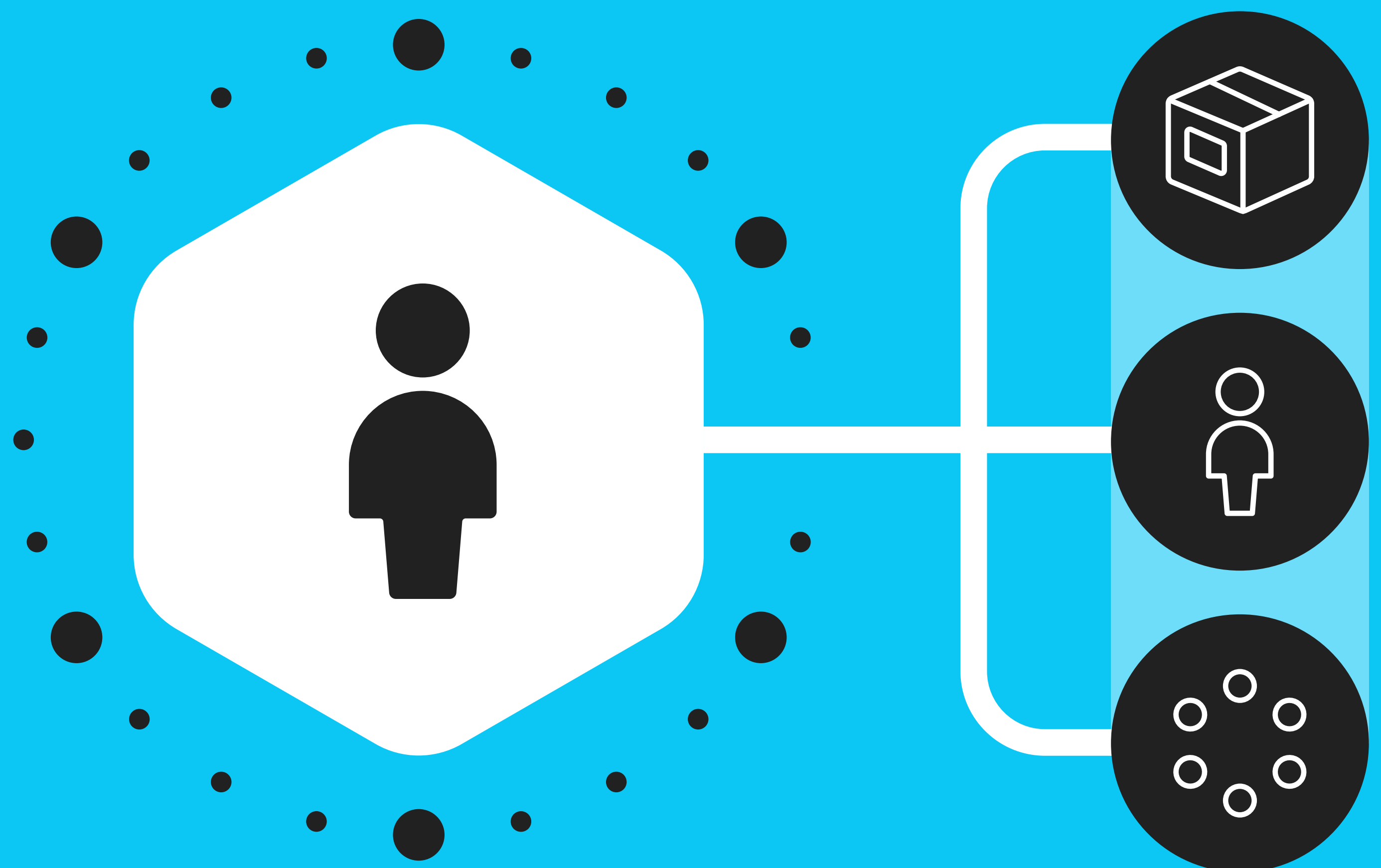


# PXM for Industrial Manufacturing

**A CIO's guide to solving data chaos and driving operational efficiency**

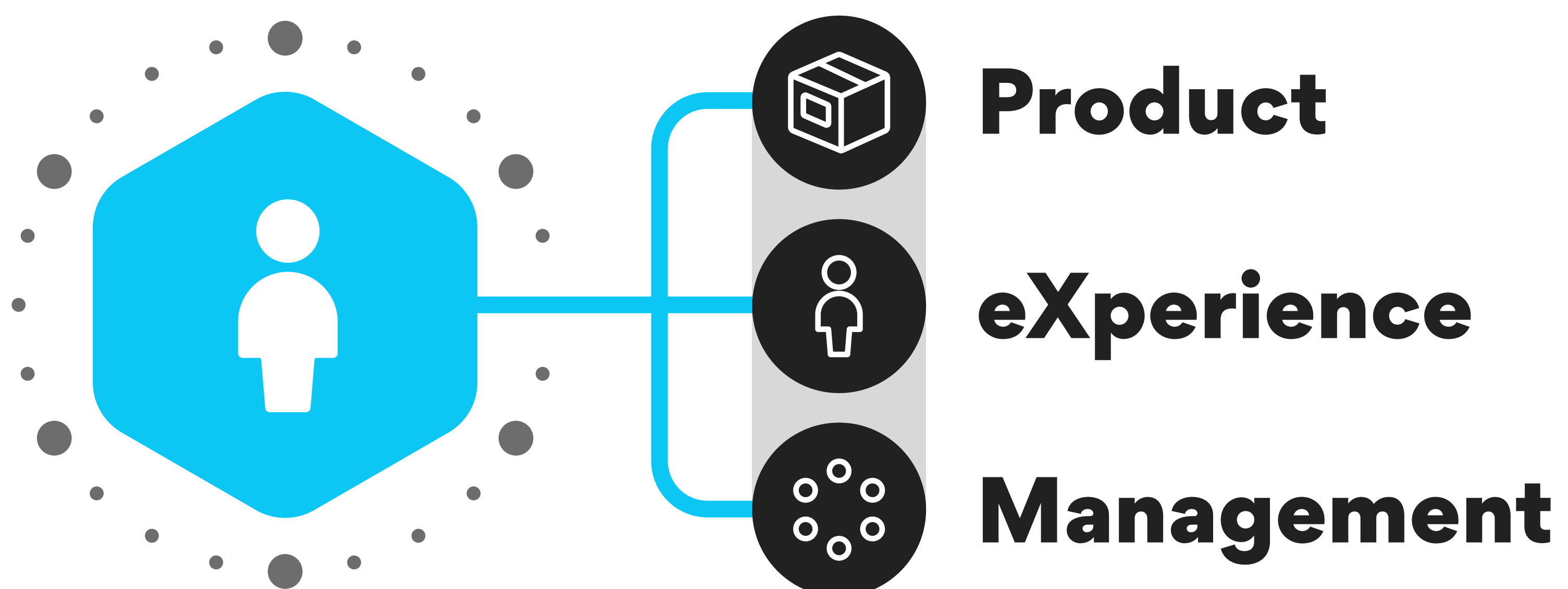


# Executive summary

In industrial manufacturing, CIOs are under increasing pressure to modernize operations, reduce inefficiencies, and ensure data integrity across sprawling, interconnected systems. While product data and media management may not traditionally sit at the center of infrastructure strategy, they are often the hidden culprits behind costly delays, inconsistent product experiences, and fragmented digital operations.

Product experience management (PXM) is emerging as a critical enabler of operational excellence. For CIOs tasked with solving data mismanagement and process inefficiencies, PXM offers a pragmatic, integration-ready approach to unify product information, streamline syndication, and reduce IT burden — all without disrupting core systems like ERP or PLM.

This guide explores how PXM can help unlock time savings, improve data quality, and deliver measurable ROI. PXM isn't a marketing tool. It is a strategic layer of infrastructure that supports compliance, automation, and digital transformation at scale.



# The industrial CIO's challenge

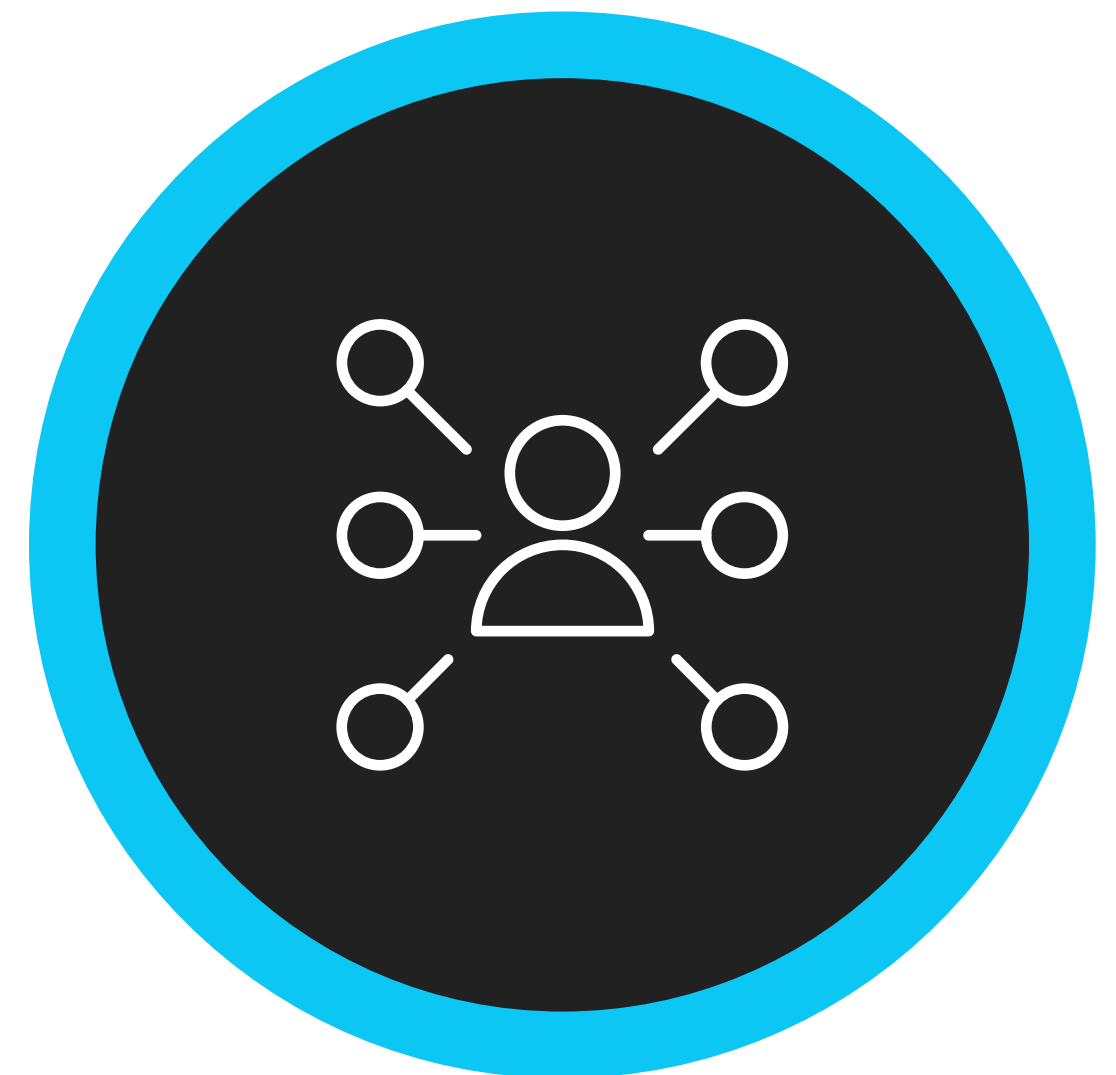


## Fragmented systems, fragmented outcomes

In many manufacturing environments, product data is scattered across the business. It lives everywhere, from the ERP and PLM to old, legacy systems. In many cases, data lives in thousands of spreadsheets across the organization, most of which aren't accessible to others in the business. This fragmentation leads to inconsistent product information, duplicated effort, and costly errors. PXM serves as a connective layer that unifies product data across systems. This enables consistency, accuracy, and efficiency without requiring the overhaul of existing infrastructure.

## IT teams are stretched thin

CIOs are under constant pressure to do more with less. When product data management becomes a bottleneck, IT teams are often pulled into time-consuming, low-value tasks, such as manual data cleanup or troubleshooting syndication issues. PXM reduces this burden by enabling automation, self-service, and governance—freeing IT to focus on innovation and strategic initiatives.



## Compliance without complexity

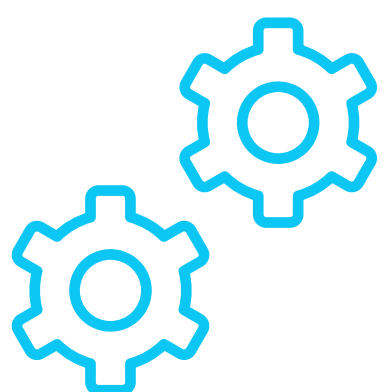
Manufacturers are under increasing pressure to meet regulatory requirements, such as safety certifications and labeling standards. PXM offers a more structured way to manage product data and digital assets, meaning CIOs can better maintain compliance across systems without adding unnecessary complexity or risk to their existing tech stack.

# PXM: A strategic layer for industrial efficiency

PXM is often misunderstood as a marketing initiative when it should be viewed as a comprehensive business initiative. Think of it as a way to bring order, automation, and accountability to the chaos of product data. It's a centralized framework for managing product information and digital assets. A solid PXM strategy ensures that accurate, compliant, and complete data flows as intended between systems, teams, and customer touchpoints.

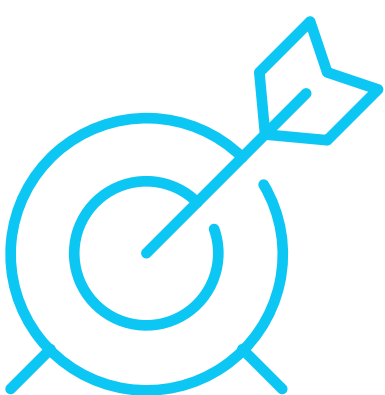
## Why PXM matters now

In an era where operational agility and digital maturity are competitive differentiators, PXM offers a pragmatic path forward. It doesn't require ripping and replacing core infrastructure. Instead, it complements existing systems, such as ERP and PLM, by filling a critical gap: the ability to manage and syndicate product data with precision and control.



### Built for integration, not disruption

Modern PXM platforms are designed to be API-first and composable. That means they can be integrated into your existing architecture without introducing risk or complexity. PXM connects legacy systems and modern cloud platforms to enable automation and ensure data consistency across all internal systems and external channels.



### From tactical fix to strategic advantage

PXM isn't just about solving today's data problems. It's also about laying the groundwork for scalable digital operations. PXM investments reduce IT overhead. They accelerate time-to-market and ensure compliance. And PXM enables business users to work more independently and effectively.



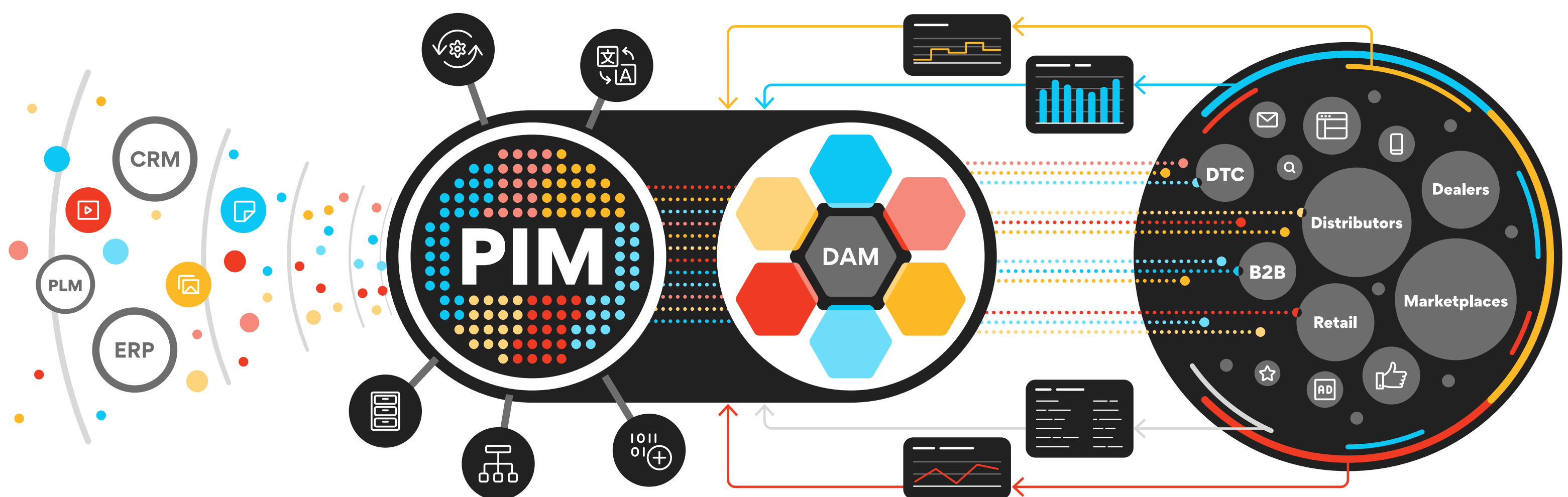
# Real-world use cases: PXM in action

1

## Centralizing product data across disconnected systems

A global manufacturer struggled with inconsistent product data spread across ERP, PLM, and regional databases. Each system had its own version of the truth, leading to delays in product launches and errors in customer-facing content.

By implementing PIM software, the company created a single source of truth for product information. This enabled faster updates to PDPs, fewer errors, and a 30% reduction in time-to-market for new SKUs.



2

## Automating syndication to internal and external channels

Manual syndication of product data and digital assets to distributors, the ecommerce website, and internal systems was consuming valuable IT resources. With PIM and DAM in place and fully integrated, the company automated this process. Now, they have accurate, compliant product data being delivered to every endpoint — from internal procurement systems to customer portals — without manual intervention.

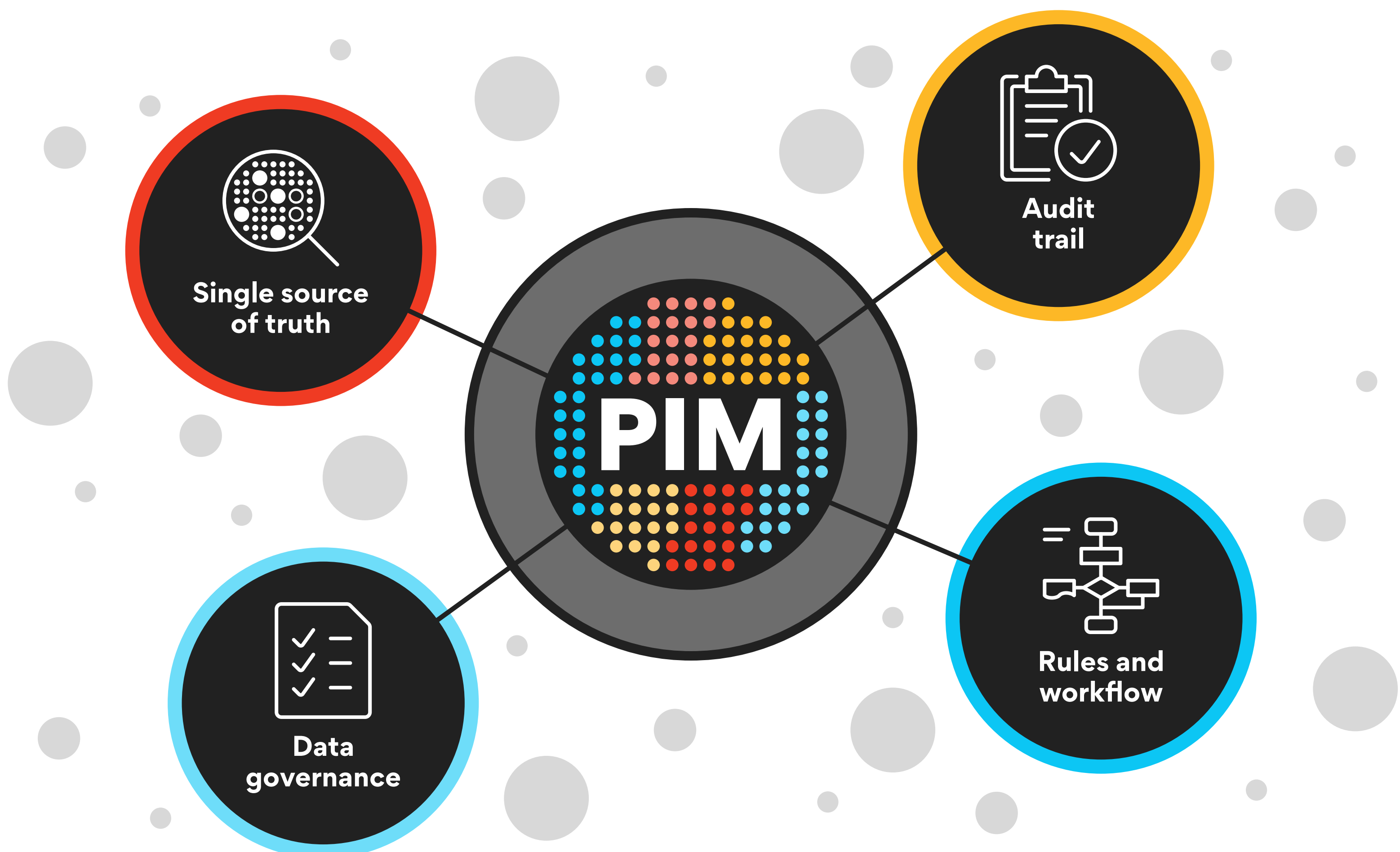
The result: improved data consistency and a 40% drop in support tickets related to product information.

## 3

## Enabling compliance through structured data governance

In highly regulated sectors like industrial manufacturing, compliance isn't optional. It's mission-critical. One manufacturer used the PXM framework to enforce structured workflows for managing safety data sheets, certifications, and regional labeling requirements.

Today, they have audit trails and role-based access built into the system, and the CIO can ensure compliance without adding complexity or risk to the tech stack.



## 4

## Reducing IT burden through self-service

Before PXM, every product update required IT involvement, from formatting spreadsheets to troubleshooting syndication errors. After implementing PIM and DAM software, business users can now manage product content directly within these platforms, and IT retains control over governance and integration.

This shift freed up IT teams to focus on strategic initiatives rather than responding to tactical issues.

# Integration blueprint: Making PXM work within your existing stack

The value of any new technology hinges on its ability to integrate, not disrupt. PIM and DAM, implemented with a PXM mindset, deliver on that promise. This modern, API-first architecture is designed to complement your existing systems, not compete with them.



## Seamless connections to core systems

PXM platforms are built to integrate with the systems that already power your operations.

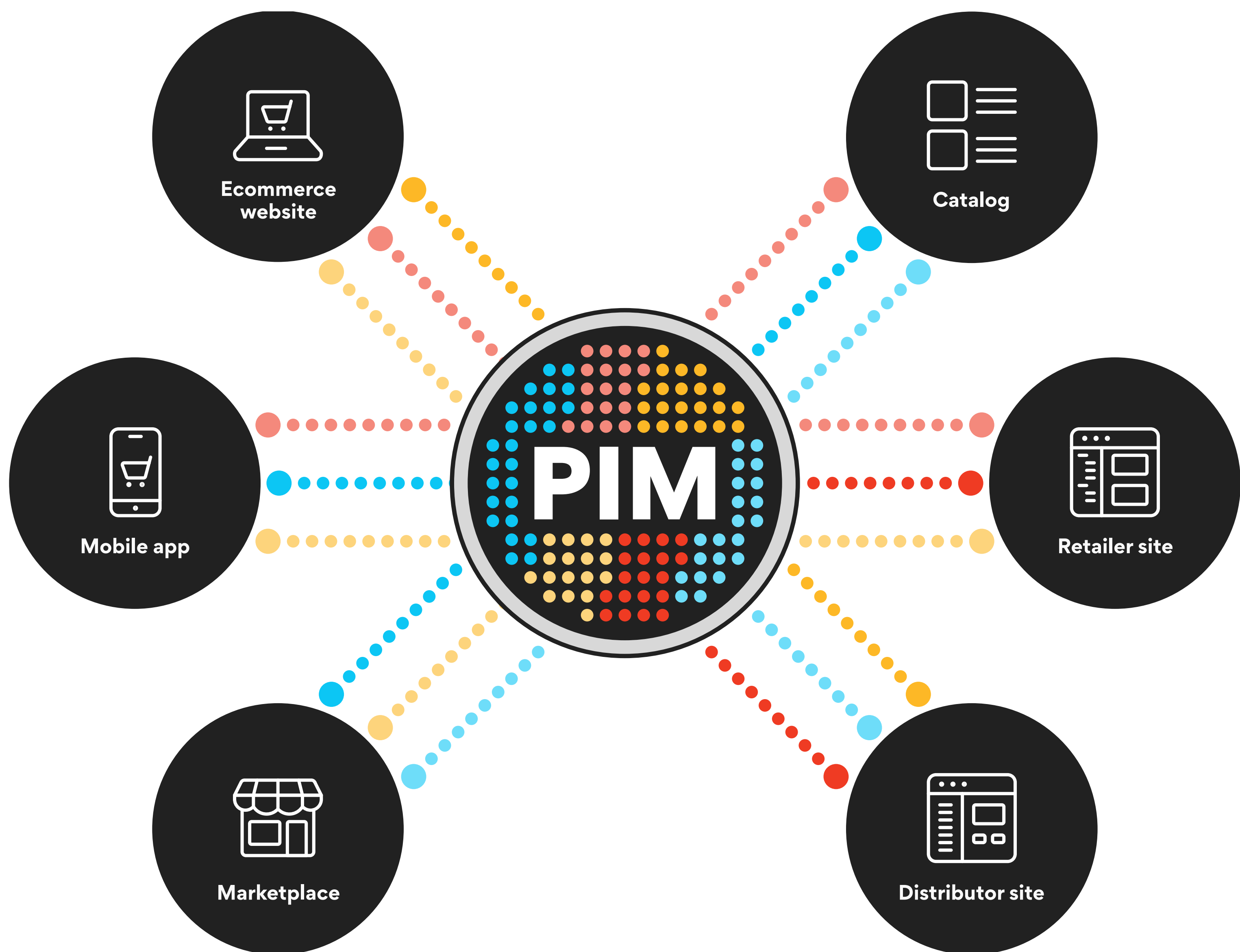
- **ERP:** Sync product master data and pricing structures to ensure consistency across financial and operational systems.
- **PLM:** Ingest engineering data and specifications to enrich product records without duplicating effort.
- **Supply chain & logistics:** Provide accurate, up-to-date product information to partners and distributors, reducing delays and errors.
- **Quality management systems (QMS):** Ensure that compliance data, certifications, and safety documentation are always current and accessible.
- **Ecommerce & customer portals:** Automatically syndicate enriched product data and assets to digital channels, improving customer experience and reducing manual updates.



## Built for composability and control

Manual syndication of product data and digital assets to distributors, the ecommerce website, and internal systems was consuming valuable IT resources. With PIM and DAM in place and fully integrated, the company automated this process. Now, they have accurate, compliant product data being delivered to every endpoint — from internal procurement systems to customer portals — without manual intervention.

The result: improved data consistency and a 40% drop in support tickets related to product information.



## Governance without bottlenecks

PXM enables centralized control over product data while empowering business users to contribute within defined workflows. This balance of autonomy and oversight reduces IT bottlenecks and ensures that data quality and compliance standards are upheld across the organization.



# ROI and business case

Every technology investment must be justified with clear, measurable outcomes. PXM delivers on that expectation—not just by improving data quality, but by driving operational efficiency, reducing IT burden, and accelerating time-to-market.

## Quantifiable benefits of PXM

- **Time savings:** Automating the syndication of product data and digital assets, i.e., reducing manual rework, can cut product launch timelines by 20–40%.
- **Reduced duplication and rework:** Centralized product info eliminates redundant effort across teams, saving time and labor costs and ensuring consistent, brand-aligned messaging across all channels.
- **IT resource optimization:** By enabling business users to manage product content within governed workflows, PXM strategies can reduce IT support requests and free up technical teams for higher-value work.
- **Error reduction:** Centralized data governance reduces inconsistencies and costly downstream errors in customer-facing systems, logistics, and compliance documentation.
- **Faster market response:** With real-time updates and automated distribution, manufacturers can respond more quickly to market changes, regulatory shifts, or customer demands.
- **Compliance confidence:** Structured workflows and audit trails help ensure regulatory requirements are met without adding overhead or risk.

## Building the business case

To help evaluate the potential return on investment, consider the following about your current product processes:

| Evaluation area        | Key questions to ask   |
|------------------------|--|
| Time-to-market         | How much time is lost due to manual product data updates?    |
| Operational efficiency | How many people are doing overlapping or duplicate work?     |
| IT resource allocation | How often is IT pulled into low-value product data tasks?    |
| Data accuracy          | What’s the cost of errors in product specs or compliance?    |
| Integration complexity | How easily can PIM and DAM connect to your existing systems? |
| Compliance risk        | Are you audit-ready with your current product data setup?    |

Frame the conversation around measurable outcomes and position PXM as a strategic investment versus a discretionary spend.





# Next steps: From insight to implementation

Once everyone understands the value of PXM, it's time to create a path forward. This strategy should take into consideration your current infrastructure, your team's capacity, and your organization's strategic goals.

1

## Identify the problem you're solving

Start by pinpointing the specific inefficiencies or risks that PXM can address. Are you struggling with inconsistent product data across systems? Do your teams know which digital assets align with what product SKUs? Is your IT team overwhelmed by manual syndication tasks? Are compliance requirements becoming more complicated to manage? Clarifying the problem will help you define success.

2

## Build the business case

Use the insights and ROI framework from this guide to quantify the benefits of PXM. Document time savings, error reduction, and IT resource optimization. Present these findings to executive leadership as part of a broader digital transformation strategy.

3

## Engage the right stakeholders

PXM success depends on cross-functional collaboration. Consult leaders from all departments (e.g., IT, product management, compliance, marketing, business operations) to align on goals, requirements, and governance. This ensures your PXM solutions are technically sound and operationally sustainable.

**4**

## Evaluate vendors with a technical lens

Look for PXM platforms that are API-first, composable, and proven in your industry. Prioritize vendors that align with your requirements and don't be afraid to ask for architecture diagrams, sandbox access, or references from similar organizations.

---

**5**

## Choose a systems integration partner that understands industrial complexity

A strong SI partner should accelerate your time-to-value and reduce implementation risk. Your SI should ensure your PXM solution integrates seamlessly with existing infrastructure. Prioritize partners with a proven track record in industrial environments that understand the nuances of ERP, PLM, and supply chain systems. Look for a partner that leads with architecture, not just implementation. They should be able to map your current systems, identify integration points, and propose a phased rollout that minimizes disruption.

Ask for examples of detailed integration plans, including architecture diagrams, data flow models, and governance frameworks. A credible partner should be willing to offer proof-of-concept pilots and clear documentation. The best partners work as an extension of your team. They empower your teams and support long-term scalability.

---

**6**

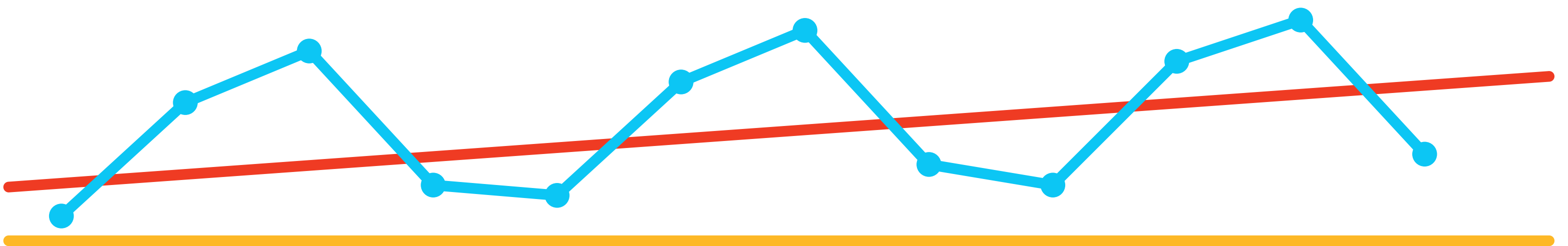
## Pilot with purpose

Start small but strategically. Choose a product line, region, or channel where the impact of PXM can be measured. Use this pilot to validate integration, test workflows, and gather data to support broader rollout.



# Scale into the future: Plan for what comes next

A successful PXM pilot is just the beginning. To realize the full value of your investment, it's critical to approach implementation as a continuous journey—not a one-time deployment. That means designing your MVP with scalability in mind and laying the foundation for long-term growth and evolution.



## Design the pilot with expansion in mind

Your pilot should be focused, but not short-sighted. Choose a product line, region, or channel that reflects broader organizational complexity — one that will surface integration challenges, governance needs, and user workflows that can be scaled later. Define clear success metrics tied to business outcomes.

## Critical MVP requirements:

- Integration with at least one core system (ERP, PLM, or ecommerce)
- A representative product data set with real-world complexity
- Defined governance roles and workflows
- Measurable KPIs (e.g., time-to-market, error reduction, IT ticket volume)

## Commit to iteration

After the MVP, use what you've learned to refine your data model, workflows, and integration strategy. Prioritize feedback loops with business users and IT stakeholders. Every new rollout should be reframed as an opportunity to improve your greater PXM strategy.

Plan subsequent phases before the pilot ends. Whether it's onboarding new product lines, expanding to additional regions, or integrating with more systems, your roadmap should reflect both business priorities and technical readiness. This ensures momentum isn't lost and that each step builds on a solid foundation.





# Conclusion

PXM is a strategic lever for transforming how manufacturers operate in a data-driven world. By taking a deliberate, technically grounded approach, CIOs can transform fragmented product data and digital assets into a unified, governed ecosystem that drives efficiency, compliance, and agility throughout the enterprise.

When implemented thoughtfully, PXM doesn't disrupt what already works. It bridges the gap between systems and reduces IT burden. It empowers teams to move faster with greater confidence in their data. For CIOs of industrial manufacturing companies, PXM offers a clear path forward. It delivers measurable value today and builds a foundation for scalable digital transformation tomorrow.



Ntara is a leading PXM (product experience management) consultancy that helps manufacturers and brands modernize their digital ecosystems. With deep expertise in PIM, DAM, and ecommerce strategy, Ntara delivers end-to-end solutions that unify people, processes, and technology, empowering clients to streamline operations, enrich product content, and drive consistent, high-performing product experiences across every channel.

***For more information,  
visit [ntara.com](https://ntara.com)  
or email [hello@ntara.com](mailto:hello@ntara.com)***

