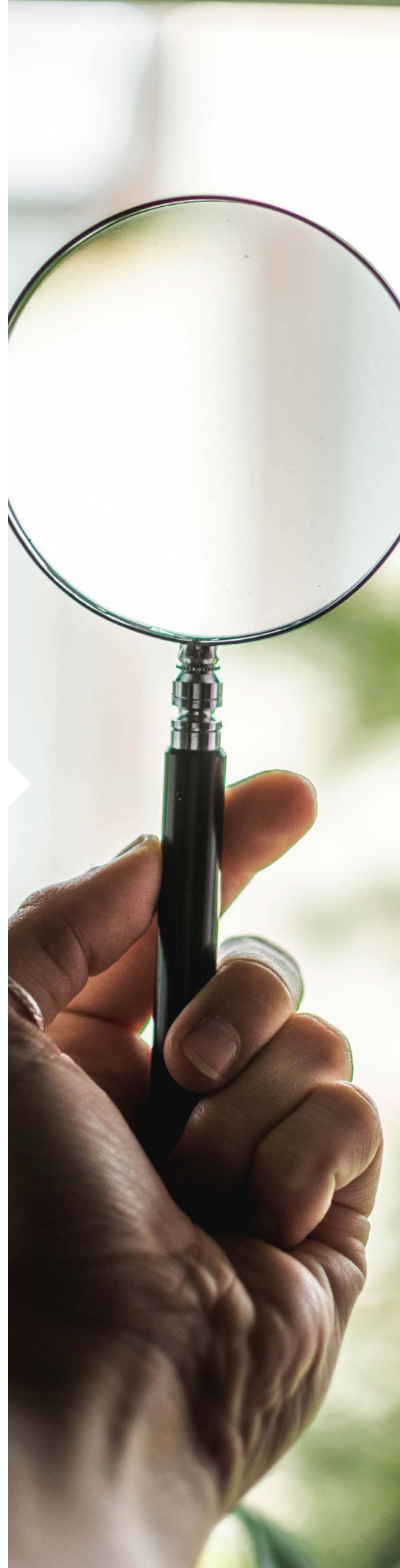
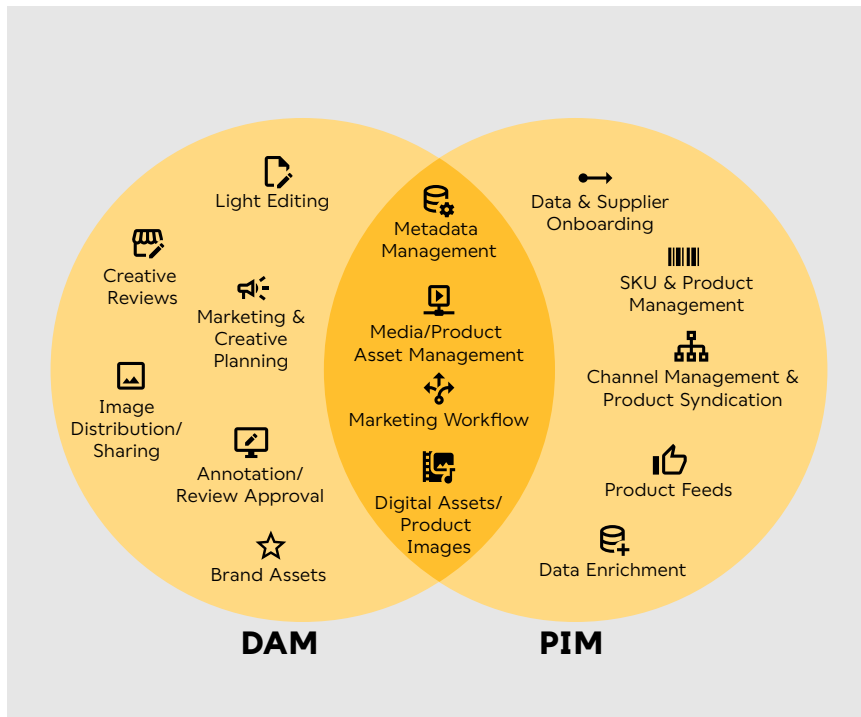
PIM is the single source of truth for all product-related information that supports every stage of the product journey. PIM enables you to create, enrich, distribute, and publish from a centralized platform.

Just like a camera lens focuses and captures an image, PIM solutions focus and organize all your product-related data. This information can then be curated across every channel – just like the elements of a photo – to capture the best possible results at every touchpoint.

DAM: the darkroom for your digital assets

DAM lets you store, organize, and share all enterprise-wide digital assets needed at every stage of the product journey. DAM provides employees with a centralized hub for all digital assets.

Just as you'd carefully organize negatives and prints in a darkroom, DAM solutions let you create, manage, and edit digital files (structured and unstructured) for internal and external use. These assets can then be shown – just like a photo – to the right audience at the right time.



PIM + DAM: streamlining scalability

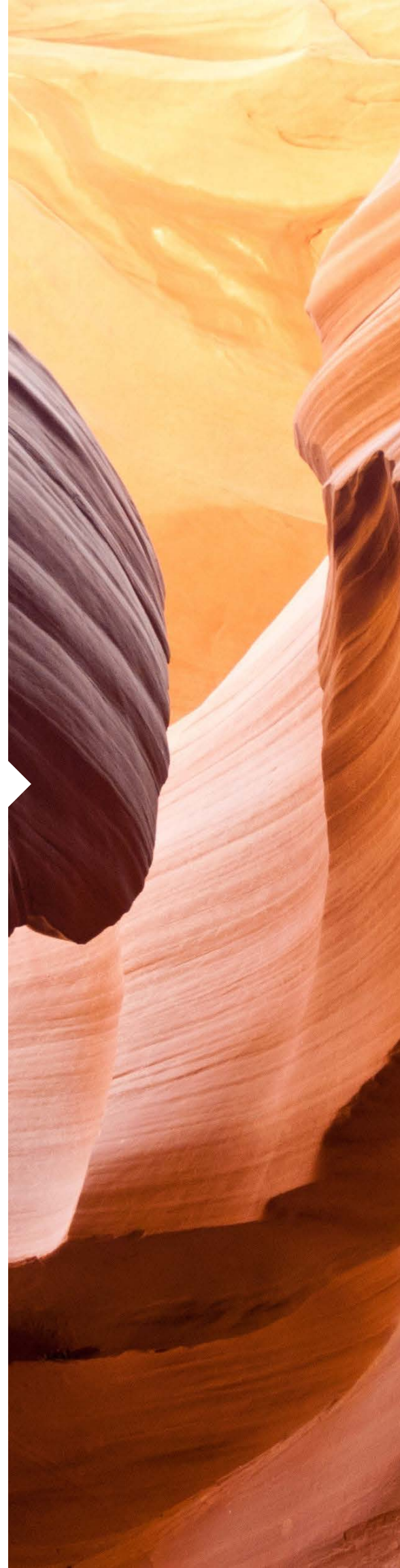
Time is money when it comes to getting your product to market. Brands and manufacturers need to streamline their content operations to improve scalability and accelerate time to value.

If PIM is the lens and DAM is the darkroom, your content operations ecosystem is like a “photo studio.” This is where all content creation, management, and distribution elements combine to create stunning product stories that really speak to your customers.

But as you scale into new geographies and channels, and take new products to market, ensuring the consistency of these product stories can be challenging. New locations may have different regulations. New channels different requirements. New products different audiences.

That’s why a content ecosystem is so vital to the scalability of your business. Having a single source of truth for your product- and brand-related content gives your entire organization easy access to a wealth of accurate, contextualized content that can be distributed effectively.

By integrating PIM + DAM into your tech stack, you can streamline scalability with a content ecosystem that’s ready to meet the needs of new markets, channels, and customers with accuracy and efficiency.



PIM + DAM: elevating customer experience

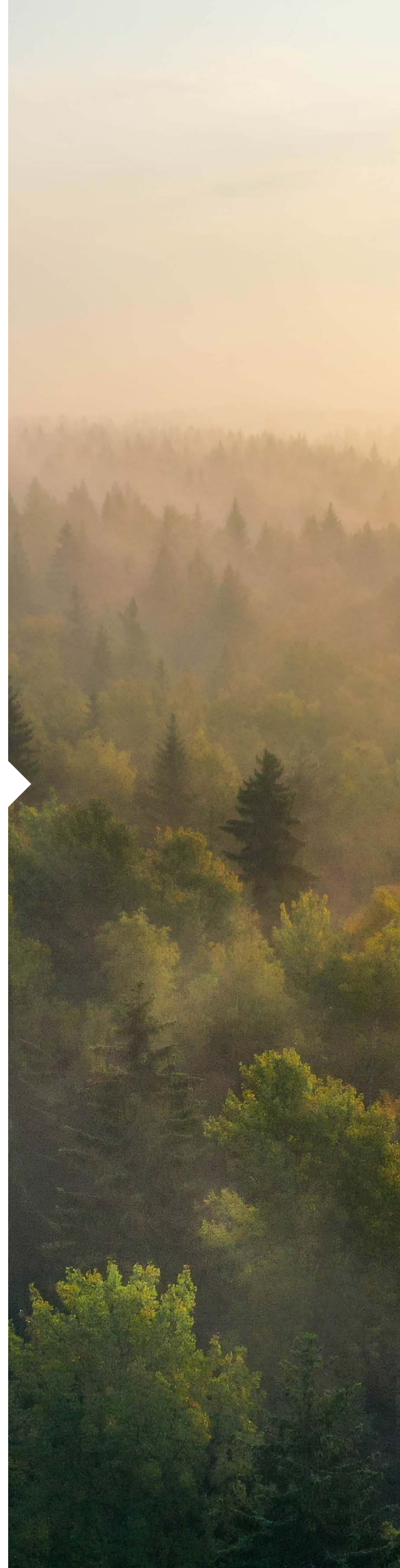
It doesn't matter what they sell or where, brands and manufacturers need to create a customer experience (CX) that meets the expectations of today's omnichannel consumer.

Simply distributing products across your channels won't cut it anymore. Your customers expect a contextualized, omnichannel buying experience at every touchpoint – an experience that's augmented by the right product content at the right moment.

How does this translate in practice? It means your brand needs to be consistent wherever a customer finds your product. It means your listings need to be complete, correct, and compelling on every channel. It means a path to purchase that's contextualized for every sale.

To meet the CX demands of today's omnichannel world, every single product needs to be supported by an entire ecosystem of accurate information. This information must be high quality, granular, structured, and easy to update in real-time from a single accessible platform.

By integrating PIM + DAM into your tech stack, you can elevate your CX across all channels through distributing consistent, compelling, and contextualized digital content to every touchpoint.



PIM + DAM: driving sustainability

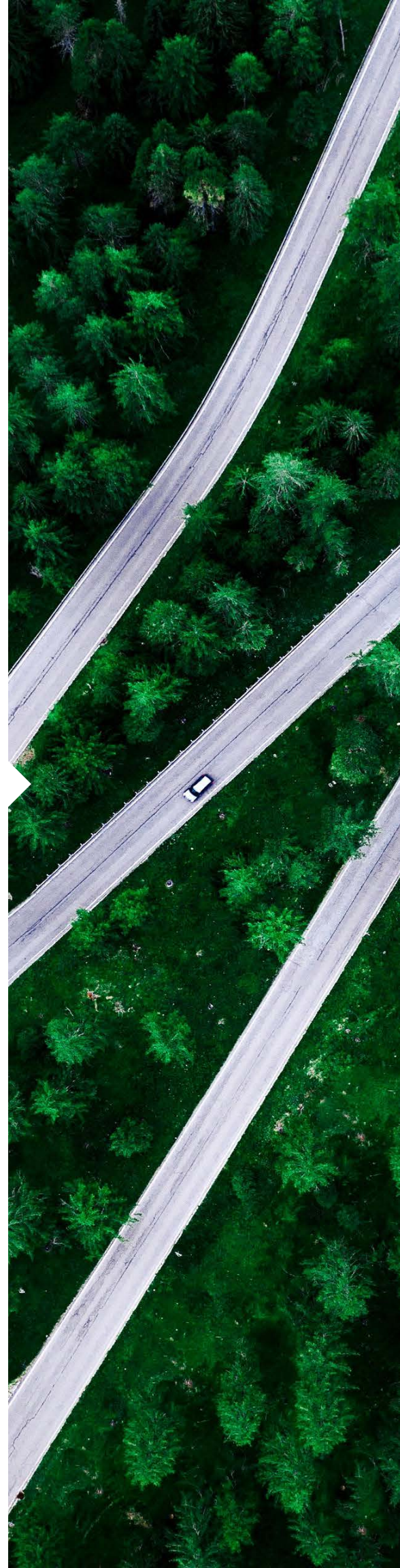
Going green is no longer a choice. To meet growing sustainability demands from consumers, regulators, and more, brands and manufacturers need to think circular.

As the world moves towards net zero, companies have more audiences than ever demanding sustainability data for their products. Customers, regulators, and internal stakeholders expect full transparency, and without a handle on this data you run the risk of being left behind.

These days, sustainability concerns impact every stage of your product journey. From raw material extraction and production line emissions, to shipping logistics and product returns, there is a wealth of data brands and manufacturers must collect to meet sustainability demands.

Your digital content plays a key role in meeting these expectations. Assets like sustainability documentation, accurate product visuals, and technical specifications can all ensure the right audiences make the right, sustainable decisions at the right time.

By integrating PIM + DAM into your tech stack, you can meet growing circularity demands, maximize the value of your sustainability assets, and help create a greener future for your brand, customers, and the wider world.



PIM + DAM: a lens for the entire journey

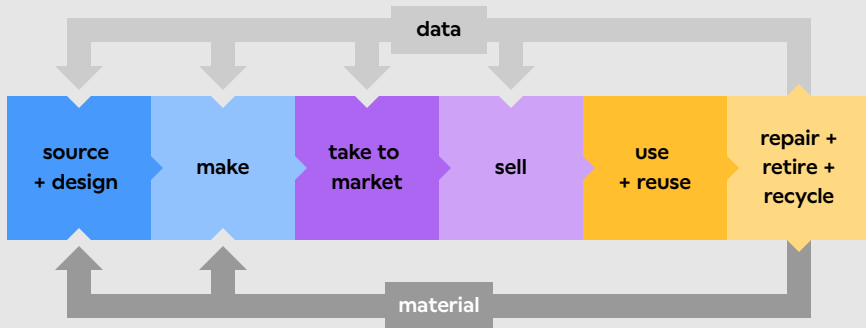
By integrating product information and digital asset management, brands and manufacturers can meet the evolving demands for digital content throughout the entire product journey.

PIM + DAM lets you create, organize, enrich, and deliver the digital content needed at every stage of a product's journey, all the way from sourcing and design to recycling and retirement.

Integrate PIM + DAM today to streamline your scalability, elevate your customer experience at every touchpoint, and meet the evolving expectations of a sustainable future.



the circular product journey



- 1 source + design**
establish product origin stories with data transparency from the very start
- 2 make**
collect complex manufacturing data into a single, transparent source
- 3 take to market**
create compelling product stories and distribute accurately to every channel
- 4 sell**
optimize digital shelf performance to maximize profitability at every touchpoint
- 5 use + reuse**
extend post-purchase opportunities with cross-sell, up-sell, and after-sales services
- 6 repair + retire + recycle**
ensure product circularity through responsible end-of-life processes



7 ways PIM + DAM can transform your business



1

Streamline workflows and increase productivity

Stop wasting your time searching for assets or information and eliminate costly duplication of assets across different domains.



2

Enhance content consistency

Centralize the management of your global assets across countries, regions, and between content versions.



3

Personalize customer experiences

Build a contextualized path to purchase on every channel with accurate information, relevant digital assets, and localized product content.



4

Improve collaboration and data efficiencies

Take your internal collaboration to the next level and streamline rights management and approval processes.



5

Get to market faster

Avoid manual uploads to individual channels with centralized PIM and DAM systems that simplify your go-to-market by syndicating automatically.



6

Increase profitability

Data accuracy, ease of use, product completeness, and a lower rate of product returns all translate into measurable revenue.



7

Put sustainability front and center

Meet consumer, regulatory, and internal demands for sustainability assets with ease, from material sourcing data to legislative requirements and more.

why inriver?

Inriver powers the entire product journey at every touchpoint. The composable inriver PIM solution, with built-in digital shelf analytics and integration capabilities, connects to your digital ecosystem with flexibility and ease so it grows as your company grows. With more demands on product data than ever before, B2B and B2C enterprises need a PIM solution that supports the entire product cycle, from sourcing to decommissioning and every stage in between.

Inriver helps brands, manufacturers, and retailers turn product information into strategic assets, maximizing profitability at every touchpoint for 1,600+ global brands. Headquartered in Malmö, Sweden, and with offices all over the world, inriver has a team of over 375 people ready to strengthen your product journey.

inriver offers

- Multi-tenant SaaS solution that offers the full power of the cloud, including faster deployment and zero maintenance downtime
- Simple integration with leading DAM solutions, as well as limitless integration potential with industry-leading CRM, ERP, and many more
- Next-generation syndication (PDS) functionality that automates data output to all marketplaces, channels, and endpoints to ensure a better customer experience
- Industry-leading digital shelf analytics (DSA) offering actionable insight into buyer behavior, product performance, and channel competition



We can deliver information to our customers eight times faster now that we have the inriver PIM.

International Key Account
Manager Online,
Hamelin Brands

Why QBank

QBank is more than just a digital asset management system; we're your partner in streamlining workflows and enhancing brand consistency. Our adaptable metadata structure caters to global enterprises in retail, manufacturing, and consumer goods, supporting asset organization and distribution in complex environments.

A Nordic leader, QBank helps companies like like Coop, Atlas Copco, and Dometic to provide on-brand, up-to-date assets across their organizations and partners. The QBank platform can be tailored to the needs of complex organizations, effortlessly integrating with existing tools and automating tasks to save time.

Why do customers opt for QBank?

QBank customers value our strong partnerships, scalability and dedicated support. With an unparalleled flexibility and advanced metadata structure, QBank is an ideal fit for enterprises.

Take a peek at some of QBank's most used features

- AI auto tagging: use the power of AI to automatically tag and identify content in images or videos
- Moodboards: Facilitate collaboration using shared workspaces for asset sharing, feedback and approvals
- Filter Folders: Keep your library organized with saved searches
- Auto Publish: Streamline your content distribution process with automated publishing across platforms
- Reverse image search: Quickly locate the source and related images
- Auto formatting: Simplify content creation by uploading an asset once and letting QBank auto-format it for various templates

**A flexible,
scalable
and highly
adaptable
platform,
QBank
supports
the entire
organization.**



Arjo

inriver + QBank in action

Headquartered in Malmö (Sweden), Arjo is a leading global supplier of medical devices, with 6,500 employees, they are improving the quality of life for people with reduced mobility and age-related health issues. Their products are sold in over 100 countries, making healthcare environments safer and more efficient.

the challenge

Arjo had digital assets scattered across multiple disks and servers. They identified a need for a DAM to manage all images, documents, and drawings in one central place. Ensuring control of their product information and technical documentation was crucial due to regulatory requirements. All their products have technical, product-related, and clinical documentation that must be accessible on their website, with all updates made available promptly. Arjo had specific requirements for storing and tracking technical documentation, which could be fulfilled using QBank.

the solution

Arjo implemented their QBank DAM solution in stages, beginning with the migration of all digital assets to the platform. By centralizing their assets in QBank, Arjo was able to gain better control over their digital content and support their continued growth. They kept the inriver PIM as the master source for all product information.

the result

By integrating QBank DAM with their existing systems such as the inriver PIM, CMS and Microsoft Office package, Arjo added valuable functionality to their users. By creating an integration between QBank and inriver they can work more efficiently and comply with their various regulations keeping all documentation up to date in all relevant channels.



Arjo successfully centralized their scattered digital assets and ensured regulatory compliance by implementing QBank DAM.

Coop Norway

inriver + QBank in action

Coop Norway is the second-largest retail group in Norway with 1,250 stores, 28,000 employees, multiple concept stores, apps, and e-commerce.

the challenge

With over 500,000 types of products Coop Norway experienced a large demand for a centralized solution to manage their digital assets. They turned to QBank for a cutting-edge system that would allow for control and streamlining of their internal workflows.

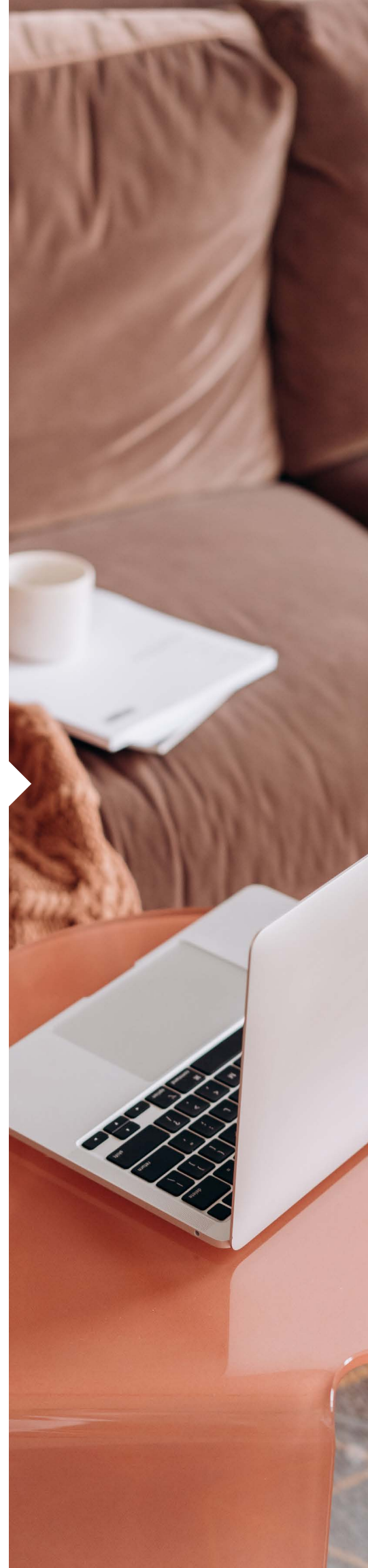
the solution

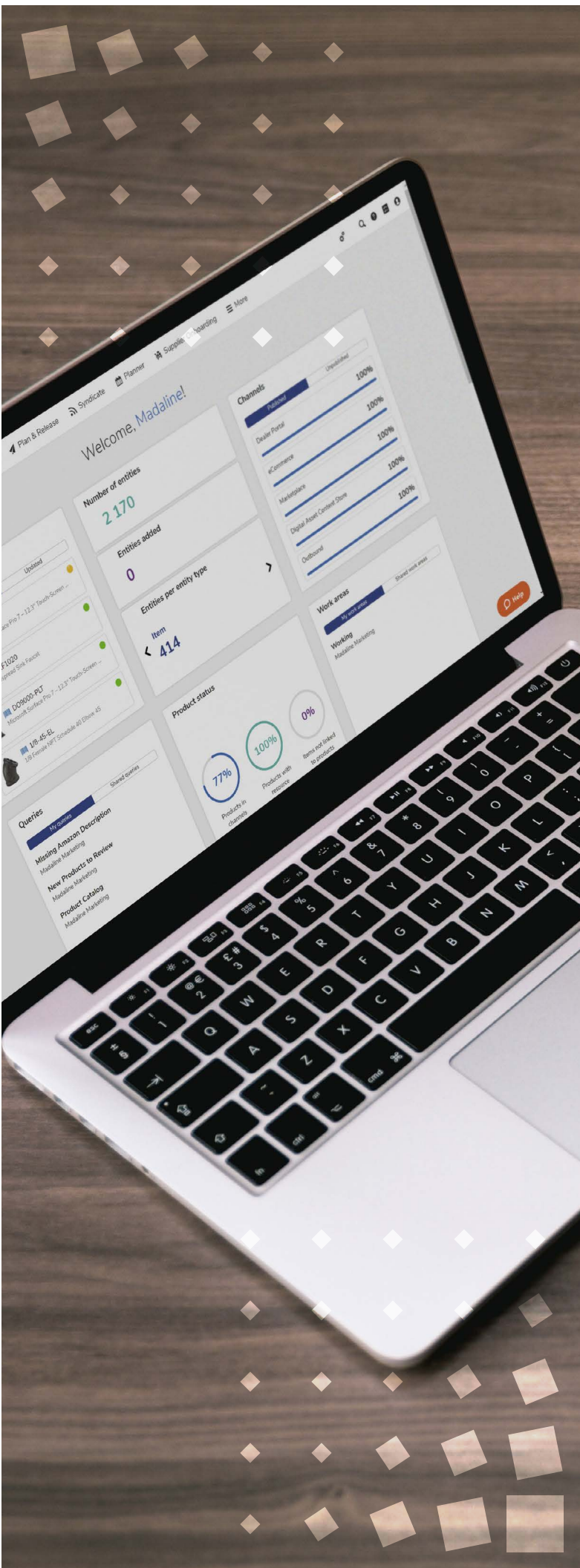
For Coop Norway, maintaining consistency across all channels is a top priority. To ensure that the same assets are displayed for each product across channels (B2B portal, e-commerce platform, apps, and point of sale systems) they turned to QBank DAM for a solution. By leveraging multiple integrations, including the inriver PIM, Coop Norway has maximized QBank DAM's potential as a centralized hub for storing, managing, and distributing digital assets.

the result

With QBank in place, Coop Norway's teams can efficiently manage and track seasonal campaigns, streamline approval processes, and automatically publish images in various distribution channels with the correct sizes and formats. The successful integration of QBank with existing systems like inriver has enabled marketing automation, including personalized email campaigns and automatic workflows.

Coop Norway has addressed previous challenges and optimized their investments in both PIM and DAM systems. Resulting in improved efficiency, enhanced security, better collaboration, and ultimately, their customer experience.





inriver

Inriver powers the entire product journey. Our PIM solution enables B2B and B2C enterprises to meet growing demands on product data at every touchpoint.

Want to see how inriver could transform your business? Visit inriver.com to find out more, or [book a personalized guided demo](#) today.



QBANK is a leading provider of Digital Asset Management (DAM) solutions that empower global companies like Coop, Atlas Copco, and Dometic to manage assets efficiently and with control across diverse systems and applications.

From an advanced metadata structure to automations and integration capabilities, QBANK improves workflows by allowing the entire organization to create, find, use and distribute digital assets efficiently and deliver consistent omnichannel experiences. We are experienced in handling the complexities of different markets, multiple languages, and diverse teams, tailoring QBANK into a central machinery for your business.

Visit qbankdam.com to find out more and [book a demo here](#).