



Next-Gen PIM

AI, Digital Product Passport
& EU Regulatory Readiness

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Summary:

- **EU Regulations:** Stricter compliance requirements, including ESG documentation and the Digital Product Passport (DPP), are reshaping data management practices.
- **Cloud-Based Solutions:** Cloud-native PIM platforms offer enhanced flexibility, scalability, and seamless integration with business tools.
- **Customer Lifetime Value (CLV):** PIM systems help businesses personalize experiences, foster loyalty, and drive long-term profitability.
- **AI in PIM:** AI is automating data structuring, content generation, and comparative analysis, shifting human roles from data entry to oversight.
- **Strategic Outlook:** Companies must leverage PIM systems to ensure compliance, improve operational efficiency, and stay competitive in a rapidly evolving market.

As businesses look ahead, three key topics are at the forefront: EU documentation requirements relating to Environmental, Social, and Governance (ESG) compliance, the EU's Digital Product Passport (DPP), and the growing importance of enhancing customer lifetime value (CLV). Combined with the transformative role of AI in data handling and content generation, and the scalability of cloud-based solutions, these trends are reshaping the use of PIM systems and redefining what businesses must do to achieve both sustainable practices and sustainable growth.

EU Regulations: ESG and the Digital Product Passport

The current landscape brings significant regulatory changes that affect the entire supply chain, especially regarding sustainability and transparency. The European Union's increasingly stringent ESG mandates and the introduction of the Digital Product Passport (DPP) are creating new challenges for businesses. Partners and customers alike are growing concerned about the complexities of compliance, but PIM systems are emerging as powerful allies in navigating these requirements.



ESG Compliance and the Packaging Directive (PPWR)

The Environmental part of the ESG criteria is getting more attention due to the European Union's updated Packaging and Packaging Waste Regulation (PPWR). This regulation marks a significant move towards sustainability and responsibility in packaging practices across various industries. Under the PPWR, companies must carefully track and report detailed information about their packaging throughout the entire supply chain. This includes not only primary packaging (the material that directly holds the product) but also secondary packaging (the outer packaging that groups products) and tertiary packaging (the bulk packaging used for transport). The requirement to oversee all these aspects, from production to the end of the product's life, ensures that businesses are not just following rules but also practicing responsible packaging.

A PIM system makes it much easier for businesses to stay compliant with these new regulations. For example, a PIM system can store crucial data on the exact amount of packaging used for each product, detailing the materials involved and their recyclability. This organized approach helps companies meet the PPWR's transparency requirements and gain a better understanding of their packaging impact. Having all this data in one place allows businesses to comply with regulations more easily, avoiding fines for non-compliance. It also simplifies the process of creating compliance reports, making audits and inspections a much easier feat.

Beyond just compliance, the insights made possible by a PIM system can help companies find ways to improve their packaging. By analyzing this packaging data, businesses can identify areas to reduce excess materials, switch to more sustainable options, or enhance the recyclability of their packaging. This proactive strategy cuts down on waste and boosts a company's reputation for sustainability — an important factor for consumers who care about eco-friendly practices when making purchases. As companies work to improve their ESG ratings, managing packaging data effectively can also give them a competitive edge in the marketplace. Companies that show they are committed to sustainable packaging are more likely to attract environmentally aware customers and investors. Overall, combining technology with a focus on sustainability and regulatory compliance offers a promising path for businesses willing to invest in PIM solutions that support responsible packaging.



The Digital Product Passport: Traceability from Start to Finish

The concept of the DPP is poised to transform how we think about product traceability. Initially focusing on batteries, the DPP will soon expand to include textiles and other product categories, requiring detailed traceability from the beginning of the production process to the product's end-of-life.

Let's take a battery as an example: every detail, from its raw material sourcing to its production, use, and recycling, must be documented in a central repository. This repository is where PIM solutions can shine. By integrating data into a digital depository, PIM systems provide a central platform where information such as product barcodes, composition, and recycling instructions can be stored, updated, and accessed as needed.

This centralized data management not only helps ensure compliance but also supports business-to-business and business-to-consumer transparency. Customers are increasingly interested in the environmental impact of the products they buy, and the DPP allows companies to share this information in a reliable, verifiable way. With PIM systems facilitating this end-to-end traceability, companies can transform regulatory requirements into competitive advantages by building stronger relationships with sustainability-conscious consumers.

Cloud-Based Solutions

The transition to cloud-based PIM systems is accelerating, driven by the demand for greater flexibility, scalability, and collaboration. These solutions allow businesses to access their PIM platforms from anywhere, enabling real-time updates and seamless coordination across distributed teams.

Cloud-native PIM systems also simplify integration with other tools and technologies, such as ERP systems, e-commerce platforms, and AI-driven analytics. This compatibility ensures that businesses can maintain a cohesive digital ecosystem, even as they adopt new innovations. Moreover, cloud-based solutions reduce the need for on-premise infrastructure, making them a cost-effective and environmentally friendly option for forward-thinking organizations. As companies respond to the demands of the present and the future, adopting cloud-based PIM solutions will be key to staying agile and competitive.





Customer Lifetime Value

Building long-term relationships enhancing Customer Lifetime Value (CLV) has become a pivotal focus for businesses aiming to drive growth and profitability. PIM systems play a crucial role in achieving this by providing the tools to deliver personalized and consistent experiences across all customer touchpoints.

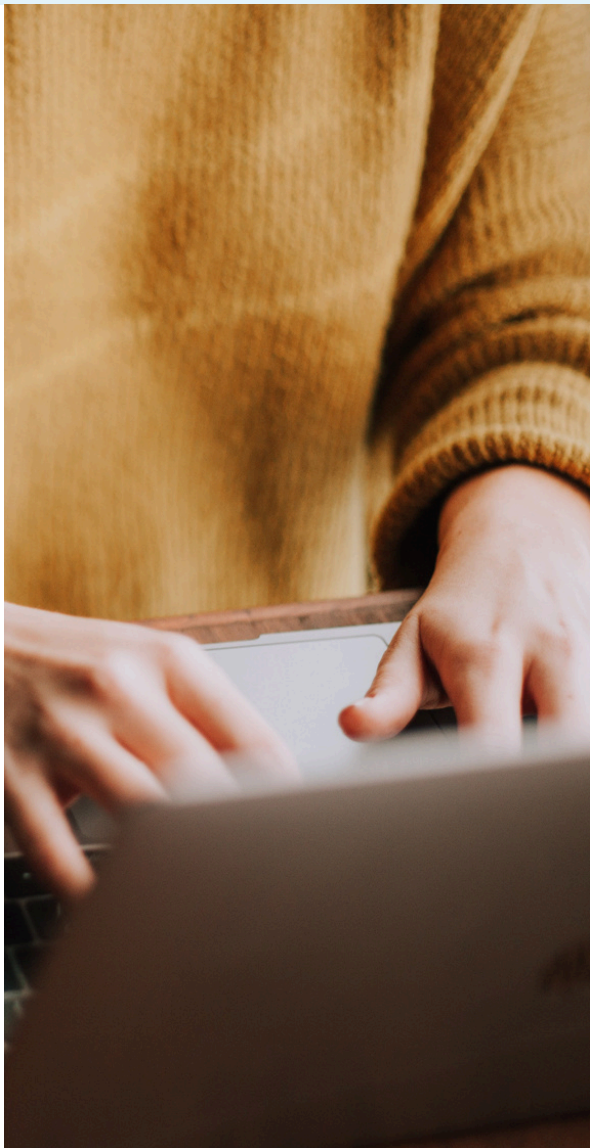
One way PIM systems contribute to CLV is by enabling dynamic product recommendations and intelligent bundling based on customer behavior and purchase history. By leveraging AI-driven insights, businesses can tailor their offerings to meet the unique needs of each customer, increasing retention rates and encouraging repeat purchases.

Additionally, PIM systems support ecosystem consistency, ensuring that customers receive accurate and up-to-date product information whether they're shopping online, in-store, or through mobile applications. This reliability fosters trust and loyalty, key components of maximizing CLV.

Moreover, the ability to track and analyze customer interactions with product data allows businesses to identify high-value customers and implement targeted retention strategies. By focusing on long-term relationships rather than one-time transactions, companies can unlock sustainable growth and secure a competitive edge in the market.

AI in PIM: From Data Production to Intelligent Management

If regulatory changes are pushing businesses to rethink their processes, AI is revolutionizing how they manage product information altogether. One of the most significant shifts we're seeing is the move from manual data production to AI-driven data management, which allows teams to focus more on verification and enhancement rather than raw data generation.



AI as a First-Mover in Data Structuring

AI's potential in the PIM space is enormous, particularly when it comes to dealing with unstructured data. Traditionally, product data collection has been a labor-intensive task — pulling information from various sources, formatting it correctly, and entering it into the PIM system. With AI, this process can be largely automated.

AI algorithms can gather unstructured data, classify it, and structure it appropriately, making PIM systems smarter and more efficient. For example, a company might have dozens of similar products that need classification according to industry standards. Rather than manually entering these categories, AI can compare product attributes and automatically suggest classifications. Human employees are still needed, but their role shifts to that of validation rather than creation, saving time and reducing human error.

Shifting Roles: From Data Producers to Controllers

Another key trend in AI is its role in content generation. AI can draft marketing texts, generate descriptions, and even provide translations — tasks that used to take up a significant amount of a marketer's or product manager's time. The key difference moving forward will be the way businesses use AI to create the first iteration of this content, while employees edit, refine, and approve it.

This shift means that the role of product managers and data specialists will change from being data producers to data controllers. Rather than spending hours generating product details, these professionals will be focused on reviewing AI outputs, ensuring compliance, and optimizing messaging. This evolution has the potential to create massive efficiency gains and free up resources for strategic activities.

Comparative Analysis and Smart Recommendations

Another promising AI application related to PIM is comparative analysis. AI can compare product data against competitors or similar items in the market, suggesting enhancements to descriptions, features, or even pricing strategies. Such insights can help companies stay competitive without having to manually comb through thousands of competitor products.



The Road Ahead: Stay Compliant, Cloud-Ready and Competitive

Moving forward, businesses will need solutions that allow them to be more agile and forward-thinking. With regulatory pressures mounting and the opportunities presented by AI, cloud-based solutions, and customer lifetime value continuing to expand, PIM systems are evolving into essential tools that do far more than store product information.

The dual forces of compliance requirements and technological advancements are pushing companies toward greater transparency and market responsiveness. EU regulations like ESG documentation and DPP implementation are certainly challenging, but they also provide an opportunity for businesses to distinguish themselves in the eyes of increasingly discerning consumers. Meanwhile, AI in PIM solutions is transforming how product data is handled, turning tedious manual tasks into automated, AI-driven processes that humans oversee and refine. Additionally, the adoption of cloud-based PIM systems ensures that organizations remain flexible, scalable, and prepared to tackle future challenges. Finally, by prioritizing CLV, businesses can cultivate stronger relationships with their customers, ultimately leading to sustained growth and loyalty.

By leveraging PIM systems to meet these new regulatory and technological demands, companies can stay ahead of their competition, save resources, and build a more sustainable, customer-focused future.



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