



Product Information Management

Go-Anywhere, Sell-Everywhere Commerce

Agility 





Right Content, Right Context, Right Time.

With Agility PIM at the heart of an end-to-end omnichannel strategy, your products will captivate and convert.

Any company selling products or services today needs to excel at delivering contextual, comprehensive and flawlessly consistent product information to today's ever-evolving and always-connected customer. In a world where the number of channels, touchpoints, versions, and profiles is infinite, protecting and enriching customer relationships means anticipating every need and satisfying every want in a competitive climate where introduction times for new products have virtually vanished.

The time for Agility® is now.

Product Information & the Customer Journey

No two buying journeys are identical.

But whether you're offering commercial or consumer goods, the challenge is the same.

To compete for mindshare today, you have to grab your customers' attention at the moment when they become aware of a need or want, and then you have to hold it through all the inevitable detours, sidetracks and u-turns until they resolve not merely to buy, but to recommend you to someone else and buy again.

In today's marketplace, every channel is an opening for you to interact with the customer and promote loyalty to your brand and company. But entrances are also exits. Without an arresting, searchable and persuasive message, you can't keep your prospects on course, provide the best possible service or build long-term relationships.

The key: granular, elastic and up-sellable product marketing content, delivered where and when your customer wants it. That's the province of Agility.

Agility gives every department (even vendors) a single trustworthy repository for authoring, enriching, approving and promoting product information and measuring its effectiveness. It makes your entire workforce, including sales associates, conduits to your endless aisle. It eliminates errors and redundancies and ensures with absolute certainty that your customers will see the right message at the right time in the right channel – online or offline, in multiple versions and languages – so that wherever their journey takes them, their final destination is **you**.

The 3 C's of Agility: Connect Creative With Content for Commerce

Commerce today demands connected processes and people. Little wonder that Product Information Management (PIM) has become a must-have technology in the Digital Commerce space.

Agility isn't just a best-of-breed PIM. It's the only PIM engineered to unify the people, processes and technologies behind the management as well as the creation and delivery of product marketing content that will delight your customer at every stage of the buying journey.

Connecting Agility to your ecommerce solution marries structured and creative content, providing the perfect authoring and approval environment and enabling you to deliver to and sell through every touchpoint and commerce channel.



" Your product data strategy will make or break your company in the age of AI-mediated Commerce."

- ISG Research Product, Information Management Platform Buyers Guide 2025

To help them along their buying journey, customers depend on a broad set of product data and related information, including reviews, digital assets, and editorial content from the manufacturer or retailer.

How you organize, curate and deliver it makes all the difference.

The numbers of touchpoints and demands from distribution partners are ever-increasing. The pressures to scale ranges and assortments while meeting tightening launch deadlines are relentless. The old siloed ways of working can't continue. A central, stabilizing PIM is essential, especially in the rapidly approaching age of AI-mediated commerce.

It's remarkable, then, that most companies today still manage and syndicate their most valuable product information and assets using antiquated processes and spreadsheets.

Amazingly, archaic, disconnected tools like these are still the rule rather than the exception:

- › Homegrown solutions for onboarding supplier information
- › Manual data quality checking
- › Error-plagued spreadsheets
- › Custom-built workflow and reporting
- › Siloed systems and channels for authoring, approving and delivering product content

“By 2027, one-quarter of enterprises will re-activate a new product information management software investment to meet GenAI requirements to have an ingestible product catalog for interactions across the supply chain.”

– ISG Research Product, Information Management Platform Buyers Guide 2025

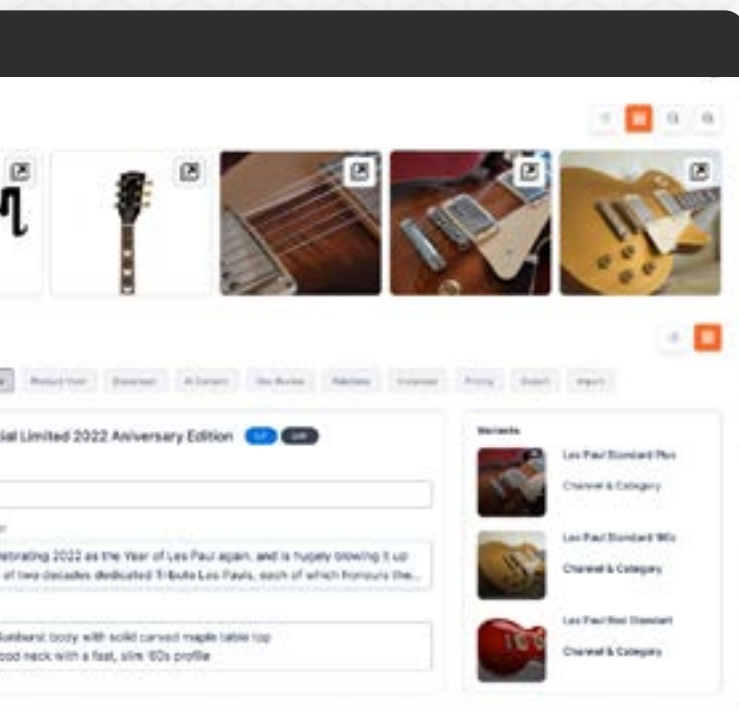
Agility PIM & Commerce: Contextual, Compelling Content Everywhere

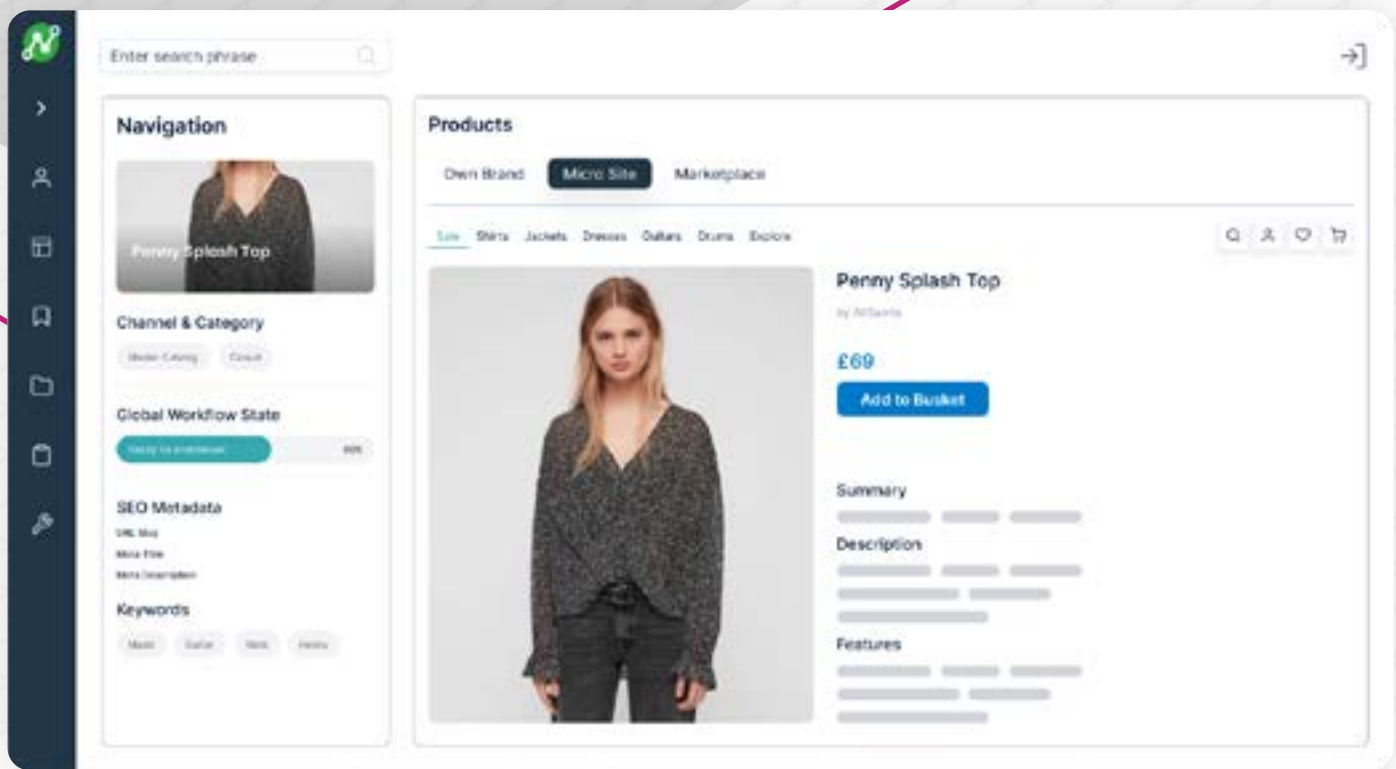
In any business model, successfully developing a product or offer from conception through delivery into commerce entails myriad, complex interactions between numerous departments and systems within an organization and throughout the supply chain. End-to-end collaboration is essential.

Agility PIM works seamlessly with your commerce solution to ensure that factual, granular data from merchants and suppliers is perfectly synchronized with creative content from web designers and marketers. Indeed, every stakeholder can now have an integral role in enriching data, delivering content to every channel and bringing products to life.

Agility PIM fully complements your commerce solution, providing additional core capabilities to:

- Build out granular, searchable attributes for rich, accurate, relevant product data.
- Define relationships for up-sells, cross-sells and product assortments.
- Handle complex data models and taxonomies.
- Consolidate Business Intelligence on products from multiple sources.
- Ensure strict data quality and governance.
- Directly involve suppliers in the on-boarding process.
- Integrate with other enterprise systems.
- Syndicate contextual content to every channel.





Agility PIM is designed to integrate with all leading experience management and ecommerce platforms, meaning that content can be mastered just once, in the right place, and instantly synchronized. Agility's 'Preview' feature gives users working within Agility a real-time preview of the product content they're developing, for in-context approval.

The separate processes of building structured and creative content are coalesced, with direct benefits to productivity, data quality and customer experience.

Agility lets you syndicate enriched, delightful and flawlessly consistent content to your customers, no matter where they are in their buying journeys, leading to successful transactions and lasting brand loyalty.



Vendors

Merchants

Marketing

Content
Managers

Translators

Creators

Agencies



ERP



Other Enterprise
Systems



External
Contributors &
Processes

Integrate



Syndicate

Ecommerce

Marketplaces

Retail &
Customer Feeds

Sales
Enablement

Adobe Creative
Cloud

Screens & Store

Campaigns

Social

Call Center

Attribute Management | Product Taxonomy | Relationships | Content Authoring
GenAI | Assets | Languages | Data Quality | Governance | On-boarding | Syndication

Go Anywhere, Sell Everywhere Commerce With Agility PIM

Who Needs the Agility PIM Solution?

Calculating Your Complexity Factor

Any global brand manufacturer, distributor or retailer providing great numbers of products and/or services will achieve dramatic results when they implement a combined Agility PIM/digital commerce solution. But as the complexity increases, so do the benefits.

In calculating your Complexity Factor and the urgency of your need for Agility PIM you will want to multiply:



Products

- x attributes & assets
- x bundled product offers
- x descriptive copy variants
- x related up-sells & alternatives
- x languages & localizations
- x touchpoints & channels
- x promotions & campaigns per year

Even though the Complexity Factor for just about every successful company is exploding, rest assured that with Agility PIM providing the backbone for your end-to-end digital suite you'll be delivering just one consistent and continuous brand experience, everywhere.

Key Benefits



- Product marketing content that is consistent, continuous and absolutely compelling.
- Amalgamated processes and workflows for integrating, managing and approving structured and unstructured content.
- Ability to consolidate product data from multiple sources and report on completeness and performance.
- Maximized up-sells, cross-sells and assortments and creation of an endless aisle.
- Improved customer loyalty, conversions and retention.
- Dramatically reduced time to market and increased productivity.
- Delivery to every channel and touchpoint, creating the best possible experience for the always-connected customer.

Top Ten Reasons To Acquire a PIM Solution

1. A Centralized Hub for Data

PIM eliminates silos and facilitates efficient access to approved content and ensures disparate content is transformed into a strategic asset. Seamless integration ensures other business applications such as ERP and e-commerce are supplied with timely and accurate content.



2. Error-free Product Data

PIM excels by providing automated onboarding of supplier data, applying data quality rules and corrections so your users have the best possible starting point for enrichment and waste less time correcting inbound data.



3. Faster Time-to-market

PIM enables you to integrate data faster and automate enrichment based on business rules. It also expedites processes by providing visibility into product data quality and completeness.



4. Create Channel-specific Assortments with Customized Content

Serving all channels with the relevant product assortment, channel-appropriate attributes, and messaging adds an extra layer of complexity. With a PIM, you will improve engagement and conversion rates, and ultimately increase sales, with more relevant assortments for individual channels.



5. Easier Translation and Localization

Managing translations in-house can be slow and inefficient, and brand voice can be compromised. Streamlining this process by managing enrichment, translation, and localization in one integrated platform will vastly improve time to market and help provide the ultimate competitive edge.



6. Publish with Ease

Publishing from a PIM is easy and allows you to configure and feed product information from the data repository to an e-commerce storefront as well as publish to print or electronic catalogs.



7. Create Actionable Insights

PIM enables you to test your search facets and filters by presenting your PIM data in the same way that your website presents your products to customers. Visual analytics guide users to address missing attributes that drive your online findability, and workflow combined with task lists enables them to distribute work to promote efficiency.



8. Improve Customer Experience (CX)

PIM facilitates channel-specific product assortments along with contextualized content to appeal to specific target personas or demographics. Personalizing the customer experience in this way promotes higher conversion rates and reduces shopping cart abandonment.



9. Increase Sales and Profits

The features above will enhance your multichannel offering and improve conversion rates, cross-sell and up-sell performance and, ultimately, drive sales revenue. PIM can be the foundation to a new platform or digital transformation, increasing ROI.



10. Boost Performance

Good PIM isn't just about data, it's about maximizing productivity while improving their job satisfaction. Reduce rework, and repetition, and ensure you're no longer beholden to error-prone, complex spreadsheets. Maintain your product content in a single, trustworthy source so you can spend less time searching for the latest update and more time focused on increasing your market reach and boosting overall performance of your team.



Agility: The Top Performing Mid-Market PIM*



Technology

The vendor's strategy, its contemporary technology, the ability to remodel, and its execution.



Future Proof

The vendor's market understanding, its growth model, mindset, and its ability to react to new trends and topics.



Ability to Perform

The vendor's strategy, its contemporary technology, the ability to remodel, and its execution.



Market Performance

The vendor's industry experience, customer strategy as well as its partner network and the geographic strategy of the vendor.



Vendor	Ability to Perform	Market Performance	Future Proof	Technology	Total
Informatica	25	24	20	13	82
Syndigo (Riversand)	21	19	22	20	82
Agility (Insightsoftware)	20	19	21	20	80
SAP (Hybris)	25	25	17	13	80
Stibo	21	21	18	19	79
inRiver	24	19	19	16	78
Salsify	20	18	18	20	76
Akeneo	22	21	17	16	76
ContentServ	23	20	15	12	70
Censhare	25	18	15	10	68
Precisely (EnterWorks)	25	22	11	8	66
Bluestone	18	12	14	16	60
PIMCORE	15	18	17	9	59
Quable	14	16	14	14	58
Plytix	16	15	16	8	55
PIMworks	12	13	15	15	55
Saleslayer	14	7	15	18	54
Viamedici	14	13	12	10	49
Perfion	17	12	4	11	44

About Agility PIM

Product data is the foundation of modern commerce. Agility PIM powers the product data strategy that fuels smarter decisions—from the finance team tracking inventory and margins, to the tech team managing catalog complexity, to the merchandising team bringing products to market faster.

Built on decades of domain expertise in turning complexity into clarity, Agility PIM equips businesses to centralize, enrich, and orchestrate product information with confidence. Whether you're a retailer managing thousands of SKUs, a manufacturer coordinating global catalogs, or a distributor scaling across channels, Agility gives you the intelligence to act decisively.

Learn more at agilitypim.com

Behind Agility is insightsoftware, trusted by the world's most respected organizations to deliver mission-critical solutions. We bring the same rigor, reliability, and customer-first mindset to every product.

Learn more at insightsoftware.com



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