

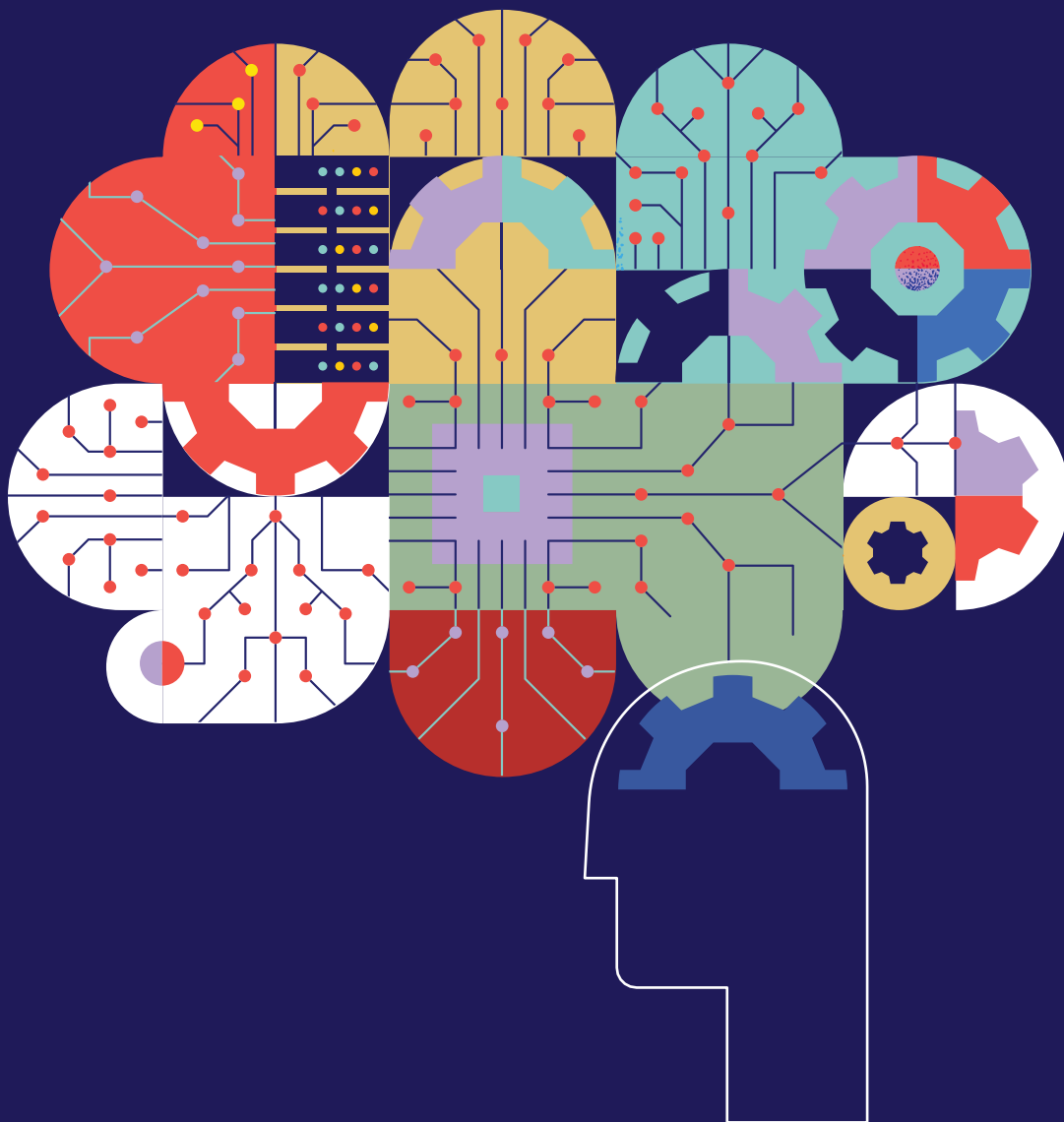
#thinkExperience

**zensar**

An **RPG** Company

# Product Information Management

An 'experience-led everything' approach

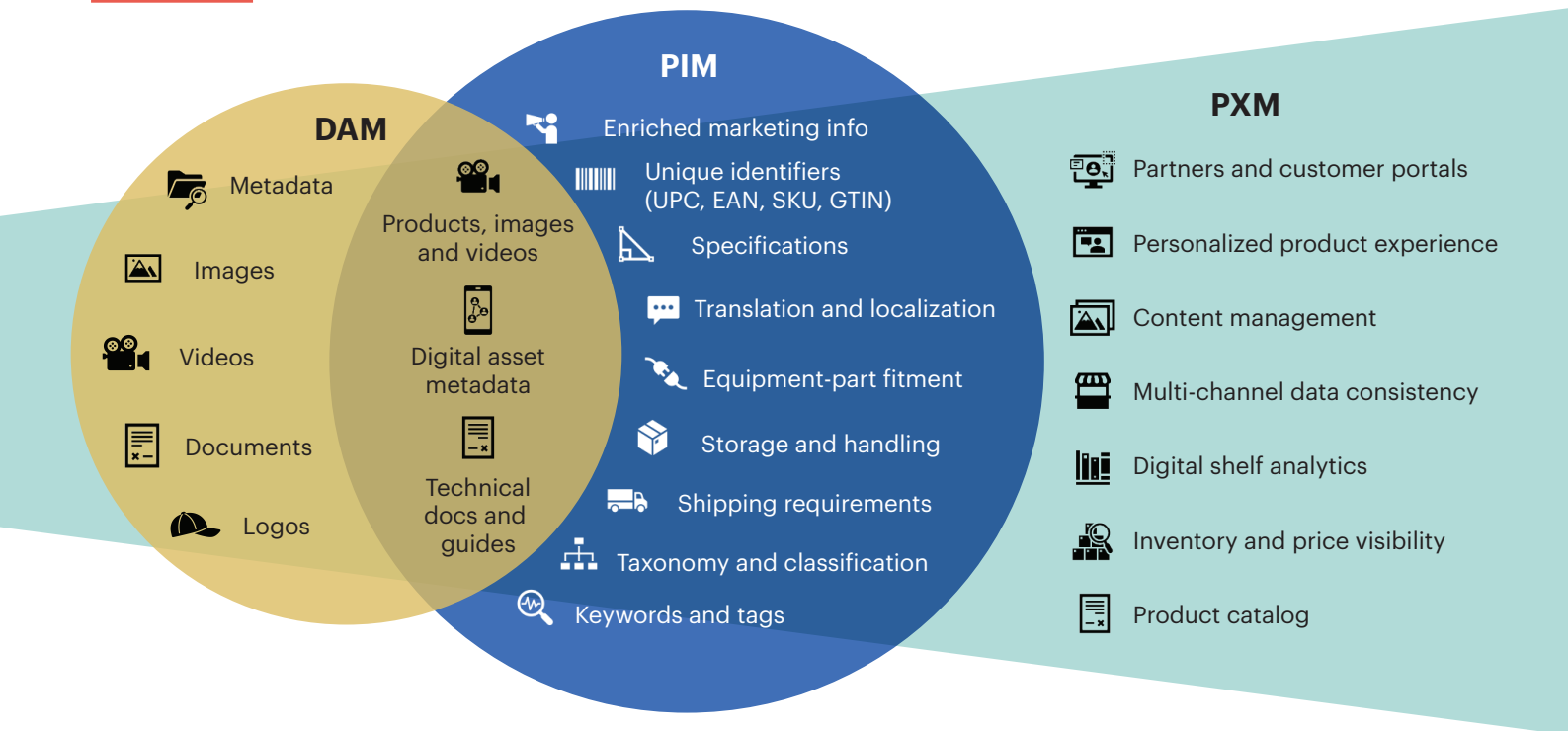


**Foolproof**  
a zensar company

*indigo slate*  
a zensar company

## PIM: An 'experience-led everything' approach

We help you visualize PIM through the product experience lens.



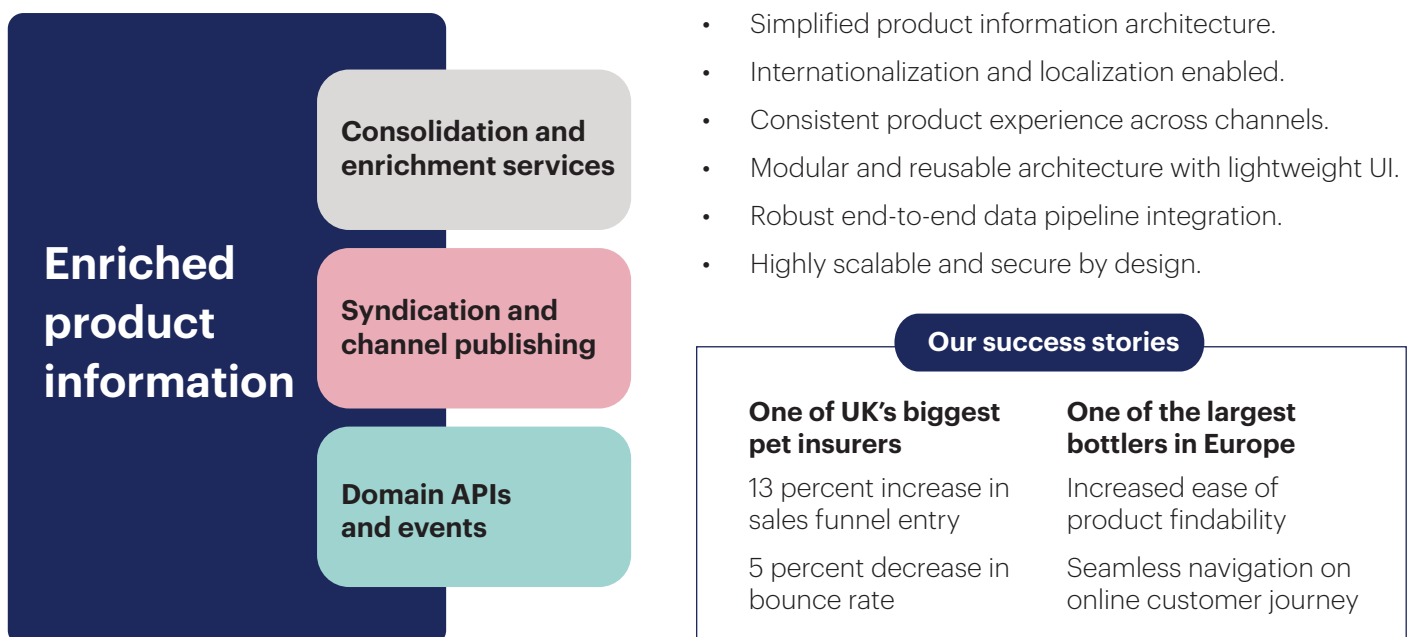
**DAM** – Digital asset management

**PIM** – Product information management

**PXM** – Product experience management

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

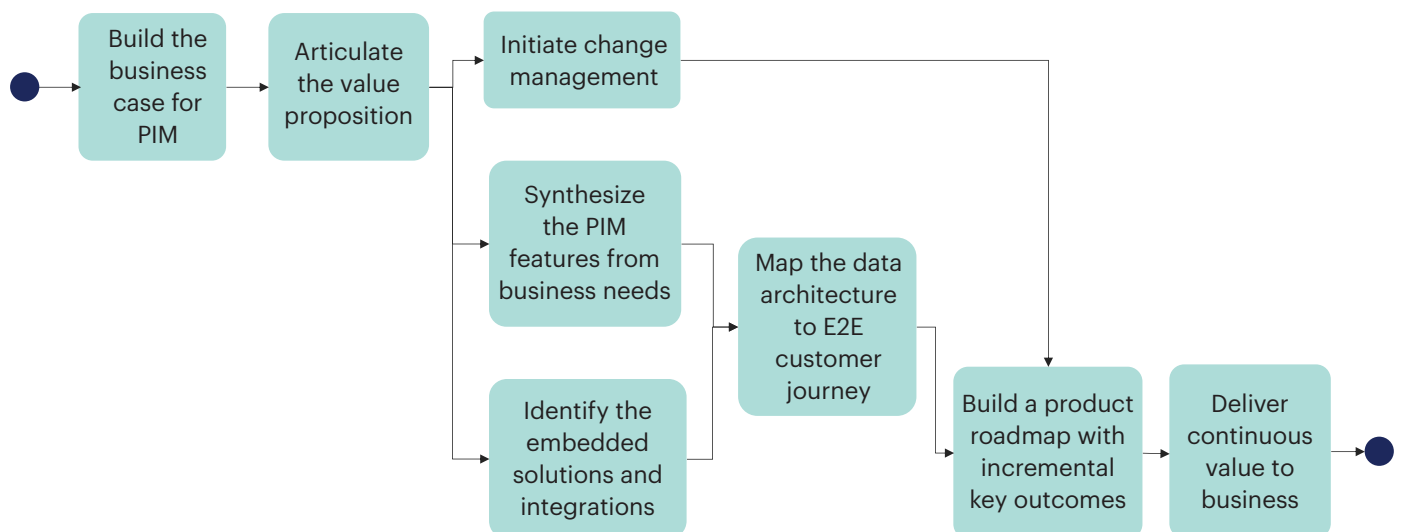
## Our headless PIM future proofs your product experience mgmt.



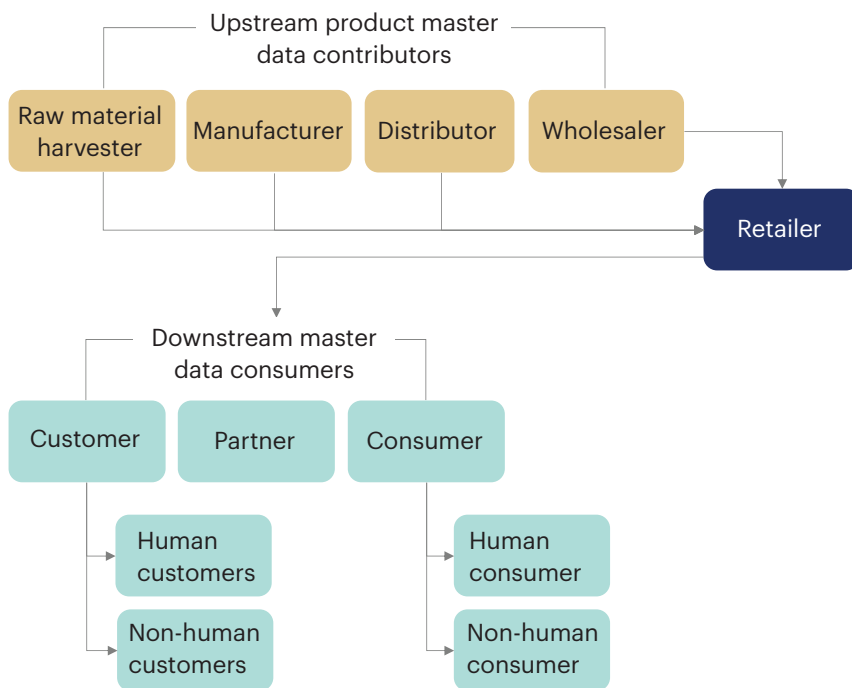
## Our service catalog



## 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



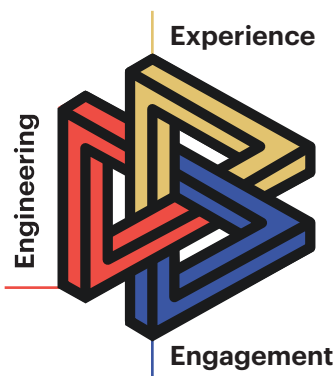
We capture end-to-end supply chain information on a **digital product passport**, enabling transparency and a scalable product catalog **that offers an enriched product experience.**

- 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.**



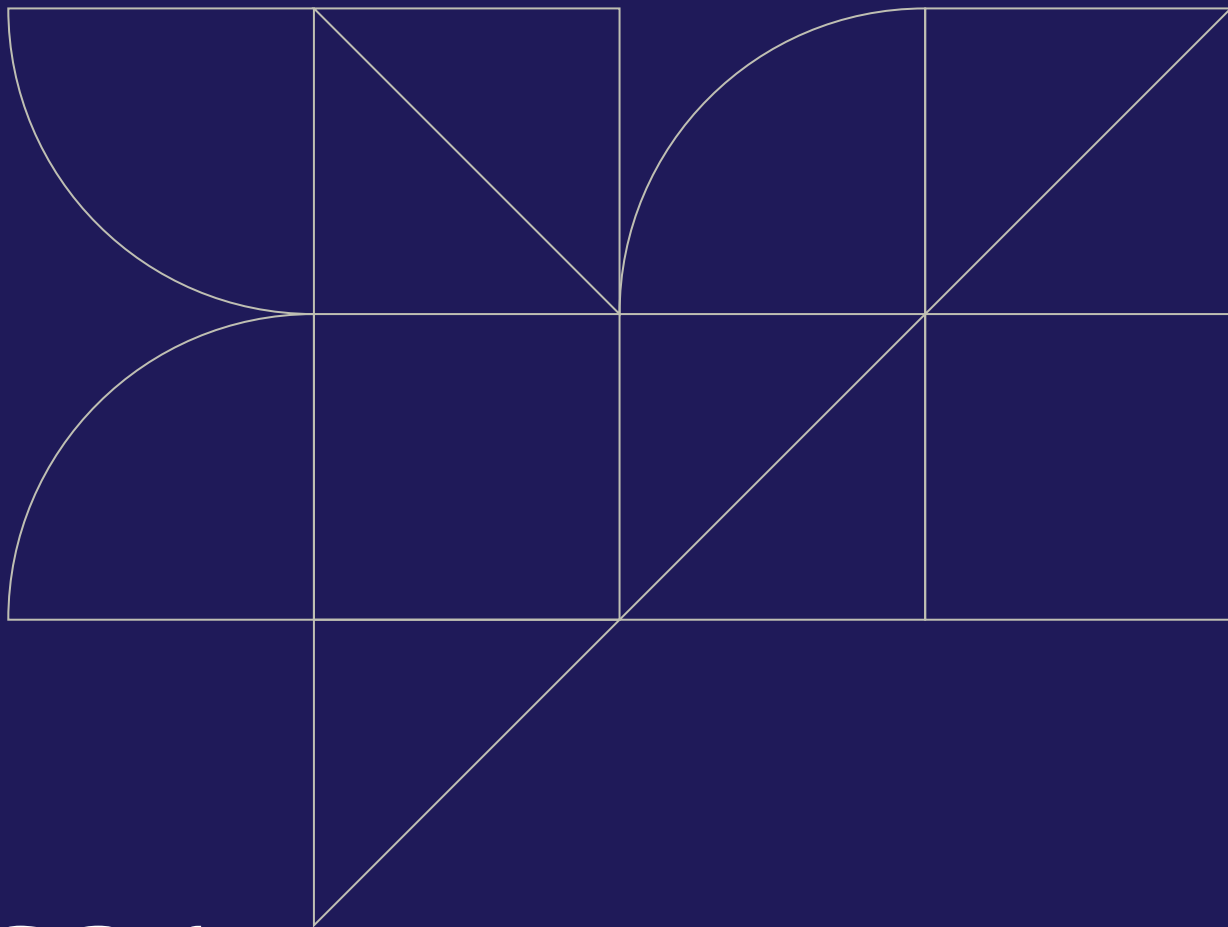
**Balakrishna P. V.**

Associate Vice President  
Merchandising Operations  
Center of Excellence  
[balakrishna.venkata@zensar.com](mailto:balakrishna.venkata@zensar.com)



**Suresh Ramalingam**

Product Manager  
PIM Center of Excellence  
and Retail Subject Matter Expert  
[suresh.ramalingam@zensar.com](mailto:suresh.ramalingam@zensar.com)



# zensar

An  **RPG** Company

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](mailto:info@zensar.com) | [www.zensar.com](http://www.zensar.com)