

#thinkExperience

zensar

An **RPG** Company

Product Information Management

An 'experience-led everything' approach

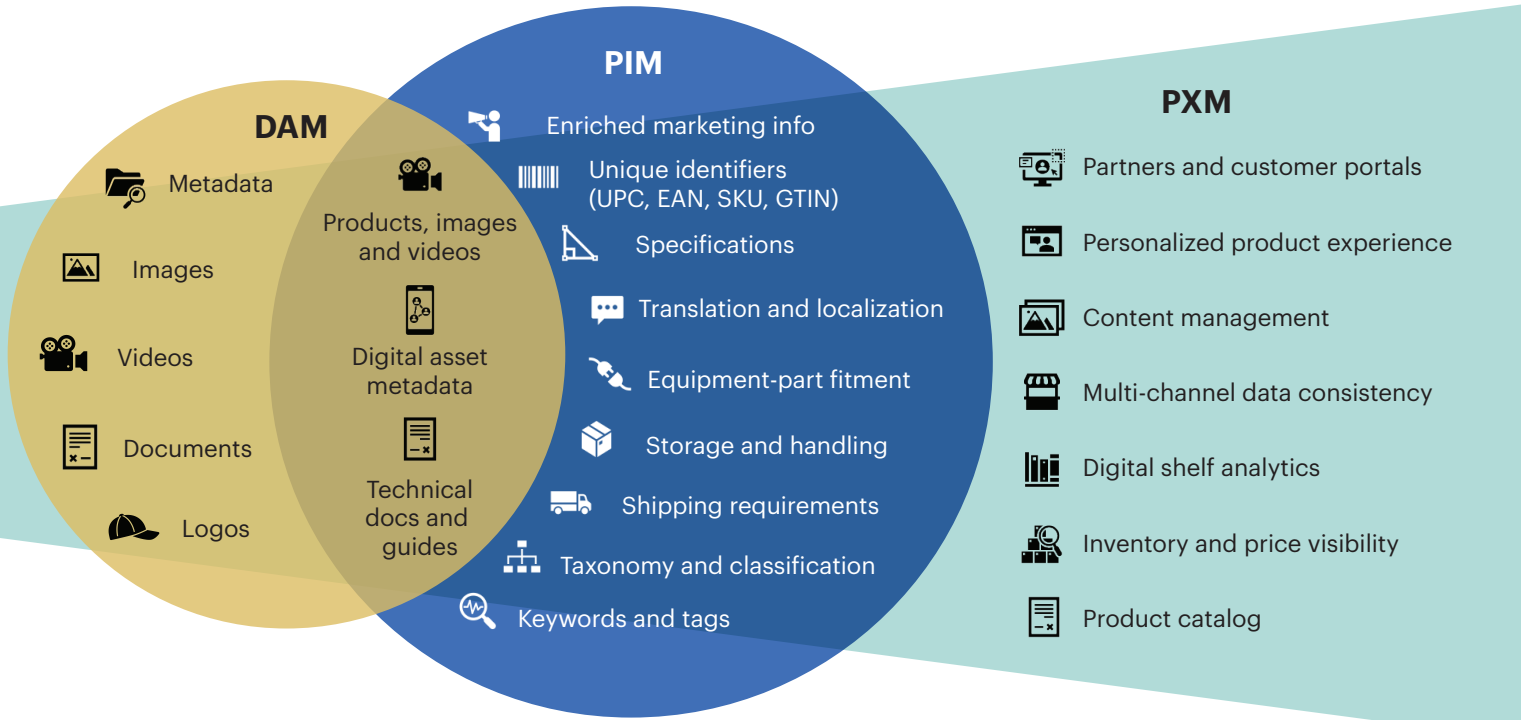


 **Foolproof**
a zensar company

indigo slate
a zensar company

PIM: An 'experience-led everything' approach

We help you visualize PIM through the product experience lens.



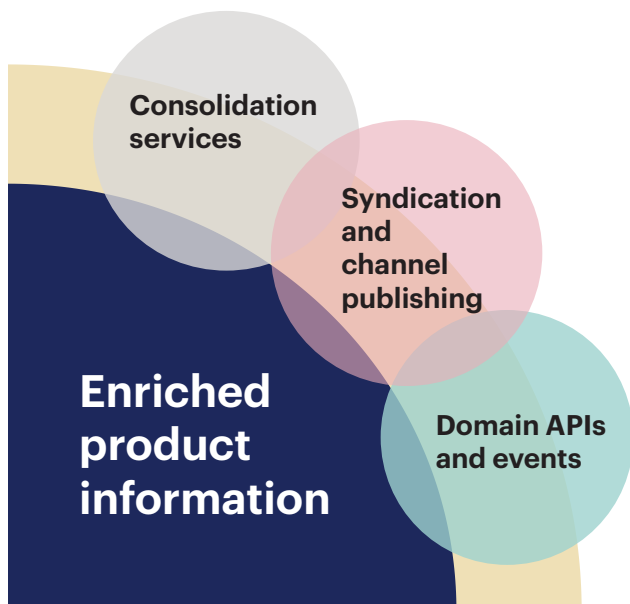
DAM – Digital asset management

PIM – Product information management

PXM – Product experience management

Product – Common term for base products, equipment, parts, SKUs, and variants

Our headless PIM future proofs your product experience mgmt.



- Simplified product information architecture.
- Internationalization and localization enabled.
- Consistent product experience across channels.
- Modular and reusable architecture with lightweight UI.
- Robust end-to-end data pipeline integration.
- Highly scalable and secure by design.

Our success stories

One of UK's biggest pet insurers

13 percent increase in sales funnel entry

5 percent decrease in bounce rate

One of the largest bottlers in Europe

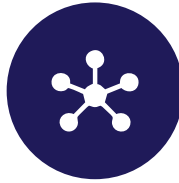
Increased ease of product findability

Seamless navigation on online customer journey

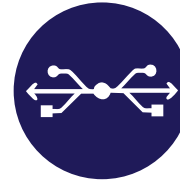
Our service catalog



Product taxonomy and classification



Headless PIM



Data pipeline integration

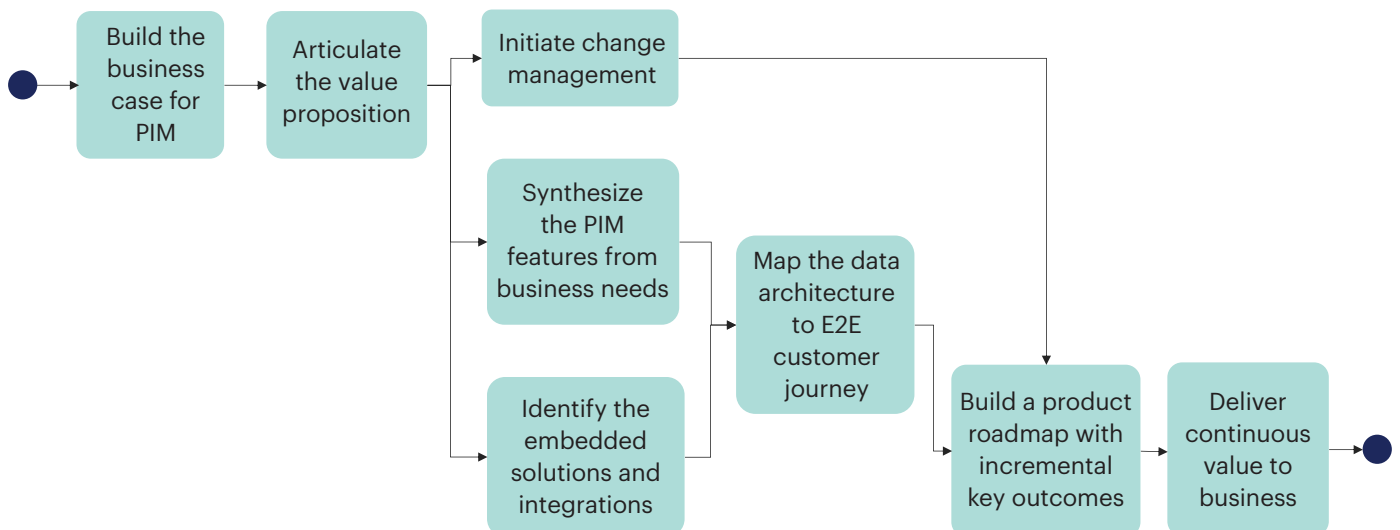


Product experience modernization

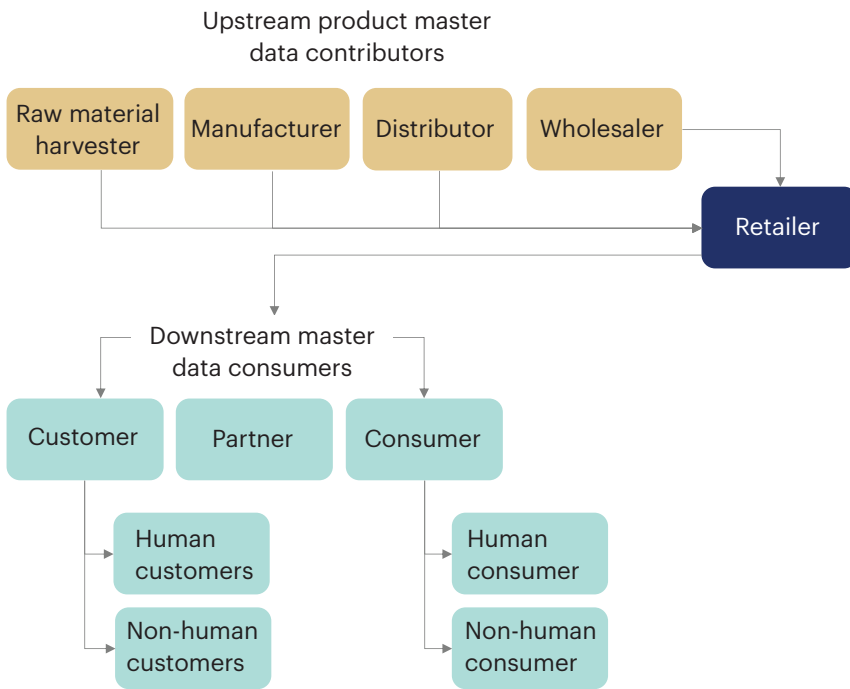


Build vs. buy

We start by building a business case to de-risk your investment.



** This is a mental model of the approach and not a sequential delivery method



We capture end-to-end supply chain information on a **digital product passport**, enabling transparency and a scalable product catalog **that offers an enriched product experience.**

- Supply chain transparency through near-real-time consolidation.
- Accelerated new product onboarding.
- Enhanced collaboration between stakeholders.
- Manage and scale product catalog with ease across channels.

Why Zensar

Zensar, we adopt an experience-led-everything engagement model to turn your ideas into products that resonate with customers. We combine creativity, technology, and consulting to deliver an experience-led value proposition.

Our headless PIM offering brings seamless content management, workflow automation, and low cost of ownership to enable faster time-to-market and enriched product experience across channels.



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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: info@zensar.com | www.zensar.com